2025 - 2030

PRELIMINARY ZONE DEVELOPMENT PLAN

URBAN ENTERPRISE ZONE CORPORATION OF THE WILDWOODS

WILDWOOD   NORTH WILDWOOD   WEST WILDWOOD   WILDWOOD CREST

Submitted to the:
New Jersey Department of Community Affairs
Urban Enterprise Zone Authority

Prepared by:
Triad Associates

January 2025

2025 - 2030

PRELIMINARY ZONE DEVELOPMENT PLAN

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EXECUTIVE SUMMARY

The Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) comprises four municipalities collectively known as the Wildwoods: The City of Wildwood, The City of North Wildwood, The Borough of West Wildwood, and The Borough of Wildwood Crest. The UEZCW is managed by an 8-member board, headed by an Executive Director, and assisted by a UEZ coordinator who oversees day-to-day activities.

According to the 2020 Decennial Census, the total resident population of the Wildwoods is 12,419, with Wildwood having 5,157 residents, North Wildwood 3,621, Wildwood Crest 3,101, and West Wildwood 540. Additionally, the Wildwoods attract millions of visitors each year, with the Boardwalk drawing an estimated 9 million visitors annually, and the Wildwood Convention Center hosts over 250,000 visitors each year.

The UEZCW's economy is heavily centered around tourism, hosting hundreds of businesses within the zone and along the 2-mile Boardwalk which features small businesses, housing facilities, and amusement piers with numerous rides and attractions. Given the importance of tourism to the local economy, the UEZ has prioritized economic development projects to enhance the visitor experience and support business growth. To date, the UEZ has managed a wide range of successful programs and projects, including Boardwalk enhancements, street improvements, street lighting projects, security and safety initiatives, master plans and studies, streetscaping efforts, wayfinding projects, and parking infrastructure developments.

This comprehensive plan is divided into four key sections: an introduction, a background summary, a section outlining vision and goals, and a strategic implementation narrative and action agenda. The purpose of this document is to create a roadmap for the UEZ to foster new business and commerce, promote investments that support and enhance economic development, spur new job opportunities for area residents, create a safe and vibrant business environment, promote equity, and advance the quality of life for business owners.

EXECUTIVE SUMMARY

SUMMARY OF BACKGROUND CHARACTERISTICS

The Wildwoods' economy is heavily reliant on tourism-related industries, which form the backbone of the region's economy. Of the 991 businesses operating across the Wildwoods, 226 are active participants in the Urban Enterprise Zone (UEZ) program. Key industries driving the local economy include Accommodation and Food Services, Real Estate, Rental and Leasing, and Retail Trade. The need for targeted initiatives to strengthen and expand these industries remains critical for the region's economic growth and resilience.

Despite the strength of the tourism economy, the Wildwoods face significant economic challenges. Per 2022 American Community Survey estimates, the average median household income for the Wildwoods area is $63,323, which is significantly lower than the state average of $96,346. Within this region, Wildwood has the lowest median household income of only $49,580, while North Wildwood has a comparatively higher median household income of $70,847. Additionally, the average poverty rate in the Wildwoods is 10%, slightly higher than the New Jersey poverty rate of 9.70%. Poverty is particularly concentrated in Wildwood, where the rate is an alarming 17.6%, followed by Wildwood Crest at 10.8%. This disparity can be attributed to the fact that many homes in North Wildwood are second homes for the summer season, contributing to higher median incomes and lower poverty rates in that municipality. However, the high poverty rates in the other areas highlight the ongoing need for an aggressive UEZ program that can provide new business and employment opportunities.

The Urban Enterprise Zone (UEZ) faces several challenges that impact its effectiveness and the wider local economy. One of the primary issues is the limited tourism season, with the Boardwalk and beach being the main economic drivers on the island. The local economy is highly dependent on good weather, making it difficult to extend the shoulder seasons and achieve a ten-month or year-round economy. Additionally, the prices of existing housing on the island have increased disproportionately compared to the incomes of the local workforce, making it difficult for both year-round and seasonal employees to afford to live there. Public transportation is another significant challenge, as it is almost non-existent and heavily focused on the needs of tourists. This lack of available transportation options hinders companies' ability to attract employees. Moreover, awareness of the UEZ is very low, and the UEZ has had limited success in expanding its marketing efforts to local businesses. Lastly, the downtown area of Wildwood, particularly along Pacific Avenue between Glenwood Avenue and Spencer Avenue, is heavily blighted with high vacancy rates, further complicating economic revitalization efforts.

Throughout the last couple of years, the UEZ has prioritized economic development projects to enhance the visitor experience and support business growth. To date, the UEZ has managed a wide range of very successful programs and projects, including Boardwalk enhancements, street improvements, street lighting projects, security and safety initiatives, master plans and studies, streetscaping efforts, and wayfinding projects. These efforts are critical in fostering new business and commerce, promoting investments that support and enhance economic development, spurring new job opportunities for area residents, creating a safe and vibrant business environment, promoting equity, and advancing the quality of life for business owners, residents, and stakeholders in the Zone and throughout the Wildwoods.

EXECUTIVE SUMMARY

SUMMARY OF BACKGROUND CHARACTERISTICS

Potential partners for plan implementation include the Greater Wildwood Tourism Improvement and Development Authority, Greater Wildwood Chamber of Commerce, Greater Wildwood Hotel and Motel Association, the Wildwoods Boardwalk Special Improvement District (WSID), the Wildwood Business Improvement District (WBID), and the Cape May County Chamber of Commerce. These organizations, along with local government agencies, community groups, and other community stakeholders, will play a central role in executing the strategic initiatives outlined in the plan, ensuring a collaborative and coordinated approach to achieving the UEZ's vision and goals.

VISION, GOALS, AND STAKEHOLDER EQUITY

1 Enhance the Boardwalk with increased amenities for the public, including public art installations.

2 Advance Retail Development and Redevelopment

3 Recruit Businesses and Minority Participation into the UEZ Program

4 Enable Job Retention & Job Development

5 Create opportunities for off-season and inclement weather tourism-focused businesses and events.

Realizing the vision for the Wildwoods UEZ requires there to be buy-in from both those within the UEZ and the wider community. As such, a wide-ranging public outreach process was conducted as part of this planning process. Individual meetings were held with a cross section of community stakeholders, including local business owners and employees, local government officials, trade association members, staff at local tourism and housing authorities, and clergy. These meetings were held to gain insight into the needs of those within the UEZ. In addition, Triad and the UEZ cooperated in distributing a survey regarding the UEZ Program. These interviews, surveys, and background research informed the creation of five goals of this plan,

EXECUTIVE SUMMARY
THE STRATEGIC ACTION AGENDA

The Strategic Action Agenda outlines six principal priorities for the upcoming five-year period of the UEZ Plan. These priorities are as follows:

JOB RETENTION & JOB DEVELOPMENT

Enabling job retention and creating new job opportunities within the UEZ. This includes initiatives such as developing reliable and efficient transportation options for workers who live off-island, ensuring they can easily commute to and from their jobs in the Wildwoods.

REVITALIZING THE BOARDWALK

Enhancing the Boardwalk to improve its appeal and functionality, making it a more attractive destination for tourists and residents alike.

EXPANDING THE "SHOULDER SEASONS"

Working to mitigate the economic constraints caused by the limited options for professional and recreation activities in the colder fall and winter months, as well as on rainy days. This includes attracting national brand hospitality operators to a "convention" hotel.

ADVANCING RETAIL DEVELOPMENT AND REDEVELOPMENT: FOSTERING

Fostering the growth and modernization of retail spaces to stimulate economic activity and attract shoppers.

RECRUITING NEW BUSINESSES AND INCREASING MINORITY PARTICIPATION IN THE UEZ PROGRAM

Encouraging new businesses to set up within the UEZ and ensuring diverse representation and participation, particularly from minority-owned businesses.

WORKFORCE HOUSING & TRANSPORTATION

Explore feasibility study to identify how other tourist-based regions have addressed this community concern.

For each of these priorities, a comprehensive matrix provides an inventory of initiatives, identifying potential partners and funding sources. When business development is a focus, the matrix also includes a list of business typologies, detailing the types of businesses that are most needed and viable within the UEZ. These priorities and target areas are carefully selected to align with the vision and goals of the plan, forming the foundation of the action agenda.

The Urban Enterprise Zone Corporation of the Wildwoods, which oversees the Urban Enterprise Zone Program, has demonstrated exceptional success in attracting businesses and investing in Zone improvements. These efforts have significantly advanced economic development and improved the quality of life for residents and businesses. Building on this impressive track record, the current strategic plan offers a comprehensive approach to further elevate the Urban Enterprise Zone Program in the Wildwoods.

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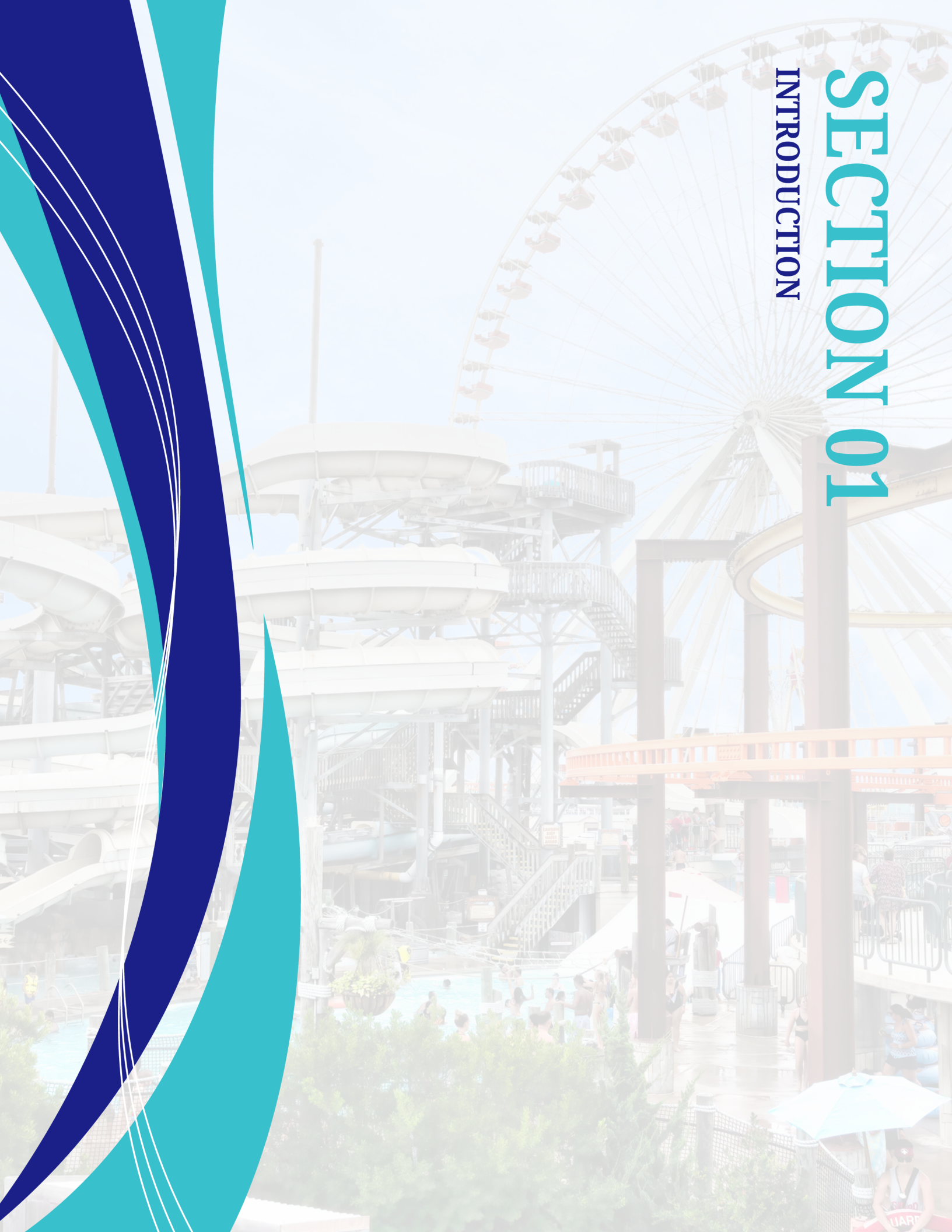
INTRODUCTION

The Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) is a collaborative effort among four municipalities collectively known as the Wildwoods: the City of Wildwood, the City of North Wildwood, the Borough of West Wildwood, and the Borough of Wildwood Crest. The UEZCW is managed by an eight-member board headed by an Executive Director and supported by a UEZ coordinator. The UEZCW oversees day-to-day activities aimed at stimulating economic growth and enhancing the quality of life within the zone.

The Wildwoods boast a rich cultural heritage that dates back to the post-World War II era. During the 1950s and 1960s, the region emerged as a cultural epicenter of America, playing a pivotal role in the birth of rock 'n' roll and hosting some of the era's most renowned entertainers. This vibrant period also witnessed the rise of the distinctive "Doo Wop" architectural style, characterized by its futuristic designs, bold colors, and neon accents. This unique architectural movement not only gave the Wildwoods a distinctive aesthetic but also earned the region the prestigious title of the "Doo Wop Capital of the World." Today, the Wildwoods continues to be a beloved family vacation destination, seamlessly blending its historical charm with a lively cultural legacy. The area remains a testament to its golden era, attracting millions of visitors each year who come to experience its scenic beaches, lively boardwalk, and the enduring allure of its Doo Wop heritage. The UEZCW leverages this rich history and cultural vibrancy to drive sustainable economic development, ensuring that the Wildwoods remain a dynamic and prosperous community for both residents and visitors alike.

Located on New Jersey's southern coast, the Wildwoods are accessible via Route 47 to the Garden State Parkway, Route 147 to U.S. Route 9, and County Route 621 (Ocean Drive). During the summer months, these highways experience significant traffic congestion, particularly on weekends and holidays, due to the large number of tourists visiting the area. The heavy reliance on these primary routes highlights the Wildwoods' popularity and the challenges of managing seasonal visitor surges.

According to the 2020 Decennial Census, the Wildwoods have a total resident population of 12,419. The City of Wildwood houses 5,157 residents, the City of North Wildwood has 3,621 residents, the Borough of Wildwood Crest is home to 3,101 residents, and the Borough of West Wildwood has a population of 540 residents. Despite this modest resident population, the Wildwoods attract millions of visitors annually. The iconic Wildwoods Boardwalk alone draws an estimated six million visitors each year, while the Wildwoods Convention Center hosts over 250,000 visitors annually.

The Wildwoods' economy is predominantly driven by tourism-related industries. Currently, there are 991 businesses operating within the Wildwoods, with 226 actively participating in the UEZ program. This includes 116 UEZ businesses in Wildwood, 68 in Wildwood Crest, 41 in North Wildwood, and one in West Wildwood. Remarkably, in the 2019 UEZ Program Assessment, the NJ Department of Community Affairs identified the Wildwoods as having some of the highest business participation rates in the UEZ program compared to the rest of New Jersey. This strong participation underscores the region's commitment to leveraging the UEZ program for economic development and indicates significant potential to further enhance its impact on the local economy.

CITY OF NORTH WILDWOODOOD

BOROUGH OF WEST WILDWOOD

BOROUGH OF WILDWOOD CREST

CITY OF WILDWOOD

URBAN ENTERPRISE ZONE
CORPORATION OF THE WILDWOODS
2025 - 2030 Zone Development Plan Boundary Map

INTRODUCTION

Located along the southern coast of New Jersey, the Wildwoods are accessible via several key highways and routes that facilitate the flow of traffic into and out of the area. Route 47, also known as Rio Grande Avenue, originates in Wildwood and connects northward to the Garden State Parkway. This route serves as a primary artery for visitors entering the island. Route 147 begins in North Wildwood and extends westward to U.S. Route 9 in Middle Township, providing an essential link for travelers from the northern regions. County Route 621, known as New Jersey Avenue, is part of Ocean Drive and passes through Wildwood Crest, Wildwood, and North Wildwood along the coast, offering access to coastal attractions. Ocean Drive itself links various shore towns, including the Wildwoods, incorporating bridges like the Middle Thorofare Bridge and Grassy Sound Bridge, which are vital for regional connectivity.

LOCATION & UEZ BOUNDARIES

The Urban Enterprise Zone (UEZ) in the Wildwoods aims to stimulate economic development and job creation by offering tax incentives and other benefits to businesses operating within its boundaries. Rather than expanding the UEZ boundaries this year, the decision was made to concentrate efforts on supporting and strengthening the businesses already within the existing UEZ. This strategic focus ensures that resources and incentives are directed towards enhancing the success of current businesses, leading to more significant economic improvements in the area. By prioritizing existing businesses, the UEZ can effectively boost employment opportunities, increase economic activity, and enhance the overall vitality of the region without diluting the impact of its incentives across a larger area.

Focusing on the current UEZ businesses allows for more targeted assistance, ensuring that the benefits provided are utilized where they are most needed. This approach helps support the local community and workforce by fostering a stable and thriving business environment, ultimately contributing to the sustained economic health and growth of the Wildwoods.

PURPOSE OF THE PLAN

The purpose of this plan is to update the mission and profile of the Urban Enterprise Zone (UEZ) in the Wildwoods to accurately represent the area's unique characteristics, developmental objectives, and the types of projects anticipated for future growth. The intent is to provide a new and comprehensive framework that guides the UEZ in fostering economic development, promoting investment, and improving quality of life for residents and business owners. Given the significant increases in both business activity and population throughout the Wildwoods, this updated UEZ Plan is crucial and timely. It addresses current challenges, leverages new opportunities, and sets a clear path for sustainable development over the next five years.

INTRODUCTION

UEZ GUIDELINES

In the fall of 2023, the State's Urban Enterprise Zone Authority introduced new guidelines aimed at standardizing the formulation and governance of the Urban Enterprise Zones. These guidelines are designed to ensure consistency, transparency, and effectiveness in the management of UEZs state-wide. They provide a structured framework for preparing the Urban Enterprise Zone Plan, identifying three distinct options that municipalities can choose from, based on their specific needs and resources.

OPTION 1
Enterprise Zone Assistance Fund (EZAF) Request to Fund the RFP Preliminary Zone Development Plan Process Using an Outside Consultant

OPTION 2
Enterprise Zone Assistance Fund (EZAF) Request to Fund the Preliminary Zone Development Plan Process Using Municipal Employees and/or Employees of the UEZ Entity.

OPTION 3
Request to Proceed with Developing a Preliminary Zone Development Plan Without Zone Assistance Funds

In line with these guidelines, the Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) opted to use a portion of their Enterprise Zone Assistance Fund (EZAF) to hire an external consultant to prepare the 5-year plan, ensuring that the document benefits from expert insights and professional guidance. After the completion of a fair and open public bid process, Triad Associates was hired as the consultant for this plan.

Triad Associates, based in Vineland, NJ, is a multidisciplinary firm founded in 1978. The company offers a wide array of services including grant writing, community development, neighborhood and economic strategies, redevelopment solutions, implementation services, housing services, and handling abandoned housing issues. Over the past 45 years, Triad Associates has worked with over 200 clients in the public and private sectors throughout the Mid-Atlantic region and the U.S. Virgin Islands.

Other principal requirements include:
- Documentation of the Request for Proposals (RFP) for hiring an outside consultant to prepare the Urban Enterprise Zone 5-Year Plan.
- Submission of a letter requesting the review and approval of the Preliminary UEZ Plan.
- Documentation of the staffing and qualifications of the consultant and local organization involved in preparing the Plan.
- A copy of the Preliminary UEZ Plan.
- Evidence that the UEZ Entity consulted with representatives from diverse statewide or regional business organizations representing minority businesses, as defined in section 2 of P.L. 1986, c. 195 (N.J.S.A. 52:27H-21.18). These organizations must be given no less than 30 days to review the preliminary zone development plan and provide comments to the UEZ Entity.

This UEZ Plan was developed and submitted to the Urban Enterprise Zone Authority (UEZA) by the Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) in compliance with these regulations. Work on the Plan began in February 2024. All relevant documentation is included in the Appendix of this plan.

As part of this planning process, comprehensive research on the Zone's characteristics, discussions with the UEZCW, outreach to the business community, and other analyses were conducted to define the current nature of the Zone and to formulate a vision for its future.

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CONTENTS OF THE PLAN

SECTION 1: INTRODUCTION

This section serves as an introduction to the plan, providing an overview of its purpose, scope, and the strategic importance in the development of the Wildwoods. It outlines the context and rationale behind the plan, setting the stage for the subsequent detailed analysis and recommendations.

SECTION 2: CHARACTERISTICS OF THE ZONE

The second section examines the demographic and economic characteristics of the Zone. It includes detailed information on the population, workforce, housing, and businesses . Additionally examined are a wide range of demographic traits, such as age, income, and employment statistics. Infrastructure capacity, streetscape conditions, and other physical and socio-economic features of the Zone are also reviewed. These elements are key to understanding the current state of the Zone and identifying factors that might impact its future development.

SECTION 3: VISION AND GOALS

Building on the data presented in Section 2, the third section explores these characteristics in greater depth. It combines these findings with results from minority outreach efforts, and feedback from residents, businesses, and public officials. This collaborative input helps to shape a comprehensive vision for the Zone's future. The section outlines a series of strategic goals designed to guide the development of projects and the attraction of new businesses.

SECTION 4: IMPLEMENTATION AND DEVELOPMENT STRATEGIES

The final section is dedicated to implementation and development strategies. It lists specific business typologies that are deemed most suitable for the Zone, and outlines priority locations and initiatives for development. Additionally, it identifies alternative funding sources to support the plan's objectives, ensuring financial sustainability and broad-based support. The section concludes with a clear outline of the key next steps required for the plan's adoption and implementation, ensuring a strategic and well-coordinated approach.

This UEZ plan enables The Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) to continue its growth and development. By leveraging detailed analysis, community input, and strategic planning, this plan aims to enrich the lives of residents and boost the prosperity of the local business community.

SECTION 02

CHARACTERISTICS OF THE WILDWOODS AND THE UEZ

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

A BRIEF HISTORY OF THE WILDWOODS

The Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) comprises four municipalities collectively known as the Wildwoods: The City of Wildwood, The City of North Wildwood, The Borough of West Wildwood, and the Borough of Wildwood Crest. This area is a popular tourist destination in the summer months due to its boardwalk and unique heritage.

OVERVIEW

Long before the development of the Wildwoods, the region was home to the Delaware Indians, particularly the Lenni Lenape tribe. The Lenni Lenape inhabited the area known as Five Mile Beach when, on August 28, 1609, Henry Hudson sailed the Half Moon into Delaware Bay during his quest for the Northwest Passage. Hudson's crew member, Robert Juet, noted the breathtaking beauty of the area, but upon realizing that this was not the passage to Asia they sought, Hudson and his crew moved on. As a result, the land remained largely unexplored by Europeans for many decades.

European interest in the area rekindled in 1664 when King Charles II of England granted the land to the Duke of York. Over the following years, various claimants vied for ownership of the land, but it wasn't until 1717 that the West Jersey Society transferred the title to four investors, who utilized the land primarily for agriculture. For many years, the region remained quiet and undeveloped, used mainly for farming.

It wasn't until after the Civil War that the first significant wave of settlers arrived in the area. Scandinavian fishermen began to establish themselves on the land, calling it "Angelsea", and forming small coastal communities. This settlement marked the earliest phase of the transformation of the Wildwoods from a rural farming area to a small fishing village, laying the foundation for its future as a popular shore destination.

THE GOLDEN ERA OF THE WILDWOODS: THE POST-WAR BOOM

The true transformation of the Wildwoods began in the post-World War II era, when the region experienced a dramatic boom in tourism during the 1950s and 1960s. Known as the "Golden Era," this period saw millions of Americans hitting the highways in their flashy, tail-finned cars, eager to spend their summers on the sun-soaked beaches of the Southern Jersey Shore. The Wildwoods, with its warm climate and sandy shores, quickly became the heart of the East Coast's vacation culture.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

During this time, the Wildwoods not only became a popular beach destination, but also a cultural hub, playing a pivotal role in the birth of rock 'n' roll. Iconic venues like the Wildwood Convention Center hosted legendary entertainers and musicians, making the town a proving ground for this revolutionary music genre. The excitement of rock 'n' roll helped define the Wildwoods' vibrant and youthful atmosphere.

In addition to its musical influence, the Wildwoods became known for a distinctive architectural movement that would come to define its aesthetic: Doo Wop. This style, characterized by neon signs, bold geometric shapes, and futuristic motifs, was mirrored in the motels and structures that sprang up along the island. These motels were built to cater to the influx of tourists and offered affordable, stylish accommodations. The Doo Wop style became synonymous with the Wildwoods, giving it a unique identity that persists to this day. As a result, the Wildwoods are often referred to as the "Doo Wop Capital of the World."

DEMOGRAPHIC AND OTHER CHARACTERISTICS

The Wildwoods, which include the municipalities of Wildwood, North Wildwood, Wildwood Crest, and West Wildwood, are a coastal region marked by a tourism industry and diverse demographic characteristics. This overview examines key demographic and economic trends, focusing on the relationship between the Urban Enterprise Zone (UEZ) and the broader Wildwoods community. The 5-year projections provided are based on current data from the U.S. Census Bureau and the 2018-2022 American Community Survey (refer to ACS Key Population & Household Facts in the Appendix).

DEMOGRAPHICS CHARACTERISTICS PROFILES

POPULATION INFORMATION					
	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Total
2010 Population	5,325	3,270	603	4,041	13,239
2020 Population	5,157	3,101	540	3,621	12,419
2024 Population	4,966	3,054	585	3,604	12,209
2029 Population	5,035	2,946	586	3,541	12,108
RACE AND ETHNICITY (2024)					
	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Wildwoods Average
White Alone	60.2%	89.2%	92.3%	93.5%	83.8%
Black Alone	7.6%	1.4%	0.0%	1.1%	2.5%
American Indian/Alaska Native Alone	0.5%	0.4%	0.2%	0.0%	0.3%
Asian Alone	1.1%	0.9%	0.3%	0.2%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.2%	0.1%
Other Race	18.9%	2.6%	2.2%	1.1%	6.2%
Two or More Races	11.7%	5.5%	5.0%	3.9%	6.5%
Hispanic	33.0%	6.6%	4.6%	3.8%	12.0%
INCOME & POVERTY					
	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Wildwoods Average
Poverty Rate	17.6%	10.8%	4.2%	7.3%	10.0%
Unemployment Rate	5.8%	7.7%	7.5%	3.9%	6.2%
2024 Median Household Income	$49,580	$72,286	$60,577	$70,847	$ 63,323
2029 Median Household Income	$59,375	$77,202	$70,550	$78,378	$ 71,376
2024 Per Capita Income	$42,166	$56,167	$37,009	$60,603	$ 48,986
2029 Per Capita Income	$49,276	$63,836	$41,943	$70,245	$ 56,325

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

DEMOGRAPHIC AND OTHER CHARACTERISTICS

POPULATION DYNAMICS & IMPLICATIONS FOR THE LABOR MARKET

The Wildwoods currently have a total population across the four municipalities of 12,209 residents, marking a slight decline from the 2020 Census figure of 12,419. This represents an annual decrease of 0.40% over the past four years, with projections forecasting a continued modest decline to 12,108 by 2029, at an annual rate of -0.17%.

POPULATION IN THE WILDWOODS FROM 2010 TO 2029

Category	Value
2010 Population	13,239
2020 Population	12,419
2024 Population	12,209
2029 Population	12,108
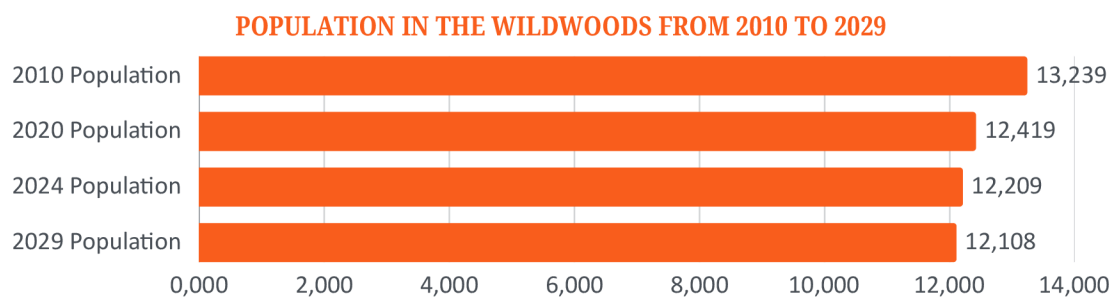
The median age in the Wildwoods is 54.1 years, significantly higher than the U.S. median age of 38.9, reflecting a substantial population of older adults, including retirees and long-term residents. This demographic trend aligns with the region's socio-economic reliance on its tourism-driven economy, as many older adults are drawn to the area for its coastal lifestyle, seasonal attractions, and relaxed environment. Additionally, the area's economic dynamics, heavily influenced by tourism, may contribute to the transient nature of certain population segments, such as seasonal workers and part-time residents.

The predominance of older adults in the area presents significant challenges for the local labor market. With a large portion of the population nearing or exceeding retirement age, the available pool of potential employees is limited. This demographic imbalance makes it difficult for businesses, especially those in the tourism sector, to recruit and retain sufficient staff.

ECONOMIC INDICATORS

The Wildwoods face significant economic challenges, as noted by the 2020 New Jersey Municipal Revitalization Index. Wildwood ranks as the 11th most distressed municipality in the state, with West Wildwood, North Wildwood, and Wildwood Crest also ranking high at 24th, 54th, and 61st, respectively. These rankings highlight issues such as unemployment, low income levels, and infrastructure deficits across the region. The widespread economic distress highlights the need for targeted revitalization efforts, including infrastructure investment, employment programs, and income growth strategies, to support sustainable development and improve residents' quality of life.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

DEMOGRAPHIC AND OTHER CHARACTERISTICS

The current average median household income in the Wildwoods is $63,323, which is lower than the national median of $79,068. Over the next five years, this figure is projected to rise to $71,376, still trailing behind the anticipated national median of $91,442. In contrast, the per capita income in the Wildwoods is $48,986, surpassing the national average of $43,829. This trend is expected to continue, with projections indicating an increase to $56,325 in five years, compared to $51,203 nationally. Despite the rising per capita income, the Wildwoods face an average unemployment rate of 6.2%, notably higher than the state average of 4.7%.

MEDIAN HOUSEHOLD INCOME IN THE WILDWOODS FROM 2010 TO 2029

	2024	2029
Wildwood	$49,580	$59,375
Wildwood Crest	$72,286	$77,202
West Wildwood	$60,577	$70,550
North Wildwood	$70,847	$78,378

INCOME PER CAPITA FROM 2010 TO 2029

	2024	2029
Wildwood	$42,166	$49,276
Wildwood Crest	$56,167	$63,836
West Wildwood	$37,009	$41,943
North Wildwood	$60,603	$70,245
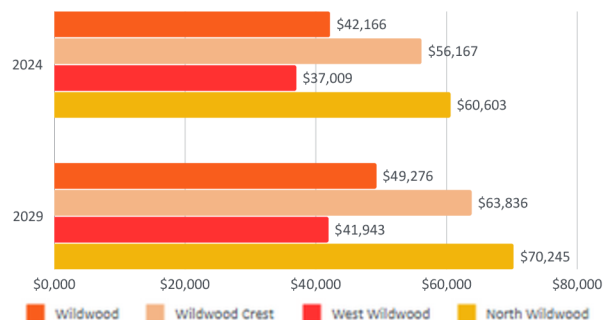
The elevated unemployment rate is closely linked to the higher poverty levels observed in Wildwood compared to its neighboring towns. Higher unemployment typically leads to increased poverty as fewer individuals have steady income sources to support themselves and their families. In the Wildwoods, this issue is exacerbated by limited employment opportunities outside the tourism sector, which is highly seasonal and does not provide year-round stability for workers. Additionally, the lower median household incomes further contribute to the economic strain on residents, making it more difficult to rise above the poverty threshold.

Notably, North Wildwood exhibits the lowest unemployment rate among the Wildwoods municipalities. This anomaly is largely attributed to the high number of second and third homes owned by individuals who primarily visit during the summer months. As a result, there are fewer permanent residents actively seeking employment, which skews the unemployment statistics favorably for North Wildwood. The prevalence of seasonal residences in North Wildwood affects the socioeconomic landscape by reducing the number of individuals contributing to the year-round economy. While this contributes to lower unemployment rates in that municipality, it also indicates a transient population that does not engage consistently with local businesses and services, potentially limiting sustained economic growth and community development.

Overall, the Wildwoods' reliance on a tourism-driven economy creates a precarious balance between seasonal prosperity and year-round economic challenges. Addressing the high unemployment and poverty rates requires diversifying the local economy to provide more stable, year-round employment opportunities and supporting initiatives that can sustain economic growth beyond the peak tourist seasons.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

DEMOGRAPHIC AND OTHER CHARACTERISTICS

LABOR FORCE AND INDUSTRY

2024 LABOR FORCE PROFILE BY INDUSTRY

	Wildwood Average	Wildwood Crest Average	West Wildwood Average	North Wildwood Average	Weighted Average in the Wildwoods	Weighted Average in the UEZ
Unemployment Rate	5.8%	7.7%	7.5%	3.9%	5.7%	4.8%
Labor Force Participation Rate (16+)	66.1%	59.1%	60.5%	60.8%	62.5%	60.4%
	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	The Wildwoods	UEZ
Construction	310	68	23	260	661	127
Retail Trade	317	186	21	243	767	178
Educational Services	122	214	34	260	630	124
Healthcare /Social Assistance	226	165	38	221	650	136
Accommodation/Food Services	498	184	20	251	953	61
Arts/Entertainment/Recreation	56	108	15	118	297	198
Public Administration	239	88	24	205	556	121
Other	768	468	122	392	1,750	337
Total	2,536	1,481	297	1,950	6,264	1,282

The Labor Force Participation Rate is the percentage of the civilian noninstitutional population 16 years and older that is working or actively looking for work.

Source: ESRI forecasts for 2024 and 2029.

The Wildwoods has a labor force of 6,264 individuals, with 1,282 of these workers employed within the Urban Enterprise Zone (UEZ). The labor force participation rate—which measures the proportion of people aged 16 and older who are either working or actively seeking work—is 62.5% for the Wildwoods as a whole and slightly lower at 60.4% within the UEZ. These participation rates are modest, reflecting the area's heavy reliance on seasonal and part-time employment driven by its tourism-centric economy.

2024 EMPLOYMENT SECTOR PROFILES

	Wildwood		Wildwood Crest		West Wildwood		North Wildwood		The Wildwoods	
Total Businesses	477		199		16		231		923	
Total Employees	5,918		1,791		79		1,907		9,695	
	Number of Employers	Number of Employees	Number of Employers	Number of Employees	Number of Employers	Number of Employees	Number of Employers	Number of Employees	Number of Employers	Number of Employees
Agriculture, Forestry, Fishing & Hunting	1	2	-	-	-	-	-	-	1	2
Mining	-	-	-	-	-	-	-	-	-	-
Utilities	1	34	-	-	-	-	-	-	1	34
Construction	21	88	9	49	1	2	10	76	41	215
Manufacturing	14	58	6	20	-	-	2	23	22	101
Wholesale Trade	5	38	-	-	1	5	1	4	7	47
Retail Trade	60	446	9	34	2	6	14	130	85	616
Transportation & Warehousing	8	105	1	10	-	-	1	3	10	118
Information	5	30	3	11	-	-	-	-	8	41
Finance & Insurance	7	95	3	8	-	-	10	41	20	144
Real Estate, Rental & Leasing	27	123	34	269	1	2	32	121	94	515
Professional, Scientific & Tech Services	34	172	5	17	-	-	8	37	47	226
Management of Companies & Enterprises	2	89	-	-	-	-	-	-	2	89
Admin, Support & Waste Management Services	9	42	6	15	1	10	2	15	18	82
Educational Services	6	273	3	118	-	-	7	157	16	548
Health Care & Social Assistance	16	114	5	58	-	-	5	34	26	206
Arts, Entertainment & Recreation	28	1,415	2	9	1	2	8	148	39	1,574
Accommodation & Food Services	160	1,685	70	564	3	15	68	457	301	2,721
Public Administration	23	546	17	155	6	60	21	288	67	1,049
Unclassified Establishments	10	4	3	154	-	1	31	112	44	271
Other	43	374	19	-	1	-	9	-	72	374
Total	480	5,733	195	1,491	17	103	229	1,646	921	8,973

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024. Data on the Business Summary report is calculated using which uses census block groups to allocate business summary data to custom areas.

Source: NJDCA UEZ Certification Records on MyNewJersey

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

DEMOGRAPHIC AND OTHER CHARACTERISTICS

DOMINANT EMPLOYMENT SECTORS

The **Accommodation and Food Services** sector is the most prominent employer in the Wildwoods, providing jobs to 953 individuals across the region. This sector includes hotels, motels, restaurants, and other establishments that cater directly to tourists. Within the Urban Enterprise Zone, the **Arts/Entertainment/Recreation** sector is the most prominent employer. During peak seasons, such as summer months and holidays, there is a significant increase in demand for lodging and dining services, creating numerous job opportunities. However, this also means that employment is heavily concentrated during specific times of the year, leading to fluctuations in job availability.

Following Accommodation and Food Services, the Retail Trade sector is the second-largest employer in the Wildwoods, with 767 workers employed across the region. This sector includes businesses such as clothing stores, souvenir shops, and convenience stores that thrive on tourist spending. Retail businesses benefit greatly from the influx of visitors looking to purchase necessities, souvenirs, and leisure items.

The concentration of employment in Accommodation and Food Services and Retail Trade reflects the Wildwoods' economic reliance on tourism. While these sectors generate significant employment during peak seasons, they also expose the local workforce to several challenges. Income instability is a major issue, as workers may face fluctuating incomes due to variable hours and tips that depend on tourist traffic. Job insecurity is another concern, as seasonal positions often do not offer long-term employment, leading to higher unemployment rates during off-peak periods. Additionally, seasonal jobs typically provide fewer opportunities for professional growth and skill development, limiting career advancement for residents.

2024 LABOR FORCE PROFILE BY INDUSTRY IN THE WILDWOODS
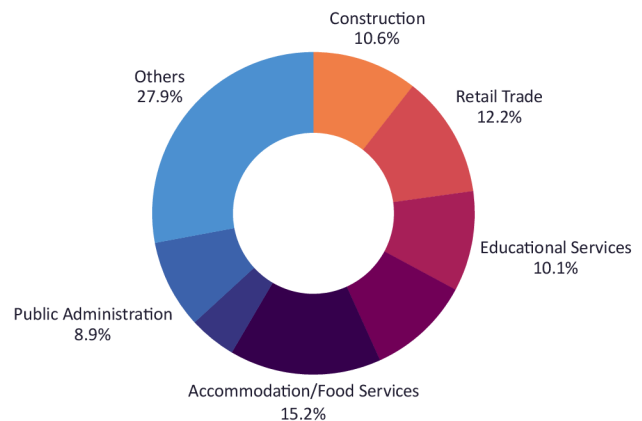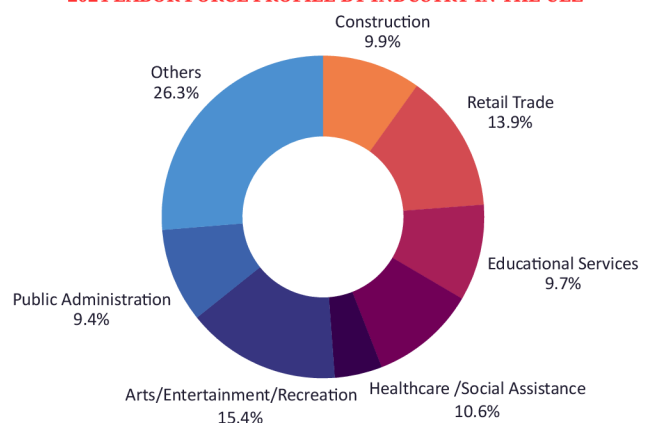
- Construction 10.6%
- Retail Trade 12.2%
- Educational Services 10.1%
- Accommodation/Food Services 15.2%
- Public Administration 8.9%
- Others 27.9%

2024 LABOR FORCE PROFILE BY INDUSTRY IN THE UEZ

- Construction 9.9%
- Retail Trade 13.9%
- Educational Services 9.7%
- Healthcare /Social Assistance 10.6%
- Arts/Entertainment/Recreation 15.4%
- Public Administration 9.4%
- Others 26.3%

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

DEMOGRAPHIC AND OTHER CHARACTERISTICS

OTHER EMPLOYMENT SECTORS OFFERING STABILITY

The **Healthcare and Social Assistance** sector employs 650 individuals in the Wildwoods, with 136 of these workers based within the UEZ. This sector includes hospitals, clinics, and social service agencies that provide essential services year-round. Unlike tourism-dependent industries, healthcare services are needed consistently, offering stable employment opportunities that are not subject to seasonal fluctuations. This stability makes Healthcare and Social Assistance a key component of the local economy, providing reliable jobs for residents regardless of tourist activity.

Public Administration is another important sector, employing 556 individuals, with 121 working within the UEZ. This sector comprises government offices and agencies that offer year-round employment. Public sector jobs are often characterized by job security, comprehensive benefits, and consistent work schedules, contributing to economic stability in the Wildwoods. However, despite their stability, these sectors account for a smaller share of the overall labor force compared to tourism-related industries, limiting their ability to significantly diversify the local economy.

Given that the median age in the Wildwoods is 54.1, significantly higher than the national median, demand in the Healthcare and Social Assistance sectors is expected to grow as the population continues to age. An increasing number of older residents will likely heighten the demand for healthcare services, long-term care, and social support, driving the need for more professionals in these fields. Similarly, Public Administration may see growth in roles related to senior services and community support programs. Investing in these sectors could help mitigate the challenges posed by an aging population and provide more sustainable employment opportunities beyond the tourism industry.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

DEMOGRAPHIC AND OTHER CHARACTERISTICS

UNEMPLOYMENT RATES AND ECONOMIC CHALLENGES

The Wildwoods have an overall unemployment rate of 5.7%, considerably surpassing the state average of 4.7%. This elevated unemployment rate is indicative of challenges related to the workforce's education attainment and soft skills, as well as the seasonal fluctuations inherent in the local economy. During peak tourist seasons, job opportunities are plentiful, but they become limited during off-peak times, contributing to the higher unemployment rate.

UNEMPLOYMENT RATE IN THE WILDWOODS

- Wildwood: 5.8%
- Wildwood Crest: 7.7%
- West Wildwood: 7.5%
- North Wildwood: 3.9%

LABOR FORCE PARTICIPATION RATE IN THE WILDWOODS

- Wildwood: 66.1%
- Wildwood Crest: 59.1%
- West Wildwood: 60.5%
- North Wildwood: 60.8%

Unemployment rates vary across the municipalities within the Wildwoods. North Wildwood exhibits the lowest unemployment rate at 3.9%, likely influenced by a higher number of second and third homes owned by non-residents who are not part of the active labor force. In contrast, Wildwood Crest and West Wildwood experience higher unemployment rates of 7.7% and 7.5%, respectively, highlighting more pronounced economic struggles in these communities during off-season periods.

THE NEED FOR ECONOMIC DIVERSIFICATION

The Wildwoods' heavy reliance on tourism and the concentration of employment in seasonal industries present significant challenges for residents. Many face income fluctuations or job losses during off-peak months, which can lead to economic instability and reduced quality of life. To address these issues, there is a need to diversify the local economy. Key strategies include expanding year-round industries such as Healthcare, Education, and Technology to create stable employment opportunities independent of tourist seasons. Additionally, workforce development initiatives that provide training and education programs can equip residents with the skills needed for a variety of industries. Attracting new businesses by offering incentives for year-round operations can also help establish a more balanced and resilient economy.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

A BRIEF HISTORY OF THE WILDWOODS

EDUCATION

The educational attainment levels across the Wildwoods reflect a population largely equipped for the region's dominant tourism-driven economy, yet one that faces challenges in achieving economic diversification and stability. Most residents aged 25 and older have a high school diploma as their highest level of education, accounting for 34.2% of the population. This trend is consistent across municipalities, with Wildwood Crest at 31.3%, North Wildwood at 34.1%, Wildwood at 36.1%, and West Wildwood at 36.5%. A smaller segment, 17.9%, has attended some college without earning a degree, while 5.8% hold a General Educational Development (GED) certificate. Wildwood, in particular, has a higher concentration of residents in these categories. Higher education attainment is limited in the region. Only 8.1% of residents hold an associate degree, and 16% have earned a bachelor's degree. Advanced degrees, such as master's or professional doctorates, are rare, with just 8.0% holding master's degrees and fewer than 1% attaining doctoral or professional qualifications.

EDUCATION					
	Average in Wildwood	Average in Wildwood Crest	Average in West Wildwood	Average in North Wildwood	Weighted Average for the Wildwoods
Population 25+ By Education	3,787	2,813	351	3,076	10,027
Some High School	4.5%	2.5%	13.4%	3.8%	4.0%
High School Diploma	36.1%	31.3%	36.5%	34.1%	34.2%
GED	8.2%	5.0%	5.4%	3.7%	5.8%
Some College	20.7%	12.9%	18.8%	18.8%	17.9%
Associates Degree	7.2%	7.7%	8.8%	9.5%	8.1%
Bachelors Degree	9.1%	27.1%	9.4%	15.1%	16.0%
Masters Degree	5.9%	8.4%	3.4%	10.8%	8.0%
Professional School Degree	0.8%	4.6%	0.3%	2.0%	2.2%
Doctorate Degree	0.8%	0.5%	0.9%	1.7%	1.0%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

The link between education, economic conditions, and labor force characteristics in the Wildwoods is clear. The predominance of residents with high school diplomas or some college experience corresponds to the skills required in the dominant employment sectors of accommodation, food services, and retail trade. These industries, which account for a significant portion of the labor force, do not typically demand advanced educational qualifications. While they provide substantial employment during peak tourist seasons, the seasonal nature of these jobs contributes to income instability and high unemployment rates during off-peak periods. The lack of higher education among much of the population limits access to higher-paying, year-round employment opportunities in sectors such as healthcare, education, and technology. Furthermore, this dynamic also affects labor force participation and economic mobility. The Wildwoods' labor force participation rate of 62.5%—slightly lower within the Urban Enterprise Zone (UEZ) at 60.4%—reflects the area's reliance on seasonal and part-time employment, which often appeals to those with limited educational attainment.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

A BRIEF HISTORY OF THE WILDWOODS

EDUCATION

Addressing these educational and economic challenges is important for fostering a more resilient labor force in the Wildwoods. By investing in education, the Wildwoods can unlock pathways for economic diversification, enabling residents to secure higher-paying, year-round employment and reducing the region's vulnerability to the cyclical nature of its tourism-based economy.

The Wildwoods face a unique blend of demographic and economic challenges shaped by their coastal, tourism-driven economy. With a declining and aging population, lower median household incomes, and higher unemployment rates compared to state and national averages, the region struggles with socioeconomic disparities. The heavy reliance on tourism impacts employment stability, emphasizing the need for economic diversification, year-round job creation, and community support programs. Addressing these issues is critical to fostering sustainable growth and improving the quality of life for both residents and visitors.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

GENERAL COMMUTING PATTERNS AND TRAFFIC

The Wildwoods exhibits dynamic traffic patterns influenced by seasonal tourism, community activities, and employment. This area attracts a substantial influx of visitors, especially during the peak summer months, which significantly impacts both vehicular and pedestrian traffic. Additionally, daily traffic levels and summer congestion are partly driven by seasonal and year-round workers who commute from off-island residences to the Wildwoods for employment.

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

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

GENERAL COMMUTING PATTERNS AND TRAFFIC

During the peak summer months, traffic volumes surge dramatically due to millions of tourists visiting the Wildwoods annually. The iconic Boardwalk attracts around 9 million visitors each year, and the Wildwood Convention Center hosts approximately 250,000 attendees, leading to significant temporary increases in local traffic.

Traffic patterns in the Wildwoods reflect both concentrated activity centers and broader connectivity challenges. While major routes bear the majority of daily traffic, secondary streets like Park Boulevard and Central Avenue are vital for managing overflow and distributing traffic efficiently throughout the area. Notably, Atlantic Avenue experiences lower traffic counts compared to New Jersey Avenue, indicating its function as a supplementary route rather than a primary thoroughfare.

Given these dynamics, ongoing investments in infrastructure improvements, enhanced wayfinding systems, and advanced transportation management are important to optimize traffic flow and accommodate both daily commuters and seasonal visitors. These initiatives will support sustainable growth, improve visitor experiences, and maintain the quality of life for residents, aligning with the overarching goals of the Urban Enterprise Zone.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

HOUSING CHARACTERISTICS

The Wildwoods have a unique housing profile shaped by historical trends, seasonal fluctuations, and economic factors. Recent data and projections provide insight into the evolving demographics and economic conditions of these municipalities.

HOUSING	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Total
2010 Households	2,251	1,532	276	2,047	6,106
2020 Households	2,285	1,473	262	1,922	5,942
2024 Households	2,305	1,485	264	1,940	5,994
2029 Households Estimate	2,361	1,472	261	1,928	6,022
Housing Units by Occupancy Status and Tenure					
2024 Total Housing Units	6,844	5,534	888	9,070	22,336
2024 Occupied	2,305	1,485	264	1,940	5,994
2024 Occupied by Owner	917	1,061	218	1,450	3,646
2024 Occupied by Renter	1,388	424	46	490	2,348
2024 Vacant Housing Units	4,539	4,049	624	7,130	16,342
Owner Occupied Housing Units by Value					
2024 Average Value	$475,409.00	$ 742,460.00	$ 515,826.00	$ 774,966.00	$627,165.25
2029 Average Value Estimate	$605,497.00	$ 791,667.00	$ 622,955.00	$ 857,035.00	$719,288.50
Estimated Growth Value	27.4%	6.6%	20.8%	10.6%	14.7%

Source: ESRI forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

The total number of households in The Wildwoods experienced a slight decline from 6,106 in 2010 to 5,942 in 2020, suggesting potential population outflows or a reduction in household formation rates. Despite this overall decrease, Wildwood and Wildwood Crest saw marginal household increases, while West Wildwood remained relatively stable. Looking ahead, households are projected to increase to 6,022 by 2029. Wildwood, in particular, is expected to see the highest growth, with households increasing from 2,285 in 2020 to 2,361 in 2029, thereby increasing housing demand in the area.

In 2024, occupancy rates show that Wildwood has the largest number of occupied housing units at 2,305, making it the most densely populated among the four municipalities, followed by North Wildwood with 1,940 occupied units. Wildwood also has more renter-occupied units (1,388) than owner-occupied units (917), hinting at a transient population possibly linked to tourism. In contrast, Wildwood Crest and North Wildwood exhibit a more balanced split between owner and renter occupancy, indicating a higher proportion of permanent residents.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

HOUSING CHARACTERISTICS

North Wildwood's housing market is characterized by high average home values of $774,966 alongside the highest vacancy rate, with 7,130 vacant units in 2024. This is driven by its tourism-based economy, where many homes are seasonal retreats used primarily during summer.

Projections from 2024 to 2029 show that owner-occupied housing values are expected to rise by an average of 14.7% across all areas. Wildwood is anticipated to experience a substantial increase of 27.4%, with average values rising to $605,497. This significant growth may result from new developments, and/or increased investment. Wildwood Crest and North Wildwood are projected to grow by 6.6% and 10.6%, respectively, maintaining their status in the higher-end market.

Despite the promising outlook in housing value growth and household stabilization, The Wildwoods face significant economic challenges. According to the 2020 New Jersey Municipal Revitalization Index, Wildwood ranks as the 11th most distressed municipality out of 564 in the state. West Wildwood, North Wildwood, and Wildwood Crest also rank within the top 100 most distressed municipalities.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

LAND USE CHALLENGES AND OPPORTUNITIES

The Coastal Area Facility Review Act (CAFRA), and the Coastal Zone Management Rules (N.J.A.C. 7:7 et seq.), regulate development activities within our coastal areas. CAFRA's primary objective is to protect sensitive coastal environments by meticulously overseeing the location, design, and environmental impact of development projects. This legislation is particularly relevant to Wildwood and its surrounding municipalities, where the proximity to beaches, wetlands, and other environmentally sensitive zones requires stringent regulatory oversight. Within the Wildwoods, development projects must navigate a comprehensive permitting process overseen by the New Jersey Department of Environmental Protection (NJDEP). Projects located within the CAFRA-regulated areas require various permits to ensure that development aligns with environmental sustainability and coastal management objectives.

PROXIMITY TO SENSITIVE AREAS

Developments near freshwater wetlands, rivers, streams, and flood hazard zones must undergo rigorous evaluation to mitigate potential environmental impacts. This ensures that natural water bodies and floodplains are preserved and protected.

IMPERVIOUS SURFACE COVERAGE

The extent of impervious surfaces, such as pavements and buildings, is carefully assessed. Managing stormwater runoff is crucial to reducing ecological disruption and maintaining the integrity of local waterways.

LAND USE AND DESIG

Proposed land uses must be compatible with coastal management goals. This involves ensuring that developments are appropriate for their locations and do not negatively affect the coastal ecosystem, thereby fostering sustainable growth.

ENVIRONMENTAL IMPACTS:

Comprehensive assessments of water and air quality, as well as impacts on other natural resources, are mandatory. These assessments help maintain high environmental standards and safeguard public health.

SPECIAL AREAS AND RESOURCES

Projects must account for and protect various special areas and resources, including habitats for endangered species and recreational spaces. Preserving these areas is essential for maintaining biodiversity and providing community amenities.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

LAND USE CHALLENGES AND OPPORTUNITIES

Navigating the CAFRA permitting process presents both challenges and opportunities for the Wildwood UEZ. On the one hand, the stringent regulations can extend project timelines and increase development costs. Compliance with environmental standards requires meticulous planning and design adjustments, which may pose hurdles for developers. On the other hand, these regulations offer significant opportunities to promote sustainable development, enhance the resilience of coastal infrastructure, and preserve the natural beauty that attracts visitors and residents alike.

To effectively address the challenges and leverage the opportunities presented by CAFRA, the following strategic recommendations are proposed for the Wildwood UEZ:

EARLY ENGAGEMENT WITH ENVIRONMENTAL EXPERTS:	Engaging with professionals experienced in environmental permitting at the outset of project planning is crucial. These experts can provide valuable insights into the permitting requirements and help navigate the complexities of CAFRA regulations.
COMPREHENSIVE PERMIT IDENTIFICATION:	dentifying all necessary CAFRA and NJDEP permits early in the project lifecycle ensures that development plans are compliant from the start. This proactive approach minimizes delays and facilitates a smoother approval process.
INCORPORATING ENVIRONMENTAL CONSIDERATIONS INTO DESIGN	Integrating sustainable practices into the design phase can significantly reduce environmental impacts. This includes optimizing impervious surface coverage, utilizing eco-friendly materials, and implementing stormwater management systems.
COLLABORATIVE PLANNING	Collaboration between developers, local government, and environmental agencies fosters a holistic approach to development. This ensures that projects not only meet regulatory requirements but also contribute positively to the community and environment.
PUBLIC ENGAGEMENT AND TRANSPARENCY	Maintaining open communication with the community and stakeholders about development plans and their environmental impacts builds trust and support. Transparent processes help address public concerns and align projects with community values.

CHARACTERISTICS OF THE WILDWOODS AND THE URBAN ENTERPRISE ZONE

By adhering to CAFRA's regulations, the Wildwood Urban Enterprise Zone can pursue growth that is both economically beneficial and environmentally responsible. Embracing sustainable development practices, leveraging expert knowledge, and fostering collaborative planning will enable Wildwood to overcome regulatory challenges and seize opportunities for a resilient and prosperous coastal community. As we advance through the next five years, prioritizing environmental stewardship alongside economic development will ensure that Wildwood remains a cherished destination for generations to come.

SUMMARY AND IMPLICATIONS

The Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) has been instrumental in driving population growth and business development; however, addressing several key challenges is important to achieving sustainable progress over the next five years. These include a severe shortage of workforce housing, limited awareness of the UEZ's benefits among local businesses, insufficient transportation and parking infrastructure, and a heavy reliance on seasonal tourism that causes economic instability during off-peak months. Additionally, perceptions of safety are hindered by underfunded public services, and the region lacks sufficient off-season public amenities and offerings to attract year-round visitors.

The Strategic Action Agenda outlines priorities such as revitalizing the boardwalk, advancing retail development, recruiting new and minority-owned businesses, retaining and developing jobs, expanding shoulder seasons, and exploring workforce housing solutions. By implementing these strategic initiatives, the Wildwoods UEZ can overcome its current challenges, promote sustainable growth, and enhance the community's overall well-being. Collaborative efforts between developers, local government, and environmental agencies, coupled with a focus on sustainable and inclusive development, will ensure that the Wildwoods remain a prosperous and resilient coastal community for years to come.

SECTION 03

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE UEZ
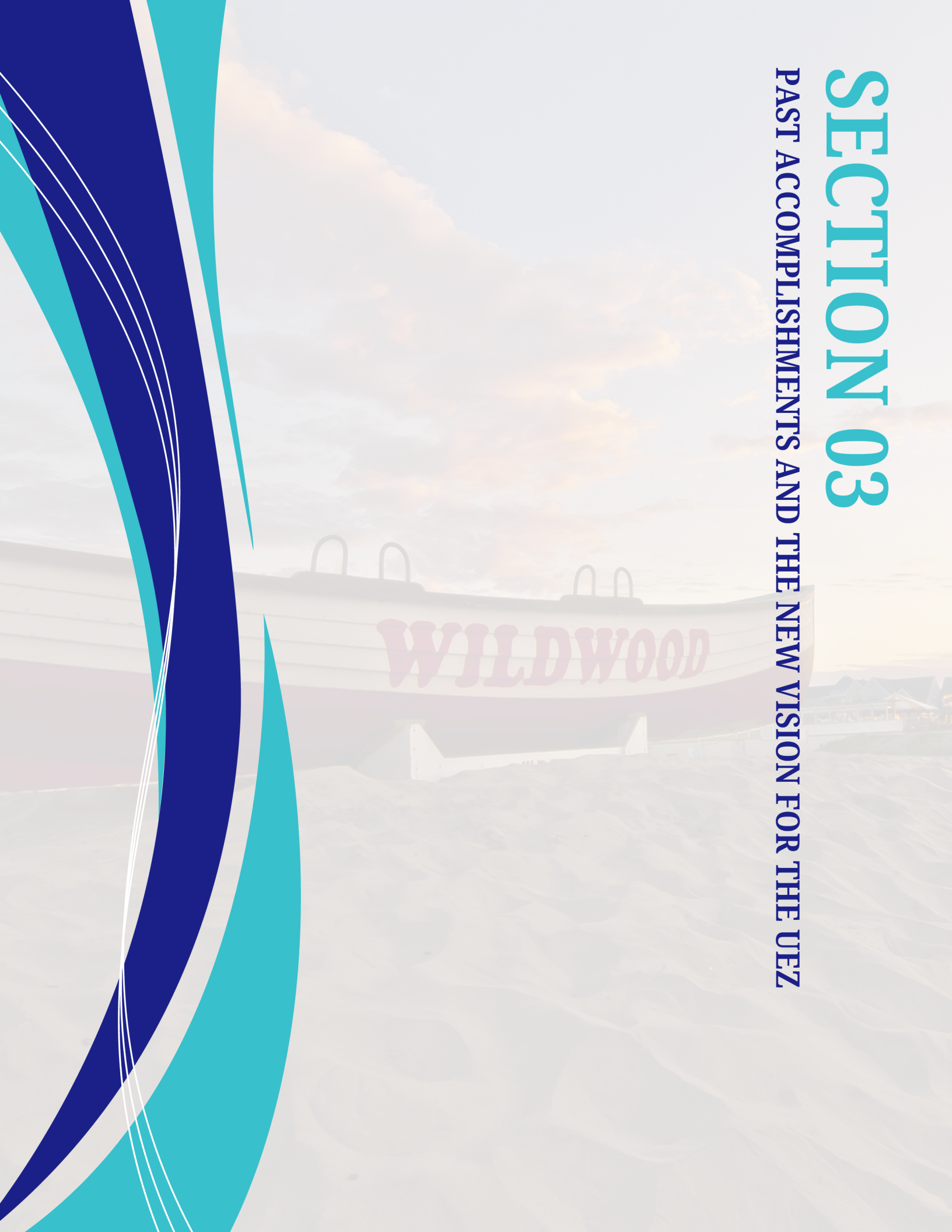
PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

PAST ACCOMPLISHMENTS, CURRENT PROGRAMS AND PROJECTS

The Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) is built upon a solid foundation of effective administration, collaborative partnerships, and numerous success stories. This strong base has enabled the Zone to create a clear and forward-looking vision for the future. Over the years, the UEZCW has benefitted from the dedicated efforts of its staff, local government, and community stakeholders, all working together to drive economic growth and improve the quality of life in the Wildwoods. In the past five years, the Zone has made significant strides in improving the region. With guidance from the UEZ Planning Committee and input from local stakeholders, a forward-looking vision has been established that addresses the Zone's current strengths and challenges. From this vision, clear goals have emerged, forming the foundation for the ongoing implementation of the Urban Enterprise Zone Plan.

Tourism is the cornerstone of the UEZCW's economy, with hundreds of businesses thriving within the zone. The centerpiece of this industry is the iconic 2-mile Boardwalk, which is home to small businesses, housing, and amusement piers featuring towering rides and attractions. To protect and improve this essential asset, the Boardwalk Rehabilitation Multi-Phase Project is currently underway. This ambitious initiative aims to leverage UEZ funding from both Wildwood and North Wildwood to modernize the boardwalk by constructing ADA-compliant pathways, beach entries, and accessible ramps, ensuring all visitors can enjoy it. Along with improving accessibility, the project includes the installation of safety handrails, new benches, trash receptacles, and enhanced lighting to elevate both functionality and ambiance. Additionally, critical infrastructure improvements, such as replacing compromised sewer systems and water mains, are being made to secure the long-term safety and durability of the boardwalk, ensuring it remains a reliable and inviting public space.

Beyond the boardwalk, other significant improvements include new lighting installations, upgraded safety and security measures, streetscaping, wayfinding enhancements, and parking infrastructure development. These initiatives are vital to fostering business growth, attracting investment, creating jobs, and cultivating a vibrant, secure environment for residents and visitors alike. By concentrating on these key areas, the UEZCW is driving positive change and ensuring that the Wildwoods continues to thrive as a dynamic and prosperous community for years to come.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

PAST ACCOMPLISHMENTS, CURRENT PROGRAMS AND PROJECTS

WILDWOOD

The City of Wildwood has made substantial progress in enhancing its Urban Enterprise Zone (UEZ) with a series of ongoing and completed projects aimed at improving infrastructure, safety, accessibility, and the overall quality of life for both residents and visitors. These initiatives are focused on promoting economic growth, attracting tourism, and supporting the long-term vitality of the area, ensuring that Wildwood remains a desirable destination for business and leisure.

PUBLIC SAFETY

Wildwood has completed several important safety projects in recent years, with the goal of improving security and creating a more welcoming environment for visitors and businesses. The Pacific Avenue Business District Street Lighting Project upgraded the area by installing over 100 new light poles, significantly improving visibility along this key commercial corridor. The new lighting not only enhances the aesthetic appeal of the district but also encourages longer visits, increasing foot traffic for businesses. Additionally, the poles are equipped with banner arms to promote events, fostering a stronger sense of community identity. The Boardwalk Security Camera Replacement Project further enhances safety by upgrading the surveillance system along the entire boardwalk, deterring crime, and allowing for quicker responses to emergencies. Another key upgrade is the Wildwood Boardwalk Public Address System Project, which introduced a new speaker system that supports scheduled announcements, music, and emergency paging, ensuring effective communication during public events and in times of crisis.

STREETSCAPE AND CORRIDOR IMPROMENTS

Wildwood is also focused on beautifying and modernizing its streetscape, with ongoing Corridor Street End Improvement Projects at Spicer, Maple, and Bennet Avenues. These projects aim to improve ADA-compliant access to the boardwalk while enhancing the visual appeal of the surrounding areas. New pathways, curbs, safety bollards, and bike racks are being installed to boost both the functionality and aesthetics of the corridors. Artistically designed railings and clear signage will ensure these new additions blend seamlessly with the existing infrastructure. Furthermore, the City will be acquiring new trash receptacles, benches, and picnic tables to be strategically placed along major UEZ corridors such as New Jersey, Pacific, Atlantic, Ocean, and Rio Grande Avenues, improving both cleanliness and convenience for pedestrians.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

PAST ACCOMPLISHMENTS, CURRENT PROGRAMS AND PROJECTS

PLANNING FOR THE FUTURE

Wildwood's planning efforts are focused on both addressing current needs and preparing for future growth, with the goal of enhancing infrastructure, safety, and accessibility throughout the City. A key ongoing project is the Wildwood Boardwalk AINR Study & Plan Project, which seeks to determine which parts of the boardwalk qualify as an Area in Need of Redevelopment.

In recent years, Wildwood has also completed significant planning initiatives that lay the foundation for future development. The 2022 Master Plan Reexamination Project updated the City's land use and circulation plans, ensuring they reflect current trends and future needs. This reexamination provided a thorough review of zoning, redevelopment activities, and offered recommendations for new zoning adjustments within the UEZ.

Additionally, two major traffic lane studies were conducted along Atlantic Avenue and Park Boulevard. These studies assessed the possibility of reducing lane configurations to improve safety, decrease speeding, and enhance pedestrian and cyclist accessibility. The goal is to create a safer, more connected environment that supports both local business activity and resident well-being.

For the past several years, Wildwood and North Wildwood have been working together on the multi-phased, multi-year Boardwalk Rehabilitation Project, which will continue over the next five years. This initiative focuses on enhancing accessibility through ADA-compliant upgrades, bolstering public safety with improved lighting, security cameras, and advanced surveillance systems, and addressing critical structural needs to ensure the boardwalk's long-term sustainability. By prioritizing these improvements, the project aims to create a safer, more inclusive, and resilient boardwalk that supports economic vitality and serves as a catalyst for the community's future growth and development.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

PAST ACCOMPLISHMENTS, CURRENT PROGRAMS AND PROJECTS

NORTH WILDWOOD

North Wildwood is focused on improving its infrastructure and enhancing public safety, both critical to supporting its tourism-driven economy. A key achievement in recent years has been the Boardwalk Public Address (PA) System Repairs and Upgrades, a project coordinated with the City of Wildwood to ensure seamless communication along the shared boardwalk and nearby Convention Center. The project involved necessary repairs to the existing infrastructure, including fiberoptic cable and conduit fixes where screws had damaged conduits. Additionally, damaged speakers on the beach side of the poles were replaced to restore the functionality of the system.

In addition to these repairs, North Wildwood undertook enhancements to the PA system, installing a modern QSYS speaker system with a built-in music server. These upgrades have significantly improved the system's efficiency, reducing the power required to operate it and adding capabilities like analog and VOIP phone lines for greater paging functionality. This advanced system now allows for scheduled announcements and music, and it can be used for emergencies or special events, providing the entire boardwalk with an efficient and reliable communication tool.

Another major accomplishment is the Security Camera System Upgrades project, which saw the installation of 25 cameras and supporting system hardware in key areas, particularly the entertainment district and along the boardwalk. These cameras play a vital role in maintaining public safety by enabling the police department to quickly respond to any criminal activity or public emergencies. The presence of these cameras not only deters crime but also creates a sense of security for the 9 million annual visitors who frequent the district.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE
PAST ACCOMPLISHMENTS, CURRENT PROGRAMS AND PROJECTS

WEST WILDWOOD

West Wildwood has successfully completed several key projects aimed at enhancing public safety, improving infrastructure, and supporting its tourism economy. These efforts have contributed to making the borough a more inviting and secure destination for visitors and residents alike.

PUBLIC SAFETY

One of the major accomplishments in public safety is the ongoing Security Camera System Project, with the installation of nine security cameras across four key locations in West Wildwood's waterfront. Cameras were installed at the Bay Avenue Playground, Bay Avenue Beach, the Bay Avenue Kayak launch site, and the Glenwood Avenue Bridge. This system allows the police department to monitor these important areas, quickly responding to any criminal activity or public emergencies. The presence of these cameras not only deters crime but also provides visitors and residents with a sense of security, which is essential for sustaining West Wildwood's tourism-driven economy.

WAYFINDING

To further enhance the visitor experience, West Wildwood completed the installation of a new Informational Sign at Borough Hall. The sign features a high-quality display and replaces a smaller, outdated sign that was a traffic hazard. Located along the main UEZ corridor on Glenwood Avenue, this sign provides vital information about borough events, including concerts, festivals, and sporting events, helping to attract additional traffic to local businesses. By increasing awareness of these events and improving the overall aesthetics of the area, the sign plays a crucial role in extending visitor stays and boosting retail traffic for businesses in the UEZ district.

PARKING

The Glenwood Avenue Corridor Parking Project was another important step in improving access to the waterfront and nearby attractions. The project involved the construction of a new pavement section, parking bollards, curbs, sidewalks, and landscape barriers. These upgrades not only enhance the safety and accessibility of the waterfront area but also make it easier for visitors to enjoy the nearby playground on Bay Avenue. The addition of parking infrastructure encourages longer visits and greater use of the area, benefiting local businesses and contributing to the overall economic health of the Borough.

STREETSCAPE AND CORRIDOR IMPROMENTS

Currently, West Wildwood is working on the Glenwood Avenue Bike Rack and Trash Receptacles Project, aimed at improving accessibility and enhancing the visitor experience along the waterfront and surrounding businesses. The installation of new bike racks and trash receptacles is essential for creating a clean, welcoming environment that encourages visitors to spend more time in the area. These amenities are part of a broader effort to establish a unified aesthetic throughout West Wildwood, which is important for attracting tourists and promoting long-term economic growth. As tourism is the backbone of West Wildwood's economy, these improvements are critical in ensuring the borough remains competitive as a year-round destination, supporting local businesses and creating more job opportunities.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

PAST ACCOMPLISHMENTS, CURRENT PROGRAMS AND PROJECTS

WILDWOOD CREST

Wildwood Crest has made notable progress in enhancing its public spaces and supporting economic growth through a series of impactful projects. These initiatives have focused on improving the borough's infrastructure, creating more attractive and functional public areas, and fostering a stronger local economy. By prioritizing upgrades to key areas and amenities, Wildwood Crest continues to create a more inviting environment for both residents and visitors, while also helping to drive business development in the community.

One of the completed projects was the Acquisition of Litter Containers. This initiative addressed the need for cleaner, more organized public spaces by placing new litter containers throughout key areas in the Borough. The improved waste management has contributed to a more pleasant environment, encouraging visitors to spend more time in public spaces, which positively impacts local businesses and the overall appeal of the area.

A major achievement in Wildwood Crest is the completion of the New Jersey Avenue Streetscape Revitalization Plan, a comprehensive project designed to reimagine one of the Borough's main corridors. By engaging expert planning and landscape architecture services, the Borough developed a distinctive concept plan aimed at enhancing New Jersey Avenue. The plan focuses on merging appealing aesthetics with functionality, ensuring that the avenue becomes a safe and enjoyable space for pedestrians and cyclists while promoting economic growth. Extensive site analysis was conducted, incorporating input from Cape May County's plans, to ensure the revitalization aligns with the broader regional vision.

Building on the success of the concept plan, Wildwood Crest is now continuing with the Streetscape Implementation Project, which focuses on transforming the New Jersey Avenue business district. This ongoing project includes the development of new parking lots, sidewalk enhancements, brick paver walkways, landscaped medians, and improved lighting. These upgrades are designed to attract more foot traffic, improve accessibility, and create a more vibrant local business environment. The project also involves partnering with the Wildwood Water Utility to relocate water service meters, ensuring the infrastructure is modernized and efficient.

Through these initiatives, Wildwood Crest is taking significant steps toward revitalizing its community and fostering economic growth. By focusing on aesthetics, functionality, and safety, the borough is creating a welcoming and dynamic environment that benefits both residents and visitors, while supporting the local economy.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

ESTABLISHING A VISION

Creating and executing a strategic plan is a collaborative effort that requires the active participation of a diverse group of individuals, organizations, and stakeholders who bring different perspectives and expertise to the table. In developing the vision for the UEZ Program, the Planning Committee recognized the importance of this inclusive approach and reached out to a broad range of contributors for their input and guidance.

To ensure that the vision reflects the needs and aspirations of the entire community, the Planning Committee engaged in a thorough outreach process. This included internal discussions among committee members as well as also one-on-one interviews with key stakeholders, such as local business owners, community leaders, and government officials. These interviews provided valuable insights into the challenges and opportunities facing the UEZ.

Additionally, the committee distributed an e-survey to gather feedback from a wider audience, including municipal officials and businesses within the Zone. This survey allowed for a broader range of voices to be heard, ensuring that the vision for the UEZ Program is both comprehensive and representative of the community's diverse interests.

By incorporating input from these various sources, the Planning Committee was able to build a well-rounded vision that aligns with the community's goals and sets the stage for successful program development and implementation. This collaborative process ensures that the strategic plan is not only realistic and achievable but also deeply rooted in the shared values and priorities of those it aims to serve.

PLANNING COMMITTEE GUIDANCE

The UEZ Planning Committee convened on March 18th, 2024, and again on July 30, 2024, to provide essential guidance on shaping the vision for the Program. During these meetings, the committee thoroughly reviewed the key issues identified through the Community Survey and Stakeholder Interviews. These discussions were critical in shaping the future direction of the program, and the issues raised were incorporated into both the vision statement and the goals for the Zone Program.

These included:
- Workforce Housing
- Awareness of the UEZ and Its Benefits
- Transportation & Parking
- Public Art & Amenities
- Safety/Police Funding
- Offseason Activities
- Other Social Services

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

COMMUNITY OUTREACH: PERSON TO PERSON INTERVIEWS

For the purpose of developing a comprehensive plan that adequately addresses the concerns of residents, the team conducted extensive community outreach to gather insights and feedback from key stakeholders. This outreach included 11 in-person interviews, which provided more specific and detailed information about the needs of the UEZ and the businesses operating within it.

Generally, each of those interviewed knew of the existence and benefits of the UEZ, though there was considerable discussion about the need for the UEZ to be more active in outreach and engagement efforts. Stakeholders that represent the African American community were interviewed to gain detailed insight into the challenges and opportunities that this group faces, their perspective regarding the UEZ.

HOUSING

Workforce housing was by far the greatest issue raised during stakeholder interviews as well as the stakeholder survey. Aspects related to availability of affordable rental housing on-island for employees during the summer season, and off-island for the year-round workforce. Particular to J1-visa employees, group living, or other similar types of accommodations were identified as a key need to retain the workforce. The lack of available land for larger housing development is a challenge to alleviate this condition, as is the high demand for second homes on the island. These vacation homes drive up the price of existing housing and undeveloped land. Providing off-island workforce housing and shuttling employees to on-island employment centers was discussed; however, it is important to note that creating off-island workforce housing will require multi-jurisdictional collaboration and multiple funding sources related to both housing and transportation.

AWARENESS OF THE URBAN ENTERPRISE ZONE, ASSOCIATED BENEFITS & LIMITATIONS OF THE PROGRAM

While all of the stakeholders interviewed were aware of the UEZ, their perception was that the wider business community was unaware of the UEZ and its potential benefits. The survey response supports this perception, with just 30% of 179 respondents saying they were familiar with the UEZ program. There was a strong desire for the overarching UEZ Development Corporation of the Wildwoods to increase advertising of the UEZ and engagement of local businesses. Additional support and education for minority entrepreneurship and business development was also identified as lacking in the area.

While it goes beyond the scope of this plan, many stakeholders lamented the loss of matching funds for major infrastructure projects. There was a strong desire to see matching funds return to the program to support capital investments on the island. To a lesser extent, there were minor complaints about the complexity of paperwork that must be filled out to receive the benefits for reduced sales tax and local hiring. All of these concerns could be included as part of a comprehensive education campaign by the UEZ to fully illustrate both the benefits and drawbacks of the program, so businesses joining can go in with full awareness.

COMMUNITY OUTREACH: PERSON TO PERSON INTERVIEWS

TRANSPORTATION & PARKING

The lack of available public transportation was identified as an issue for the local workforce, in line with the greater housing concerns. The existing bus service is extremely limited and almost exclusively available in the summer season to support tourists. Issues related to bus or shuttle schedules for employees were raised, particularly the inability to arrive or depart at a reasonable time. These concerns were echoed to a reasonable degree in the stakeholder survey, with 31.5% of respondents saying that insufficient transportation/shuttle service for the off-island workforce was a problem.

Parking along the boardwalk was raised as a concern, though the degree of that concern is unclear. Some stakeholders were pleased that the parking lots were filled, signifying strong demand for the recreational offerings. Others noted that parking structures would need to be built to accommodate increasing demand. The stakeholder survey identified this as the most significant issue in the UEZ, but with only 53% of respondents saying so, nearly half of others did not believe this to be the case. A larger parking study may be beneficial to identify peak parking demands and what, if any, additional spaces may need to be built.

PUBLIC ART & AMENITIES

Increased public art and amenities, particularly beach amenities, is wanted for the community. Comparisons to other beach towns, both in NJ and elsewhere noted that the Wildwoods was lacking in public art installations that provided a sense of community and place; while there were some complaints about a lack of modern beach amenities, particularly related to comfort stations and other tourist supporting services.

SAFETY/POLICE FUNDING

While overall safety was not a significant concern for stakeholders, the perceptions of safety, particularly in the downtown area, were noted. Related to this is the lack of appropriate staffing for the police department. It was believed that a lack of competitive salary (caused by a lack of funds) was the primary cause for a reduced police force. Cape May was noted as paying their officers more, which adds to the affordability and logistical challenges for a police officer to live in the Wildwoods. Enhanced street lighting coupled with additional uniformed officers in the downtown corridor was suggested as a means of improving actual and perceptions of safety.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

COMMUNITY OUTREACH: PERSON TO PERSON INTERVIEWS

RAINY DAYS/OFFSEASON ACTIVITIES

The Wildwoods are a top destination for summer fun in good weather, but when it rains or the weather turns colder, the island "shuts down" according to multiple sources. The importance of having more of a year-round and weather resilient economy was often cited. Off-island entertainment options exist at places like Rio Grande and Atlantic City, but on island options were limited. Cape May was again noted for their Winter/Christmas festivals that kept the hotels booked through the new year. Having things for people to do between September and January has additional flow on effects for the wider economy. The lack of hotel rooms was cited as an issue in securing conventions in the fall and winter, precisely because these hotels shut down after the summer due to a lack of predictable bookings. The development of indoor entertainment and/or fall and winter activities would likely support increased interest in hotel bookings, which would make fall and winter conventions more attractive for bookers.

OTHER SOCIAL SERVICES

Other issues affecting the Wildwoods include the local aging population and social services to assist members of the community. A lack of available health clinics or mobile screening services was noted, as was an inability for local food banks to have access to refrigeration. Additionally, the area has anecdotally experienced an increase in the Latino and Ukrainian populations, leading to challenges with literacy, employment, and other aspects of integrating into the community.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE

MINORITY OUTREACH

The study team actively engaged with key minority stakeholders and organizations representing the African American, Hispanic/Latino, and Jewish communities on the island. Successful interactions were established with members of all three groups. Due to the nature of the seasonal business economy of the region, there is currently a lack of diversity among business ownership, Therefore, the UEZ reached out to organizations outside of the region who operate within the Wildwoods for feedback. Interviewee organizations included but were not limited to:

- Cape May County Chamber of Commerce
- Greater Wildwood Hotel and Motel Association
- Greater Wildwood Chamber of Commerce
- Greater Wildwoods Tourism Improvement and Development Authority
- Housing Authority
- Crest Savings Bank
- National Association for the Advancement of Colored People

- Morey's Piers
- Sturdy Savings Bank
- Wildwood Business Improvement District
- Latino Action Network
- NAACP Cape May County
- Angel Visit Baptist Church
- Asbury AME Church
- Wildwood Spanish Seventh-day Adventist Church
- Iglesia Pentecostal Emanuel

Despite being located within the UEZ, some of the stakeholders engaged from the Hispanic community were unaware of the programs. Affordable housing challenges and the conversion of single-family homes into short-term rentals, such as Airbnb properties, were identified as pressing issues, reflecting similar concerns raised by other groups. Additionally, stakeholders highlighted the need for social services focused on youth engagement and drug diversion programs in the Wildwoods.

Similarly, the Jewish stakeholder based in downtown Wildwood, which is within the UEZ, was unfamiliar with the UEZ. The synagogue identified the main issue as insufficient parking behind Pacific Ave. There were also concerns about vacant retail spaces in new multi-family developments. While mixed-use projects in walkable areas are generally seen as good planning, the already high vacancy rates on Pacific Ave suggest that additional retail space may not be sustainable without further business development or attraction efforts.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE
THE COMMUNITY SURVEY

To develop a comprehensive plan that effectively addresses the concerns and priorities of residents, the Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) launched an online survey through SurveyMonkey. This survey was widely promoted across the official social media platforms of all four municipalities and was distributed to businesses both within and outside the Urban Enterprise Zone, as well as to municipal officials and other key stakeholders. The aim of the survey was to gauge stakeholders' familiarity with the UEZ program and gather their input on its economic impact, as well as identify the community's needs and opportunities for improvement. The feedback gathered will play a critical role in shaping future initiatives and policies. Below are the key findings from the survey.

GENERAL OBSERVATIONS

As of July 7, 2024, there were a total of 179 respondents to the Wildwoods UEZ Community Survey. The survey revealed that awareness of the Urban Enterprise Zone (UEZ) program in the Wildwoods is relatively balanced, with 65% claiming some level of familiarity. This was an impressive outcome, especially considering that not all stakeholders who received the survey are located within the UEZ. The businesses in the Wildwoods represent a diverse range of industries, with retail trade, hospitality, and food services being the most prominent.

The suggestions provided by survey respondents closely aligned with feedback received during individual stakeholder interviews. Key challenges noted by respondents include issues with infrastructure, parking, and the perception that the area is not safe after dusk. There is also significant concern about the seasonal nature of business and the high cost of rent, which hinders year-round operation. While there is some enthusiasm for the UEZ program, particularly for new participants, the majority of stakeholders express a desire for improvements in infrastructure, safety, and economic incentives.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE
THE COMMUNITY SURVEY

PROJECT SUGGESTIONS AND RECOMMENDATIONS

INFRASTRUCTURE AND SAFETY

Stakeholders strongly recommend investments in beautification and safety enhancements. Improving lighting and addressing safety concerns after dark would make the area more appealing for both residents and tourists. This also includes addressing nuisance establishments and enforcing stricter building codes for older structures.

BUSINESS DIVERSITY AND YEAR-ROUND ACTIVITY

Respondents suggested a focus on attracting businesses that can operate year-round, such as family-oriented restaurants, specialty boutiques, and entertainment options like indoor parks or bowling alleys. Stakeholders believe this could help combat the highly seasonal nature of the local economy.

ARKING AND ACCESSIBILITY

Parking and Accessibility: Parking remains a critical issue for businesses in the UEZ. Suggestions include developing more parking facilities for both businesses and residents and improving shuttle services to better accommodate workers and visitors.

HOUSING AND WORKFORCE DEVELOPMENT

Housing and Workforce Development: Affordable housing, especially for the workforce, was highlighted as a key investment area. Stakeholders recommended a mix of affordable and upscale housing projects, particularly targeting seasonal workers who struggle to find accommodation.

REVITALIZATION OF PACIFIC AVENUE

Revitalization of Pacific Avenue: One of the most consistent recommendations was the revitalization of Pacific Avenue, which stakeholders envision as a multi-use space combining residential and commercial ventures. Tax abatements and facade improvement grants could incentivize business development in this area.

WEBSITE POSTING

A draft of this 5-Year Plan was made available on the websites of Wildwood, West Wildwood, Wildwood Crest, and North Wildwood, inviting visitors to submit their comments and feedback. Input gathered from various stakeholder meetings, planning committee discussions, survey responses, and other outreach efforts was instrumental in identifying key issues. These insights were then incorporated into the creation of a vision statement and goals for the future development of the Urban Enterprise Zone.

PAST ACCOMPLISHMENTS AND THE NEW VISION FOR THE URBAN ENTERPRISE ZONE
A VISION STATEMENT AND GOALS

In 2029, The Wildwoods Urban Enterprise Zone will have a robust membership of diverse business organizations that contribute to the overall vitality of the community.

Physical improvements and programmatic enhancements will further local economic development and employment opportunities, leading to improved outcomes for area residents. The local economy will expand through increased economic and tourism activity that extends beyond the summer to the early spring and fall/winter holiday season, by creating additional options for people to experience and enjoy during the shoulder seasons.

Realizing the vision for the Wildwoods UEZ requires there to be buy-in from both those within the UEZ and the wider community. As such, a wide-ranging public outreach process was conducted as part of this planning process. Individual meetings were held with a cross section of community stakeholders, including local business owners and employees, local government officials, trade association members, staff at local tourism and housing authorities, and clergy. These meetings were held to gain insight into the needs of those within the UEZ. In addition, Triad and the UEZ cooperated in distributing a survey regarding the UEZ Program. These interviews, surveys, and background research informed the creation of the vision statement above. This vision statement serves as the foundation for establishing the goals and guiding UEZ policy decisions over the next five years (2024-2029). To further this vision, the Urban Enterprise Zone has set forth the following key goals.

1 Enhance the Boardwalk with increased amenities for the public, including public art installations.

2 Advance Retail Development and Redevelopment

3 Recruit Businesses and Minority Participation into the UEZ Program

4 Enable Job Retention and Job Development

5 Create opportunities for off-season and inclement weather tourism-focused businesses and events.

SUMMARY AND IMPLEMENTATION

This section of the UEZ Plan outlines the public outreach process and the various issues that shape the vision and key goals for the future of the Zone. The many successful initiatives undertaken by the Urban Enterprise Zone Corporation of the Wildwoods (UEZCW) demonstrate that the program has established a solid foundation for building a more prosperous future. As emphasized throughout this plan, the Wildwoods face unique challenges and opportunities, making it essential for the program to focus on maximizing the capture of new investments and businesses within the Zone.

IMPLEMENTATION AND ACTION AGENDA
INTRODUCTION

Through a comprehensive and inclusive outreach process, a vision for the future of the Zone was developed, along with a set of goals for the Urban Enterprise Zone. This section of the plan outlines the specific strategies for achieving that vision and highlights the key priorities of the UEZ Program over the next five years.

Each strategy is classified as either a near-term or longer-term priority. A near-term priority indicates that implementation efforts will focus on the first part of the five-year period—within years 1 to 3. A longer-term priority suggests a timeline between years 3 to 5 or potentially longer, depending on the complexity of the project. Additionally, each near-term project includes an implementation process and a resource guide for funding and potential partnerships. For retail and commercial business investments, specific business typologies are also outlined. The UEZ Program is committed to advancing projects swiftly and adhering to a reasonable timeline, contingent upon funding and project management, to ensure effective and efficient use of UEZ funds. Any changes will be communicated to the UEZA. This combination of strategic information, procedural guidance, and funding resources offers the Urban Enterprise Zone Program a comprehensive roadmap for implementation over the next five years.

UEZ REGULATIONS: HOW MONEY CAN BE SPENT

As this plan outlines a variety of potential funding uses and projects, it is important to understand the parameters set by the State's UEZ Program. UEZ funds can be utilized to support eligible businesses, attract new businesses, offer relevant tax credits and loans, and finance a broad range of activities that the local Urban Enterprise Zone and the State Authority determine will significantly enhance the economic appeal of the zone or district. These activities may include, but are not limited to:

- Enhancing the exterior appearance or customer facilities of qualified business properties within the zone or district, provided the improvements are permanent and not required by existing ordinances or code regulations; or

- Providing financial support to the municipality for initiatives aimed at increasing the safety or attractiveness of the zone or district for prospective businesses and visitors. This can include activities such as litter control, landscaping, parking improvements, recreational and rest facilities, repairs or enhancements to public streets, sidewalks, pedestrian pathways, street lighting, or bolstered police, fire, or sanitation services in the enterprise zone or UEZ-affected business district.

- Improving public infrastructure in a commercial or transportation corridor and transportation infrastructure, including, but not limited to, payment of debt service related to the financing of a transportation project and the pledge of funds credited to assistance funds toward the repayment of any loan issued by State Transportation Infrastructure Bank or any government agency for transportation infrastructure projects. With the approval of the UEZ Authority, up to 75% of any assistance funds may be used to pay debt services or pledge towards the repayment of any loan for the cost of a transportation infrastructure project.

IMPLEMENTATION AND ACTION AGENDA

INTRODUCTION

"Qualified assistance fund expense" means any reasonable expense related to:

1. a construction project improving, altering, or repairing the real property of a qualified business located in an enterprise zone;
2. full or part-time economic and community development positions in the municipality, other governmental, or not-for-profit organizations, or marketing;
3. loans, grants, and guarantees to businesses;
4. payroll expenses, personnel, services, and equipment purchased primarily for the provision of law enforcement, fire protection, or emergency medical services within commercial and transportation corridors located exclusively in an enterprise zone;
5. planning and other professional services related to economic and community development;
6. cleaning and maintenance of commercial and transportation corridors;
7. the improvement of public infrastructure in a commercial or transportation corridor;
8. the improvement of public infrastructure related to a commercial, industrial, mixed-use, or multi-family residential property;
9. employment and training programs; or
10. events meant to support and draw activity into the enterprise zone, including fairs, festivals, and concerts.

GENERAL PLANNING GUIDELINES AND SUGGESTIONS

BUILDING A STRONG FOUNDATION

Every development strategy requires a solid foundation to bring the plan's vision to life. This foundation should be the primary focus for implementing the plan and the area where the most significant and impactful development and redevelopment efforts need to be concentrated. By establishing a strong core, this foundation serves as the launching point for broader community revitalization, which can then spread to other parts of the area over time. Success in this initial phase builds momentum for future growth.

MAINTAINING THE VISION

Bringing a plan to fruition demands a deep commitment from staff, a significant investment of time, and active participation from partners. It also requires steadfast dedication through changes in municipal leadership to ensure continuity and alignment with the plan's goals. Keeping the vision front and center through every phase of implementation is essential to ensure that the overall objectives are met and that the plan doesn't lose focus over time. A well-maintained vision provides clear direction and consistency across efforts.

IMPLEMENTATION AND ACTION AGENDA
INTRODUCTION

THE VALUE OF PARTNERSHIPS
No single organization or agency has the capacity to achieve all of the goals and initiatives set forth in a plan. For successful implementation, partnerships are vital. Collaboration with other organizations, businesses, and entities that respect, share, and actively support the plan's goals is key to pooling resources, sharing expertise, and enhancing overall impact. Strong partnerships not only enhance the effectiveness of the initiatives but also broaden the support base, ensuring that efforts are sustainable and comprehensive.

FOLLOWING A SEQUENTIAL APPROACH
A methodical and step-by-step approach to implementation is critical to the plan's success. Scattered efforts or a haphazard approach can spread resources too thin, overburden staff, and dilute the focus of partnerships. By sticking to a well-ordered sequence, priorities are clearly defined, resources are utilized efficiently, and projects can be managed with greater precision and effectiveness. A structured timeline ensures that each phase builds upon the previous one, leading to steady, measurable progress.

INVOLVING THE PUBLIC
Public engagement and support are crucial to the success of any plan. It's not enough to simply inform the public about planning goals and strategies; real success requires actively involving and exciting the community. By engaging businesses, property owners, and residents, the public becomes a valuable partner in achieving the vision. When the community feels invested in the plan and understands how they can contribute to its success, they are more likely to support the goals and actively participate in the process, creating a shared sense of ownership and enthusiasm for the future.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

Each project and initiative detailed in this plan is influenced by multiple core goals of the plan. The following list of priorities outlines the essential initiatives of the UEZ Program for the next five years. This inventory reflects the priorities of the UEZ Planning Committee, Development Corporation, and community stakeholders.

PRIORITY A: THE BOARDWALK

The Wildwood Boardwalk serves as the cornerstone of the tourism-driven economy in the Wildwoods and Cape May County. During the summer season, this iconic attraction draws approximately 9 million visitors, playing a pivotal role in driving tourism-related revenues. Cape May County, as a whole, welcomes over 11.38 million visitors annually, contributing more than $6 billion to New Jersey's tourism economy—nearly one-sixth of the state's total tourism revenue. The Boardwalk directly supports local businesses and sustains employment for more than 19,000 county residents, representing nearly 33% of the county's workforce. Its economic influence extends beyond Wildwood, bolstering the regional and state economies as well.

Despite its critical importance, the Boardwalk's infrastructure is in a state of severe disrepair. Built over a century ago, it has suffered significant structural degradation from natural wear, storms, and saltwater intrusion. The compromised condition not only poses safety risks for millions of annual users but also restricts access for emergency vehicles, which is essential given the numerous special events held on the beach.

Rebuilding the Wildwood Boardwalk is essential to preserving its role as a key economic driver for Wildwood, Cape May County, and New Jersey. A complete reconstruction will address safety concerns, enhance accessibility through ADA compliance, and improve the boardwalk's resilience against storms and other environmental challenges. This revitalization project will ensure that the Boardwalk continues to attract millions of visitors annually, sustaining the community's economic vitality and securing its position as a popular destination on the Jersey Shore.

The reconstruction will not only safeguard a significant source of local revenue and employment but also invest in the long-term economic health of the Wildwoods. The Boardwalk will continue to be a symbol of resiliency and pride, ensuring that it remains a cherished attraction for generations of visitors. This project represents a forward-thinking commitment to Wildwood's future, blending heritage with sustainability and economic growth.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY A: THE BOARDWALK

Each project and initiative detailed in this plan is influenced by multiple core goals of the plan. The following list of priorities outlines the essential initiatives of the UEZ Program for the next five years. This inventory reflects the priorities of the UEZ Planning Committee, Development Corporation, and community stakeholders.

IMPLEMENTATION MATRIX

PLAN STRATEGY
Support the structural rehabilitation of the Boardwalk to ensure public safety as well as maintain the infrastructure on which most of the businesses in the area are located.

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Near Term & Long Term	Work with Wildwoods leadership to facilitate the **Multi-Phased Structural Rehabilitation of the Boardwalk.** Funding/Partnership Examples Include • Boardwalk Preservation Fund: • Wildwood UEZ Program • Wildwood Crest UEZ Program • North Wildwood UEZ Program • West Wildwood UEZ Program • Congressionally Directed Spending
Near Term	**Conduct Accessibility and Safety Improvements** such as the installation of ADA-compliant ramps and access points. Funding/Partnership Examples Include: • NJDCA CDBG Small Cities Public Facilities Grant • Wildwood UEZ Program • Wildwood Crest UEZ Program • North Wildwood UEZ Program • West Wildwood UEZ Program • Congressionally Directed Spending
Near Term	Conduct Boardwalk **Security Initiatives** such as the installation of additional security cameras, lighting upgrades, and the adoption of modern surveillance systems for public safety. Funding/Partnership Examples Include: • U.S. Justice COPS Program • NJ BPU Programs • Wildwood UEZ Program • Wildwood Crest UEZ Program • North Wildwood UEZ Program • West Wildwood UEZ Program

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY A: THE BOARDWALK

PARTNERS AND APPROACHES:

The Boardwalk Rehabilitation Project is a key initiative under the Wildwoods Urban Enterprise Zone (UEZ) Program, designed to ensure the longevity and vitality of one of the region's most critical economic and recreational assets. Achieving this goal requires collaboration among diverse partners who share a commitment to public safety and economic revitalization.

Local businesses, which rely heavily on the boardwalk for their operations, are integral partners in this effort. They can support the initiative by adopting accessibility and safety improvements, such as installing ADA-compliant ramps and access points near their establishments, enhancing the overall experience for visitors. These enhancements align with the broader objective of creating a more inclusive and welcoming environment.

The unified efforts of the Wildwoods UEZ Programs—including Wildwood, Wildwood Crest, North Wildwood, and West Wildwood—play a pivotal role in securing resources and driving the project's success. These programs will collaborate to provide funding and lead grant applications, leveraging opportunities such as the Boardwalk Preservation Fund and Congressionally Directed Spending. These partnerships aim to support a multi-phased approach to rehabilitation, addressing both immediate needs and long-term sustainability.

In addition to structural improvements, the project prioritizes public safety through Boardwalk Security Enhancements. The installation of security cameras upgraded lighting, and advanced surveillance systems will help ensure a safe environment for visitors and businesses alike. Establishing a safer and more accessible environment is a necessary precursor to attracting new businesses and increasing visitor engagement. Structural rehabilitation and accessibility improvements must be prioritized, with business recruitment efforts occurring in parallel to capitalize on the enhanced infrastructure. By focusing initial investments on boardwalk revitalization, the Wildwoods UEZ Program will create a more favorable business climate, stimulate economic development, and ensure the long-term success of this iconic destination.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY B: RETAIL DEVELOPMENT AND REDEVELOPMENT

The retail development and redevelopment initiatives prioritize fostering the growth and long-term viability of existing businesses in the Wildwoods. These efforts aim to supply resources and create opportunities that enable businesses to flourish within a competitive, tourism-focused market. Additionally, existing businesses will benefit from broader community enhancements, such as boardwalk beautification projects designed to increase foot traffic and attract more visitors. By investing in these improvements and building partnerships with local organizations, the initiative seeks to empower existing businesses to adapt, innovate, and play a vital role in the area's economic growth.

IMPLEMENTATION MATRIX

PLAN STRATEGY
Business Education and Operations Support

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Longer Term	Explore the implementation of a pilot **Business Façade Improvement Program**. Funding/Partnership Examples Include: • NJDCA Neighborhood Preservation Program • Greater Wildwood Tourism Improvement and Development Authority • Greater Wildwood Chamber of Commerce • Greater Wildwood Hotel and Motel Association • Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID) • Wildwood Business Improvement District, Management Corporation (WBID). • Cape May County Chamber of Commerce.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY B: RETAIL DEVELOPMENT AND REDEVELOPMENT

Longer Term

Boardwalk Beautification Improvements will be explored to enhance the boardwalk's visual appeal. These may include the installation of public art, cultural element, signage and wayfinding systems, benches, lighting, and seasonal decorations. Funding/Partnership Examples Include:

- NJDCA Neighborhood Preservation Program
- Greater Wildwood Tourism Improvement and Development Authority
- Greater Wildwood Chamber of Commerce
- Greater Wildwood Hotel and Motel Association
- Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID)
- Wildwood Business Improvement District, Management Corporation (WBID).
- Cape May County Chamber of Commerce.

Near Term

Conduct **Marketing Education Workshops & Business Management Education Seminars** for UEZ Businesses. Funding/Partnership Examples Include:

- NJDCA Neighborhood Preservation Program
- Greater Wildwood Tourism Improvement and Development Authority
- Greater Wildwood Chamber of Commerce
- Greater Wildwood Hotel and Motel Association
- Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID)
- Wildwood Business Improvement District, Management Corporation (WBID).
- Cape May County Chamber of Commerce.

PLAN STRATEGY
Business Operation

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES

Near Term

Implement a **Clean Team** comprised of additional public works employes to help maintain the boardwalk. Funding/Partnership Examples Include:

- Wildwood UEZ
- North Wildwood UEZ

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY B: RETAIL DEVELOPMENT AND REDEVELOPMENT

PARTNERS AND APPROACHES:

The Retail Development and Redevelopment initiative under Priority B is a strategic endeavor within the UEZ, designed to bolster the growth and sustainability of existing businesses while enhancing the overall retail environment. Recognizing that the vitality of the Wildwoods' economy is deeply connected to the success of its local businesses, this initiative emphasizes collaboration among a diverse array of partners committed to economic revitalization, tourism enhancement, and community development.

Local Businesses and Associations are at the forefront of this effort. Entities such as the Greater Wildwood Chamber of Commerce, Wildwoods Boardwalk Special Improvement District (WSID), Wildwood Business Improvement District (WBID), and the Cape May County Chamber of Commerce play pivotal roles in advocating for business interests, providing resources, and fostering a supportive network. These organizations will facilitate communication, coordinate initiatives, and help businesses access the tools they need to thrive in a competitive market.

Educational Institutions and Professional Organizations will partner to offer Marketing Education Workshops and Business Management Seminars. These programs aim to equip business owners with essential skills in modern marketing strategies, financial management, and operational efficiency. By enhancing their capabilities, businesses can better adapt to market changes, attract more customers, and increase profitability.

Community Enhancement Projects are integral to attracting visitors and stimulating economic activity. Boardwalk Beautification Improvements, including the installation of public art, cultural elements, improved signage and wayfinding systems, benches, upgraded lighting, and seasonal decorations, will be explored in collaboration with local arts councils and community groups. These enhancements aim to create a more inviting and engaging atmosphere that encourages increased foot traffic and longer visitor stays.

Tourism and Hospitality Partners, such as the Greater Wildwood Hotel and Motel Association and the Greater Wildwood Tourism Improvement and Development Authority, will play essential roles in promoting the Wildwoods as a popular destination. By participating in collaborative tourism marketing campaigns, these partners help amplify the reach of local businesses, attract a wider audience, and extend the economic benefits of tourism across the community.

Public-Private Partnerships will be leveraged to maximize resources and expertise. Collaboration with state and local government agencies, non-profit organizations, and private sector stakeholders will facilitate access to grants, technical assistance, and other support mechanisms. These partnerships are essential for sustaining long-term development efforts and achieving shared economic objectives.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY B: RETAIL DEVELOPMENT AND REDEVELOPMENT

BUSINESS TYPOLOGIES AND INVESTMENT TARGETS

The boardwalk reconstruction project aims to revitalize the boardwalk area by targeting specific business typologies and investment initiatives that will enhance economic growth, attract visitors, and improve the quality of life for residents. Within the boardwalk and surrounding areas, the focus is on both supporting existing businesses and attracting new businesses that align with the tourism-driven economy of the Wildwoods. These include but are not exclusive to businesses such as those which are already part of the existing business base:

Amusement and Entertainment Venues
- Amusement parks and piers
- Arcades and gaming centers
- Miniature golf courses
- Water parks and splash zones

Retail and Specialty Shops
- Beachwear and surf shops
- Souvenir and gift stores
- Clothing and accessory boutiques
- Jewelry and artisan craft shops
- Specialty food stores

Food and Beverage Establishments
- Restaurants and casual dining
- Seafood shacks and food trucks
- Ice cream parlors and dessert cafes
- Coffee shops and bakeries
- Bars and nightlife venues

Health and Personal Care Services
- Spas and wellness centers
- Fitness studios and gyms
- Salons and barbershops
- Childcare services

Recreational and Leisure Services
- Bike and surrey rentals
- Water sport rentals
- Fishing charters and boat tours
- Parasailing and adventure sports

Cultural and Educational Attractions
- Museums and art galleries
- Theaters and live performance venues
- Educational centers and workshops

Professional and Support Services
- Financial institutions and ATMs
- Medical clinics and first aid stations

Miscellaneous Retail and Services
- Pet stores and grooming services
- Bookstores and music shops
- Hobby and craft stores
- Convenience stores and pharmacies
- Laundry and dry-cleaning services

Lodging and Accommodation
- Hotels and motels
- Bed and breakfasts
- Vacation rentals and resorts

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY C: NEW BUSINESS RECRUITMENT

This priority is focused on expanding the number of businesses actively participating in the UEZ Program. Achieving this goal requires a comprehensive, zone-wide effort that leverages both digital and personal outreach methods. In the current era of digital communication, platforms like Facebook, LinkedIn, and other social media channels provide effective tools to target eligible businesses within the Urban Enterprise Zone. However, these platforms are not a replacement for personalized engagement. To maximize success, UEZ officials are committed to enhancing outreach efforts through direct interactions and community involvement, ensuring that as many eligible businesses as possible are enrolled in the UEZ Program.

IMPLEMENTATION MATRIX

PLAN STRATEGY
Social Media Outreach and Community Engagement

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Near Term	**Update the UEZ Website** to encourage participation from new businesses. Funding/Partnership Examples Include: • NJDCA Neighborhood Preservation Program • Greater Wildwood Tourism Improvement and Development Authority • Greater Wildwood Chamber of Commerce • Greater Wildwood Hotel and Motel Association • Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID) • Wildwood Business Improvement District, Management Corporation (WBID). • Cape May County Chamber of Commerce.
Near Term	**Launch a Social Media Campaign** targeting businesses in the Wildwoods UEZ, with a focus on Spanish-speaking and minority-owned businesses. • NJDCA Neighborhood Preservation Program • Greater Wildwood Tourism Improvement and Development Authority • Greater Wildwood Chamber of Commerce • Greater Wildwood Hotel and Motel Association • Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID) • Wildwood Business Improvement District, Management Corporation (WBID). • Cape May County Chamber of Commerce.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY C: NEW BUSINESS RECRUITMENT

Near Term

Implement a **Traditional Advertising Campaign** featuring area-specific signage, posters, and flyers. Funding/Partnership Examples Include:
- NJDCA Neighborhood Preservation Program
- Greater Wildwood Tourism Improvement and Development Authority
- Greater Wildwood Chamber of Commerce
- Greater Wildwood Hotel and Motel Association
- Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID)
- Wildwood Business Improvement District, Management Corporation (WBID).
- Cape May County Chamber of Commerce.

PLAN STRATEGY

Conduct In-Person Business and Minority Recruitment Efforts

PROJECT PRIORITY   **IMPLEMENTATION APPROACHES AND RESOURCES**

Near and Longer Term

Increase **In-Person Visits** to business owners and minority business operators to encourage participation. Funding/Partnership Examples Include:
- NJDCA Neighborhood Preservation Program
- Greater Wildwood Tourism Improvement and Development Authority
- Greater Wildwood Chamber of Commerce
- Greater Wildwood Hotel and Motel Association
- Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID)
- Wildwood Business Improvement District, Management Corporation (WBID).
- Cape May County Chamber of Commerce.

Near and Longer Term

Host **Public Presentations** at Chamber of Commerce Events and other Venues. Funding/Partnership Examples Include:
- NJDCA Neighborhood Preservation Program
- Greater Wildwood Tourism Improvement and Development Authority
- Greater Wildwood Chamber of Commerce
- Greater Wildwood Hotel and Motel Association
- Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID)
- Wildwood Business Improvement District, Management Corporation (WBID).
- Cape May County Chamber of Commerce.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY C: NEW BUSINESS RECRUITMENT

PARTNERS AND APPROACHES:

The success of the New UEZ Business Recruitment Project hinges on strategic collaboration with key local organizations and the implementation of targeted outreach methods. Essential partners—including the Greater Wildwood Chamber of Commerce, the Wildwoods Boardwalk Special Improvement District (WSID), the Wildwood Business Improvement District (WBID), and the Greater Wildwood Hotel and Motel Association—can provide invaluable insights into the unique needs of our local business community. Their active participation ensures that our outreach efforts are both comprehensive and tailored to address specific challenges and opportunities.

To amplify our social media outreach and community engagement, these partners will leverage their existing networks to share updates and information, thereby extending the campaign's reach. A revitalized UEZ website, developed in collaboration with these organizations, will serve as a centralized resource hub for both new and existing businesses. Additionally, a targeted social media campaign—including multilingual messaging to engage Spanish-speaking and minority-owned businesses—will be launched. This initiative will benefit from funding and support provided by the NJDCA Neighborhood Preservation Program and the Cape May County Chamber of Commerce. Additionally, a traditional advertising campaign featuring posters, flyers, and signage will highlight the benefits of the UEZ program and direct businesses to participation resources. By distributing these materials in high-traffic areas such as the Boardwalk and through partner organizations like the Greater Wildwood Tourism Improvement and Development Authority, we aim to maximize visibility and outreach.

Personalized engagement strategies will be strengthened through in-person recruitment efforts. In-person visits to business owners and minority business operators will facilitate meaningful conversations about the advantages of the UEZ program, fostering trust and encouraging participation. Furthermore, public presentations at Chamber of Commerce events and other community venues will provide opportunities to inform, engage, and connect with the broader community.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY D: JOB RETENTION AND DEVELOPMENT

This priority is focused on strengthening the workforce that drives the Wildwoods' tourism-based economy by retaining existing jobs, enhancing employee satisfaction, and fostering workforce development. Recognizing that a resilient and skilled workforce is essential to sustaining the region's economic success, this initiative aims to address workforce challenges through targeted strategies, collaborative partnerships, and resource allocation.

IMPLEMENTATION MATRIX

PLAN STRATEGY
Employee Training and Skill Development

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Near Term	Develop **Job Training Programs** to enhance employee skills, leading to higher job satisfaction and retention. Funding/Partnership Examples Include: • NJ Dept. of Labor and Workforce Development • Local Community Colleges & Technical Schools • Greater Wildwood Chamber of Commerce • Cape May County Div. of Workforce Development

PLAN STRATEGY
Seasonal Worker Assistance: Transportation & Hospitality

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Longer Term	Collaborate with County/Community Organizations to provide **workforce housing** options for seasonal and year-round employees. Funding/Partnership Examples Include: • Cape May County Housing Authority
Longer Term	Explore the expansion of the existing **Jitney Shuttle Service** for off-island transportation and/or subsidized transit passes. Funding/Partnership Examples Include: • New Jersey Transit (NJ TRANSIT) • Cape May County Transportation Department

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY D: JOB RETENTION AND DEVELOPMENT

IMPLEMENTATION MATRIX

PLAN STRATEGY
Job Development

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Near Term	Organize **Networking Events** to connect employers with potential employees. Funding/Partnership Examples Include: • NJ Dept. of Labor and Workforce Development • Local Community Colleges & Technical Schools • Greater Wildwood Chamber of Commerce • Cape May County Div. of Workforce Development

PARTNERS AND APPROACHES:

The Job Retention and Development initiative is aimed at sustaining and growing the tourism-based economy by investing in the workforce that underpins the region's success. This initiative prioritizes retaining existing jobs, supporting employee satisfaction, and creating pathways for workforce development through strategic partnerships and targeted programs.

Workforce Development Partners such as the NJ Department of Labor and Workforce Development, Cape May County Division of Workforce Development, and local community colleges and technical schools will play a critical role in enhancing employee skills through training programs. These partnerships focus on equipping employees with the expertise needed to excel in their roles while meeting the evolving demands of the tourism and hospitality sectors. Collaboration with educational institutions facilitates the creation of specialized job training programs, apprenticeships, and internships that prepare workers for long-term success.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY D: JOB RETENTION AND DEVELOPMENT

PARTNERS AND APPROACHES:

Seasonal Worker Assistance is a vital component of the initiative, addressing challenges faced by seasonal and year-round employees. The Cape May County Housing Authority, along with local community organizations, will collaborate strategies for workforce housing. These efforts aim to alleviate the housing pressures that can deter workers from participating in the tourism economy. Additionally, the plan seeks to expand transportation access through partnerships with New Jersey Transit (NJ TRANSIT), the Cape May County Transportation Department, and local employers. By exploring expansions to the jitney shuttle service and subsidized transit pass programs, the initiative would ensure that workers can reliably commute to and from their jobs, fostering greater workforce participation.

Strategic Resource Allocation will maximize the impact of these efforts. By leveraging funding from the NJ Department of Labor and other state and local agencies, the initiative can implement robust programs without placing undue financial burdens on businesses. Public-private partnerships with employers and community organizations will further enhance resource efficiency and program effectiveness.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY E: OFF-SEASON TOURISM

This priority is focused on transforming the Wildwoods into a vibrant, year-round destination by addressing the challenges of a seasonal economy through collaborative efforts with local businesses, associations, and partners. It aims to create sustainable economic opportunities, stabilize employment, and foster community growth by implementing targeted marketing strategies, providing business training, organizing engaging off-season events, and leveraging strategic partnerships to diversify tourism activities and enhance the overall visitor experience.

IMPLEMENTATION MATRIX

PLAN STRATEGY
Specialty Off-Season Events

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Near Term	Collaborate with local organizations on hosting **themed events** that target the off-peak seasons, such as culinary festivals, holiday markets, winter beach sports (ex. beach volleyball, sand soccer/football, polar plunge events, beach bonfires, sand sledding, etc.), music series, and cultural showcases. Funding/Partnership Examples Include: - Greater Wildwood Tourism Improvement and Development Authority - Greater Wildwood Chamber of Commerce - Greater Wildwood Hotel and Motel Association - Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID) - Wildwood Business Improvement District, Management Corporation (WBID). - Cape May County Chamber of Commerce.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY E: OFF-SEASON TOURISM

IMPLEMENTATION MATRIX

PLAN STRATEGY
Marketing

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Near Term	Launch **targeted digital and social media campaigns** promoting off-season events, activities, and attractions. Funding/Partnership Examples Include: • Greater Wildwood Tourism Improvement and Development Authority • Greater Wildwood Chamber of Commerce • Greater Wildwood Hotel and Motel Association • Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID) • Wildwood Business Improvement District, Management Corporation (WBID). • Cape May County Chamber of Commerce.

PLAN STRATEGY
Business Training

PROJECT PRIORITY	IMPLEMENTATION APPROACHES AND RESOURCES
Long Term	Provide **training for businesse**s on strategies to attract and serve off-season customers, including leveraging e-commerce and offering flexible services. Funding/Partnership Examples Include: • Greater Wildwood Chamber of Commerce • Cape May County Chamber of Commerce.

IMPLEMENTATION AND ACTION AGENDA
STRATEGIES, PRIORITIES, AND PROJECTS

PRIORITY E: OFF-SEASON TOURISM

PARTNERS AND APPROACHES:

Identifying opportunities for Off-Season Tourism is a key priority for the UEZ, designed to address the challenges of the seasonal economy by extending tourism beyond peak months. Central to the initiative are marketing strategies to attract off-season visitors. Additionally, business training programs would help equip local businesses with the tools required to adapt to year-round tourism demands, leveraging e-commerce platforms and offering flexible services to meet diverse visitor needs.

Community engagement is important. Therefore, strategic partnerships with organizations such as the Greater Wildwood Tourism Improvement and Development Authority and local chambers of commerce can help provide essential funding and resources to amplify these efforts. Ultimately, by diversifying tourism activities and prioritizing job retention, the initiative seeks to stabilize employment and reduce the region's reliance on seasonal work.

IMPLEMENTATION AND ACTION AGENDA
KEY INVESTMENT LOCATIONS

PRIORITY AREA 1: THE BOARDWALK

The Boardwalk is a cornerstone of the Wildwoods' cultural and economic identity. Attracting over 9 million visitors annually, it plays a critical role in supporting tourism, entertainment, and local businesses. Therefore, rebuilding the Boardwalk is essential to preserving its historical significance while ensuring it continues to drive economic activity. Planned improvements will ensure the Boardwalk remains a safe, accessible, and attractive destination for both residents and tourists. These efforts will align with the guidelines outlined in existing county and regional plans, ensuring consistency with broader community development goals. By investing in the reconstruction and enhancement of this beloved attraction, the Wildwoods aims to secure its legacy while adapting to the evolving needs of visitors and businesses.

PRIORITY AREA 2: DOWNTOWN WILDWOOD
THE PACIFIC AVENUE REDEVELOPMENT ZONE

Downtown Wildwood, particularly Pacific Avenue, presents significant opportunities for economic growth through business recruitment, redevelopment, and community engagement. UEZ initiatives in this area will complement the existing Pacific Avenue Redevelopment Plan, emphasizing sustainable growth and modernization. Efforts will focus on attracting new businesses, supporting existing enterprises, and creating a vibrant downtown environment that caters to residents and visitors alike. By transforming Downtown Wildwood into a thriving commercial and cultural center, these initiatives aim to reinforce its importance to the local economy while fostering a dynamic and inclusive community atmosphere.

SUMMARY AND NEXT STEPS

The Wildwoods Urban Enterprise Zone (UEZ) 5-Year Plan presents a strategic roadmap to drive economic development and job creation within the region. By focusing on supporting and expanding existing businesses within the current UEZ boundaries, the plan ensures that resources and incentives are directed to areas of greatest need. This targeted approach aims to enhance employment opportunities, stimulate economic activity, and strengthen the region's vitality.

Exceeding the basic requirements of the New Jersey UEZ Guidelines, the plan identifies key business sectors and introduces innovative initiatives to elevate the region's economic potential. It provides detailed frameworks for collaboration with prospective partners and outlines a range of complementary funding sources, creating a robust and actionable pathway for development. Recognizing the dynamic nature of economic conditions, the UEZ Program retains the flexibility to adapt to emerging opportunities that align with the plan's overarching goals, positioning the region for long-term success.

IMPLEMENTATION AND ACTION AGENDA
SUMMARY AND NEXT STEPS

The plan outlines five primary goals to guide the UEZ's efforts:
1. Revitalize the Boardwalk.
2. Advance retail development.
3. Recruit new businesses and encourage minority participation in the UEZ Program.
4. Promote job retention and creation.
5. Expand opportunities for off-season and weather-resilient tourism initiatives.

Collectively, these goals will enable the UEZ Program to build strong partnerships, secure funding, and take decisive actions to foster a thriving business environment that benefits the Wildwoods and the surrounding region. To achieve these objectives, the next steps focus on implementing actionable measures. The UEZ will prioritize initiatives that promote economic prosperity while engaging with local businesses, community groups, and investors to strengthen collaborative efforts. By leveraging identified funding sources and continuously exploring new opportunities, the program aims to maximize financial resources to support its goals. The UEZ will also employ an adaptive strategy to remain responsive to changing circumstances, aligning its actions with emerging needs and challenges.

Public involvement remains central to this effort. The UEZ will maintain open communication channels to gather input from residents and stakeholders, ensuring that projects address community priorities and reflect the collective vision for regional growth. The program will also undertake marketing and outreach efforts to promote the UEZ's advantages, attract new businesses, and diversify the local economy, with a particular emphasis on increasing minority participation.

By adhering to this comprehensive plan and executing these steps, the UEZ will strengthen its economic foundation, support existing businesses, and foster sustained regional prosperity. This strategic approach will not only enhance the local economy but also enrich the quality of life for residents, businesses, and visitors alike.

COORDINATION WITH OTHER PLANNING OPPORTUNITIES

The Wildwoods Urban Enterprise Zone (UEZ) can enhance its revitalization efforts by collaborating with several existing programs focused on socioeconomic development. Programs that complement the UEZ's initiatives include:

NJDCA BOARDWALK PRESERVATION FUND

Wildwood secured funding through the NJDCA Boardwalk Preservation Fund to support the reconstruction of the 2-mile-long Wildwood Boardwalk, a vital economic and cultural asset. Despite over a century of maintenance, the Boardwalk has fallen into unsafe disrepair, with its understructure severely degraded by time and natural forces. Its current condition also restricts emergency vehicle access, posing significant safety challenges during the many events held annually on the adjacent beach. Rebuilding the Boardwalk is critical to maintaining its role as a key driver of the local economy. This Program directly supports the goals of the UEZ as it pertains to economic development and Public Safety on the Boardwalk.

NJ DEPARTMENT OF COMMUNITY AFFAIRS: NEIGHBORHOOD PRESERVATION PROGRAM (NJDCA NPP)

In addition to the Boardwalk Preservation Fund, the Wildwoods UEZ has also benefited from funding through the Neighborhood Preservation Program (NPP), administered by the New Jersey Department of Community Affairs. This program offers financial assistance and comprehensive technical support based on DCA-approved NPP Implementation Plans within designated mixed-use NPP Districts. In Wildwood, these funds have been instrumental in supporting community events and streetscape beautification projects, among other initiatives, contributing to the revitalization of the area.

By utilizing these resources, Wildwoods has been able to implement effective strategies to enhance community infrastructure, foster neighborhood revitalization, and stimulate local economic growth. The integration of NPP funding with other opportunities allows the UEZ to maximize its impact, ensuring comprehensive and sustained community development.

DEMOGRAPHICS CHARACTERISTICS PROFILES

POPULATION INFORMATION	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Total
2010 Population	5,325	3,270	603	4,041	13,239
2020 Population	5,157	3,101	540	3,621	12,419
2024 Population	4,966	3,054	585	3,604	12,209
2029 Population Projection	5,035	2,946	586	3,541	12,108

RACE AND ETHNICITY (2024)	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Weighted Average in the Wildwoods
White Alone	60.2%	89.2%	92.3%	93.5%	78.8%
Black Alone	7.6%	1.4%	0.0%	1.1%	3.8%
American Indian/Alaska Native Alone	0.5%	0.4%	0.2%	0.0%	0.3%
Asian Alone	1.1%	0.9%	0.3%	0.2%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.2%	0.1%
Other Race	18.9%	2.6%	2.2%	1.1%	8.8%
Two or More Races	11.7%	5.5%	5.0%	3.9%	7.5%
Hispanic	33.0%	6.6%	4.6%	3.8%	16.4%

INCOME & POVERTY	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Wildwoods Average
Poverty Rate	17.6%	10.8%	4.2%	7.3%	10.0%
Unemployment Rate	5.8%	7.7%	7.5%	3.9%	6.2%
2024 Median Household Income	$49,580	$72,286	$60,577	$70,847	$ 63,323
2029 Median Household Income	$59,375	$77,202	$70,550	$78,378	$ 71,376
2024 Per Capita Income	$42,166	$56,167	$37,009	$60,603	$ 48,986
2029 Per Capita Income	$49,276	$63,836	$41,943	$70,245	$ 56,325

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

EDUCATION	Average in Wildwood	Average in Wildwood Crest	Average in West Wildwood	Average in North Wildwood	Weighted Average for the Wildwoods
Population 25+ By Education	3,787	2,813	351	3,076	10,027
Some High School	4.5%	2.5%	13.4%	3.8%	4.0%
High School Diploma	36.1%	31.3%	36.5%	34.1%	34.2%
GED	8.2%	5.0%	5.4%	3.7%	5.8%
Some College	20.7%	12.9%	18.8%	18.8%	17.9%
Associates Degree	7.2%	7.7%	8.8%	9.5%	8.1%
Bachelors Degree	9.1%	27.1%	9.4%	15.1%	16.0%
Masters Degree	5.9%	8.4%	3.4%	10.8%	8.0%
Professional School Degree	0.8%	4.6%	0.3%	2.0%	2.2%
Doctorate Degree	0.8%	0.5%	0.9%	1.7%	1.0%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

HOUSING					
	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	Total
2010 Households	2,251	1,532	276	2,047	6,106
2020 Households	2,285	1,473	262	1,922	5,942
2024 Households	2,305	1,485	264	1,940	5,994
2029 Households Estimate	2,361	1,472	261	1,928	6,022
Housing Units by Occupancy Status and Tenure					
2024 Total Housing Units	6,844	5,534	888	9,070	22,336
2024 Occupied	2,305	1,485	264	1,940	5,994
2024 Occupied by Owner	917	1,061	218	1,450	3,646
2024 Occupied by Renter	1,388	424	46	490	2,348
2024 Vacant Housing Units	4,539	4,049	624	7,130	16,342
Owner Occupied Housing Units by Value					
2024 Average Value	$475,409.00	$ 742,460.00	$ 515,826.00	$ 774,966.00	$627,165.25
2029 Average Value Estimate	$605,497.00	$ 791,667.00	$ 622,955.00	$ 857,035.00	$719,288.50
Estimated Growth Value	27.4%	6.6%	20.8%	10.6%	14.7%

Source: ESRI forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

2024 LABOR FORCE PROFILE BY INDUSTRY

	Wildwood Average	Wildwood Crest Average	West Wildwood Average	North Wildwood Average	Weighted Average in the Wildwoods	Weighted Average in the UEZ
Unemployment Rate	5.8%	7.7%	7.5%	3.9%	5.7%	4.8%
Labor Force Participation Rate (16+)	66.1%	59.1%	60.5%	60.8%	62.5%	60.4%
	Wildwood	Wildwood Crest	West Wildwood	North Wildwood	The Wildwoods	UEZ
Construction	310	68	23	260	661	127
Retail Trade	317	186	21	243	767	178
Educational Services	122	214	34	260	630	124
Healthcare /Social Assistance	226	165	38	221	650	136
Accommodation/Food Services	498	184	20	251	953	61
Arts/Entertainment/Recreation	56	108	15	118	297	198
Public Administration	239	88	24	205	556	121
Other	768	468	122	392	1,750	337
Total	2,536	1,481	297	1,950	6,264	1,282

The Labor Force Participation Rate is the percentage of the civilian noninstitutional population 16 years and older that is working or actively looking for work.

Source: ESRI forecasts for 2024 and 2029.

2024 EMPLOYMENT SECTOR PROFILES

	Wildwood		Wildwood Crest		West Wildwood		North Wildwood		The Wildwoods	
Total Businesses	477		199		16		231		923	
Total Employees	5,918		1,791		79		1,907		9,695	
	Number of Employers	Number of Employees	Number of Employers	Number of Employees	Number of Employers	Number of Employees	Number of Employers	Number of Employees	Number of Employers	Number of Employees
Agriculture, Forestry, Fishing & Hunting	1	2	-	-	-	-	-	-	1	2
Mining	-	-	-	-	-	-	-	-	-	-
Utilities	1	34	-	-	-	-	-	-	1	34
Construction	21	88	9	49	1	2	10	76	41	215
Manufacturing	14	58	6	20	-	-	2	23	22	101
Wholesale Trade	5	38	-	-	1	5	1	4	7	47
Retail Trade	60	446	9	34	2	6	14	130	85	616
Transportation & Warehousing	8	105	1	10	-	-	1	3	10	118
Information	5	30	3	11	-	-	-	-	8	41
Finance & Insurance	7	95	3	8	-	-	10	41	20	144
Real Estate, Rental & Leasing	27	123	34	269	1	2	32	121	94	515
Professional, Scientific & Tech Services	34	172	5	17	-	-	8	37	47	226
Management of Companies & Enterprises	2	89	-	-	-	-	-	-	2	89
Admin, Support & Waste Management Services	9	42	6	15	1	10	2	15	18	82
Educational Services	6	273	3	118	-	-	7	157	16	548
Health Care & Social Assistance	16	114	5	58	-	-	5	34	26	206
Arts, Entertainment & Recreation	28	1,415	2	9	1	2	8	148	39	1,574
Accommodation & Food Services	160	1,685	70	564	3	15	68	457	301	2,721
Public Administration	23	546	17	155	6	60	21	288	67	1,049
Unclassified Establishments	10	4	3	154	1	1	31	112	44	271
Other	43	374	19	-	1	-	9	-	72	374
Total	480	5,733	195	1,491	17	103	229	1,646	921	8,973

Source: NJDCA UEZ Certification Records on MyNewJersey

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	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	3,639		29	🟩
Total Households	1,869		141	🟩
Housing Units	8,590		377	🟩
POPULATION 15+ BY MARITAL STATUS				
Total	3,480	100%	121	🟩
Never married	855	24.6%	244	🟨
Married	1,976	56.8%	208	🟩
Widowed	210	6.0%	92	🟨
Divorced	439	12.6%	136	🟨
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	3,076	100%	181	🟩
No schooling	0	0.0%	14	
Nursery School	0	0.0%	14	
Kindergarden	0	0.0%	14	
1st to 4th Grade	9	0.3%	28	🟥
5th to 8th Grade	8	0.3%	28	🟥
Some High School	116	3.8%	72	🟨
High School Diploma	1,049	34.1%	214	🟨
GED	114	3.7%	113	🟥
Some College	578	18.8%	190	🟨
Associates degree	293	9.5%	154	🟨
Bachelors degree	463	15.1%	139	🟨
Masters degree	332	10.8%	157	🟨
Professional school degree	63	2.0%	51	🟥
Doctorate degree	51	1.7%	44	🟥

Reliability: 🟩 high 🟨 medium 🟥 low

November 26, 2024

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	1,447	100%	281	high
Management	127	8.8%	75	medium
Business and financial operations	127	8.8%	76	medium
Computer and mathematical	38	2.6%	41	low
Architecture and engineering	3	0.2%	7	low
Life, physical, and social science	0	0.0%	14	
Community and social services	25	1.7%	28	low
Legal	11	0.8%	18	low
Education, training, and library	110	7.6%	57	medium
Arts, design, entertainment, sports, and media	0	0.0%	14	
Healthcare practitioner, technologists, and technicians	30	2.1%	33	low
Healthcare support	40	2.8%	45	low
Protective service	11	0.8%	20	low
Food preparation and serving related	101	7.0%	91	low
Building and grounds cleaning and maintenance	118	8.2%	126	low
Personal care and service	35	2.4%	38	low
Sales and related	215	14.9%	82	medium
Office and administrative support	286	19.8%	189	low
Farming, fishing, and forestry	0	0.0%	14	
Construction and extraction	84	5.8%	83	low
Installation, maintenance, and repair	6	0.4%	10	low
Production	0	0.0%	14	
Transportation and material moving	80	5.5%	72	low
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	1,447	100%	281	high
Agriculture, forestry, fishing and hunting	114	7.9%	168	low
Mining, quarrying, and oil and gas extraction	0	0.0%	14	
Construction	97	6.7%	83	low
Manufacturing	19	1.3%	31	low
Wholesale trade	6	0.4%	11	low
Retail trade	123	8.5%	83	low
Transportation and warehousing	69	4.8%	69	low
Utilities	0	0.0%	14	
Information	14	1.0%	15	low
Finance and insurance	106	7.3%	64	medium
Real estate and rental and leasing	137	9.5%	50	medium
Professional, scientific, and technical services	35	2.4%	30	low
Management of companies and enterprises	0	0.0%	14	
Administrative and support and waste management services	100	6.9%	115	low
Educational services	154	10.6%	72	medium
Health care and social assistance	102	7.0%	73	low
Arts, entertainment, and recreation	34	2.3%	30	low
Accommodation and food services	199	13.8%	124	medium
Other services, except public administration	38	2.6%	44	low
Public administration	100	6.9%	68	low

Reliability: high medium low

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	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	3,639	100%	29	high
Not Hispanic or Latino	3,416	93.9%	169	high
White alone	3,167	87.0%	209	high
Black or African American alone	0	0.0%	14	
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	0	0.0%	14	
Two or more races	249	6.8%	101	medium
Hispanic or Latino	223	6.1%	163	low
White alone	122	3.4%	128	low
Black or African American alone	20	0.5%	31	low
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	45	1.2%	65	low
Two or more races	36	1.0%	56	low
RACE				
Total	3,639	100%	29	high
White alone	3,289	90.4%	153	high
Black or African American alone	20	0.5%	31	low
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	45	1.2%	65	low
Two or more races	285	7.8%	131	medium
TOTAL POPULATION BY AGE				
Total Population	3,639	100%	29	high
Under 5 years	0	0.0%	14	
5 to 9 years	61	1.7%	55	low
10 to 14 years	98	2.7%	75	low
15 to 19 years	221	6.1%	88	medium
20 to 24 years	183	5.0%	179	low
25 to 29 years	192	5.3%	138	low
30 to 34 years	104	2.9%	97	low
35 to 39 years	81	2.2%	59	low
40 to 44 years	48	1.3%	47	low
45 to 49 years	67	1.8%	54	low
50 to 54 years	109	3.0%	67	medium
55 to 59 years	318	8.7%	124	medium
60 to 64 years	464	12.8%	118	medium
65 to 69 years	437	12.0%	125	medium
70 to 74 years	647	17.8%	208	medium
75 to 79 years	322	8.8%	93	medium
80 to 85 years	186	5.1%	101	medium
85 years and over	101	2.8%	64	medium

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	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY SEX BY AGE				
Total	3,639	100%	29	high
Male Population	1,778	48.9%	114	high
Under 5 years	0	0.0%	14	
5 to 9 years	34	0.9%	36	low
10 to 14 years	45	1.2%	41	low
15 to 19 years	86	2.4%	64	high
20 to 24 years	33	0.9%	36	low
25 to 29 years	161	4.4%	129	low
30 to 34 years	104	2.9%	97	low
35 to 39 years	47	1.3%	47	low
40 to 44 years	20	0.5%	22	low
45 to 49 years	8	0.2%	12	low
50 to 54 years	52	1.4%	51	low
55 to 59 years	100	2.7%	68	low
60 to 64 years	262	7.2%	80	medium
65 to 69 years	198	5.4%	85	medium
70 to 74 years	339	9.3%	163	medium
75 to 79 years	130	3.6%	66	medium
80 to 85 years	123	3.4%	90	low
85 years and over	36	1.0%	26	low
Female Population	1,861	51.1%	115	high
Under 5 years	0	0.0%	14	
5 to 9 years	27	0.7%	41	low
10 to 14 years	53	1.5%	63	low
15 to 19 years	135	3.7%	59	medium
20 to 24 years	150	4.1%	175	low
25 to 29 years	31	0.9%	49	low
30 to 34 years	0	0.0%	14	
35 to 39 years	34	0.9%	36	low
40 to 44 years	28	0.8%	42	low
45 to 49 years	59	1.6%	53	low
50 to 54 years	57	1.6%	43	low
55 to 59 years	218	6.0%	104	medium
60 to 64 years	202	5.6%	87	medium
65 to 69 years	239	6.6%	91	medium
70 to 74 years	308	8.5%	130	medium
75 to 79 years	192	5.3%	66	medium
80 to 85 years	63	1.7%	45	low
85 years and over	65	1.8%	58	low

Reliability: high medium low

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	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	1,869	100%	141	
Less than $10,000	86	4.6%	62	🟥
$10,000 to $14,999	8	0.4%	14	🟥
$15,000 to $19,999	58	3.1%	53	🟥
$20,000 to $24,999	52	2.8%	45	🟥
$25,000 to $29,999	66	3.5%	54	🟥
$30,000 to $34,999	55	2.9%	53	🟥
$35,000 to $39,999	91	4.9%	71	🟥
$40,000 to $44,999	26	1.4%	29	🟥
$45,000 to $49,999	67	3.6%	45	🟥
$50,000 to $59,999	204	10.9%	126	🟨
$60,000 to $74,999	115	6.2%	77	🟥
$75,000 to $99,999	456	24.4%	184	🟨
$100,000 to $124,999	71	3.8%	46	🟨
$125,000 to $149,999	75	4.0%	45	🟨
$150,000 to $199,999	143	7.7%	71	🟨
$200,000 or more	296	15.8%	102	🟨
Median Household Income	$81,102		$5,564	🟩
Average Household Income	$142,219		$38,568	🟨
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	0	100%	14	
Less than $10,000	0	0.0%	14	
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	0	0.0%	14	
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	0	0.0%	14	
$50,000 to $59,999	0	0.0%	14	
$60,000 to $74,999	0	0.0%	14	
$75,000 to $99,999	0	0.0%	14	
$100,000 to $124,999	0	0.0%	14	
$125,000 to $149,999	0	0.0%	14	
$150,000 to $199,999	0	0.0%	14	
$200,000 or more	0	0.0%	14	
Median Household Income for HHr <25	N/A		N/A	
Average Household Income for HHr <25	N/A		N/A	

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	215	100%	128	🟨
Less than $10,000	23	10.7%	38	🟥
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	0	0.0%	14	
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	0	0.0%	14	
$50,000 to $59,999	103	47.9%	117	🟥
$60,000 to $74,999	0	0.0%	14	
$75,000 to $99,999	41	19.1%	63	🟥
$100,000 to $124,999	0	0.0%	14	
$125,000 to $149,999	0	0.0%	14	
$150,000 to $199,999	28	13.0%	43	🟥
$200,000 or more	20	9.3%	31	🟥
Median Household Income for HHr 25-44	N/A		N/A	
Average Household Income for HHr 25-44	$174,937		$195,211	🟥
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	589	100%	136	🟨
Less than $10,000	29	4.9%	37	🟥
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	18	3.1%	31	🟥
$30,000 to $34,999	40	6.8%	45	🟥
$35,000 to $39,999	35	5.9%	47	🟥
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	31	5.3%	29	🟥
$50,000 to $59,999	53	9.0%	45	🟥
$60,000 to $74,999	51	8.7%	50	🟥
$75,000 to $99,999	59	10.0%	42	🟥
$100,000 to $124,999	35	5.9%	34	🟥
$125,000 to $149,999	23	3.9%	23	🟥
$150,000 to $199,999	33	5.6%	35	🟥
$200,000 or more	182	30.9%	83	🟨
Median Household Income for HHr 45-64	$93,836		$42,754	🟨
Average Household Income for HHr 45-64	$210,334		$111,685	🟨

HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
Total	1,065	100%	191	🟩
Less than $10,000	34	3.2%	32	🟥
$10,000 to $14,999	8	0.8%	14	🟥
$15,000 to $19,999	58	5.4%	53	🟥
$20,000 to $24,999	52	4.9%	45	🟥
$25,000 to $29,999	48	4.5%	43	🟥
$30,000 to $34,999	15	1.4%	25	🟥
$35,000 to $39,999	56	5.3%	50	🟥
$40,000 to $44,999	26	2.4%	29	🟥
$45,000 to $49,999	36	3.4%	34	🟥
$50,000 to $59,999	48	4.5%	48	🟥
$60,000 to $74,999	64	6.0%	49	🟥
$75,000 to $99,999	356	33.4%	174	🟨
$100,000 to $124,999	36	3.4%	29	🟥
$125,000 to $149,999	52	4.9%	38	🟥
$150,000 to $199,999	82	7.7%	57	🟥
$200,000 or more	94	8.8%	67	🟥
Median Household Income for HHr 65+	$80,821		$3,620	🟩
Average Household Income for HHr 65+	$97,943		$32,051	🟨

Data Note: N/A means not available.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	427		131	🟨
Total Households	228		61	🟨
Housing Units	854		110	🟩
POPULATION 15+ BY MARITAL STATUS				
Total	371	100%	88	🟨
Never married	44	11.9%	27	🟨
Married	196	52.8%	46	🟨
Widowed	94	25.3%	68	🟥
Divorced	37	10.0%	21	🟨
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	351	100%	88	🟨
No schooling	2	0.6%	3	🟥
Nursery School	0	0.0%	14	
Kindergarden	0	0.0%	14	
1st to 4th Grade	0	0.0%	14	
5th to 8th Grade	9	2.6%	30	🟥
Some High School	47	13.4%	30	🟨
High School Diploma	128	36.5%	46	🟨
GED	19	5.4%	18	🟥
Some College	66	18.8%	32	🟨
Associates degree	31	8.8%	21	🟥
Bachelors degree	33	9.4%	21	🟨
Masters degree	12	3.4%	12	🟥
Professional school degree	1	0.3%	4	🟥
Doctorate degree	3	0.9%	6	🟥

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	155	100%	55	🟨
Management	8	5.2%	9	🟥
Business and financial operations	0	0.0%	14	
Computer and mathematical	0	0.0%	14	
Architecture and engineering	8	5.2%	11	🟥
Life, physical, and social science	1	0.6%	2	🟥
Community and social services	0	0.0%	14	
Legal	0	0.0%	14	
Education, training, and library	22	14.2%	16	🟥
Arts, design, entertainment, sports, and media	0	0.0%	14	
Healthcare practitioner, technologists, and technicians	3	1.9%	5	🟥
Healthcare support	11	7.1%	18	🟥
Protective service	6	3.9%	6	🟥
Food preparation and serving related	6	3.9%	8	🟥
Building and grounds cleaning and maintenance	19	12.3%	31	🟥
Personal care and service	1	0.6%	4	🟥
Sales and related	29	18.7%	20	🟥
Office and administrative support	27	17.4%	21	🟥
Farming, fishing, and forestry	0	0.0%	14	
Construction and extraction	8	5.2%	10	🟥
Installation, maintenance, and repair	0	0.0%	14	
Production	0	0.0%	14	
Transportation and material moving	6	3.9%	22	🟥
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	155	100%	55	🟨
Agriculture, forestry, fishing and hunting	0	0.0%	14	
Mining, quarrying, and oil and gas extraction	0	0.0%	14	
Construction	9	5.8%	11	🟥
Manufacturing	11	7.1%	13	🟥
Wholesale trade	8	5.2%	12	🟥
Retail trade	15	9.7%	15	🟥
Transportation and warehousing	7	4.5%	9	🟥
Utilities	0	0.0%	14	
Information	0	0.0%	14	
Finance and insurance	0	0.0%	14	
Real estate and rental and leasing	0	0.0%	14	
Professional, scientific, and technical services	1	0.6%	2	🟥
Management of companies and enterprises	0	0.0%	14	
Administrative and support and waste management services	30	19.4%	35	🟥
Educational services	27	17.4%	17	🟨
Health care and social assistance	22	14.2%	20	🟥
Arts, entertainment, and recreation	7	4.5%	8	🟥
Accommodation and food services	5	3.2%	12	🟥
Other services, except public administration	7	4.5%	7	🟥
Public administration	6	3.9%	6	🟥

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	427	100%	131	🟨
Not Hispanic or Latino	413	96.7%	127	🟨
White alone	342	80.1%	87	🟨
Black or African American alone	19	4.4%	15	🟥
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	4	0.9%	7	🟥
Two or more races	48	11.2%	66	🟥
Hispanic or Latino	14	3.3%	19	🟥
White alone	0	0.0%	14	
Black or African American alone	0	0.0%	14	
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	10	2.3%	17	🟥
Two or more races	4	0.9%	8	🟥
RACE				
Total	427	100%	131	🟨
White alone	342	80.1%	87	🟨
Black or African American alone	19	4.4%	15	🟥
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	14	3.3%	18	🟥
Two or more races	52	12.2%	70	🟥
TOTAL POPULATION BY AGE				
Total Population	427	100%	131	🟨
Under 5 years	35	8.2%	60	🟥
5 to 9 years	11	2.6%	13	🟥
10 to 14 years	10	2.3%	16	🟥
15 to 19 years	3	0.7%	25	🟥
20 to 24 years	17	4.0%	37	🟥
25 to 29 years	2	0.5%	6	🟥
30 to 34 years	11	2.6%	12	🟥
35 to 39 years	0	0.0%	14	
40 to 44 years	13	3.0%	14	🟥
45 to 49 years	8	1.9%	9	🟥
50 to 54 years	35	8.2%	18	🟨
55 to 59 years	38	8.9%	25	🟨
60 to 64 years	65	15.2%	40	🟨
65 to 69 years	60	14.1%	24	🟨
70 to 74 years	43	10.1%	21	🟨
75 to 79 years	39	9.1%	21	🟨
80 to 85 years	13	3.0%	10	🟥
85 years and over	24	5.6%	30	🟥

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

Prepared by Esri

POPULATION BY SEX BY AGE	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
Total	427	100%	131	🟨
Male Population	172	40.3%	50	🟨
Under 5 years	0	0.0%	14	
5 to 9 years	8	1.9%	10	🟥
10 to 14 years	1	0.2%	4	🟥
15 to 19 years	0	0.0%	14	🟩
20 to 24 years	0	0.0%	14	
25 to 29 years	2	0.5%	6	🟥
30 to 34 years	3	0.7%	6	🟥
35 to 39 years	0	0.0%	14	
40 to 44 years	2	0.5%	4	🟥
45 to 49 years	7	1.6%	9	🟥
50 to 54 years	19	4.4%	14	🟥
55 to 59 years	13	3.0%	13	🟥
60 to 64 years	16	3.7%	11	🟥
65 to 69 years	49	11.5%	23	🟨
70 to 74 years	24	5.6%	18	🟥
75 to 79 years	21	4.9%	17	🟥
80 to 85 years	4	0.9%	5	🟥
85 years and over	3	0.7%	6	🟥
Female Population	255	59.7%	124	🟨
Under 5 years	35	8.2%	60	🟥
5 to 9 years	3	0.7%	8	🟥
10 to 14 years	9	2.1%	15	🟥
15 to 19 years	3	0.7%	6	🟥
20 to 24 years	17	4.0%	28	🟥
25 to 29 years	0	0.0%	14	
30 to 34 years	8	1.9%	10	🟥
35 to 39 years	0	0.0%	14	
40 to 44 years	11	2.6%	13	🟥
45 to 49 years	1	0.2%	2	🟥
50 to 54 years	16	3.7%	12	🟥
55 to 59 years	25	5.9%	21	🟥
60 to 64 years	49	11.5%	39	🟥
65 to 69 years	11	2.6%	8	🟥
70 to 74 years	19	4.4%	11	🟨
75 to 79 years	18	4.2%	13	🟥
80 to 85 years	9	2.1%	9	🟥
85 years and over	21	4.9%	29	🟥

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	228	100%	61	🟥
Less than $10,000	7	3.1%	7	🟥
$10,000 to $14,999	9	3.9%	13	🟥
$15,000 to $19,999	8	3.5%	8	🟥
$20,000 to $24,999	7	3.1%	12	🟥
$25,000 to $29,999	4	1.8%	5	🟥
$30,000 to $34,999	5	2.2%	5	🟥
$35,000 to $39,999	10	4.4%	10	🟥
$40,000 to $44,999	12	5.3%	17	🟥
$45,000 to $49,999	40	17.5%	36	🟥
$50,000 to $59,999	13	5.7%	15	🟥
$60,000 to $74,999	29	12.7%	20	🟥
$75,000 to $99,999	24	10.5%	16	🟥
$100,000 to $124,999	23	10.1%	18	🟥
$125,000 to $149,999	16	7.0%	16	🟥
$150,000 to $199,999	16	7.0%	16	🟥
$200,000 or more	5	2.2%	6	🟥
Median Household Income	$58,750		$15,246	🟨
Average Household Income	$74,460		$29,426	🟨
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	11	100%	18	🟥
Less than $10,000	0	0.0%	14	
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	0	0.0%	14	
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	11	100.0%	18	🟥
$50,000 to $59,999	0	0.0%	14	
$60,000 to $74,999	0	0.0%	14	
$75,000 to $99,999	0	0.0%	14	
$100,000 to $124,999	0	0.0%	14	
$125,000 to $149,999	0	0.0%	14	
$150,000 to $199,999	0	0.0%	14	
$200,000 or more	0	0.0%	14	
Median Household Income for HHr <25	N/A		N/A	
Average Household Income for HHr <25	N/A		N/A	

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	8	100%	12	🟥
Less than $10,000	0	0.0%	14	
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	0	0.0%	14	
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	0	0.0%	14	
$50,000 to $59,999	6	75.0%	10	🟥
$60,000 to $74,999	0	0.0%	14	
$75,000 to $99,999	2	25.0%	6	🟥
$100,000 to $124,999	0	0.0%	14	
$125,000 to $149,999	0	0.0%	14	
$150,000 to $199,999	0	0.0%	14	
$200,000 or more	0	0.0%	14	
Median Household Income for HHr 25-44	N/A		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	81	100%	40	🟨
Less than $10,000	5	6.2%	7	🟥
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	2	2.5%	4	🟥
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	0	0.0%	14	
$35,000 to $39,999	5	6.2%	8	🟥
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	22	27.2%	32	🟥
$50,000 to $59,999	2	2.5%	5	🟥
$60,000 to $74,999	8	9.9%	8	🟥
$75,000 to $99,999	9	11.1%	9	🟥
$100,000 to $124,999	8	9.9%	10	🟥
$125,000 to $149,999	3	3.7%	4	🟥
$150,000 to $199,999	14	17.3%	15	🟥
$200,000 or more	3	3.7%	4	🟥
Median Household Income for HHr 45-64	$66,875		$38,932	🟨
Average Household Income for HHr 45-64	N/A		N/A	

ACS Key Population & Household Facts

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	128	100%	43	🟨
Less than $10,000	2	1.6%	3	🟥
$10,000 to $14,999	9	7.0%	13	🟥
$15,000 to $19,999	6	4.7%	7	🟥
$20,000 to $24,999	7	5.5%	12	🟥
$25,000 to $29,999	4	3.1%	5	🟥
$30,000 to $34,999	5	3.9%	5	🟥
$35,000 to $39,999	5	3.9%	6	🟥
$40,000 to $44,999	12	9.4%	17	🟥
$45,000 to $49,999	7	5.5%	6	🟥
$50,000 to $59,999	5	3.9%	7	🟥
$60,000 to $74,999	21	16.4%	17	🟥
$75,000 to $99,999	13	10.2%	11	🟥
$100,000 to $124,999	15	11.7%	14	🟥
$125,000 to $149,999	13	10.2%	16	🟥
$150,000 to $199,999	2	1.6%	3	🟥
$200,000 or more	2	1.6%	4	🟥
Median Household Income for HHr 65+	$60,500		$15,531	🟨
Average Household Income for HHr 65+	N/A		N/A	

Data Note: N/A means not available.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Reliability: 🟩 high 🟨 medium 🟥 low

November 26, 2024

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Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	5,164		19	
Total Households	2,461		188	
Housing Units	6,686		349	
POPULATION 15+ BY MARITAL STATUS				
Total	4,334	100%	242	
Never married	1,299	30.0%	285	
Married	2,443	56.4%	271	
Widowed	176	4.1%	65	
Divorced	416	9.6%	137	
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	3,787	100%	321	
No schooling	118	3.1%	87	
Nursery School	0	0.0%	19	
Kindergarden	0	0.0%	19	
1st to 4th Grade	0	0.0%	19	
5th to 8th Grade	134	3.5%	141	
Some High School	172	4.5%	89	
High School Diploma	1,369	36.1%	392	
GED	309	8.2%	135	
Some College	784	20.7%	290	
Associates degree	274	7.2%	139	
Bachelors degree	345	9.1%	176	
Masters degree	222	5.9%	119	
Professional school degree	30	0.8%	25	
Doctorate degree	30	0.8%	36	

Reliability: ▊▊▊ high ▊▊ medium ▊ low

November 26, 2024

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	2,283	100%	278	🟩🟩🟩
Management	105	4.6%	63	🟨🟨
Business and financial operations	96	4.2%	86	🟥
Computer and mathematical	15	0.7%	24	🟥
Architecture and engineering	0	0.0%	19	
Life, physical, and social science	0	0.0%	19	
Community and social services	55	2.4%	59	🟥
Legal	8	0.4%	11	🟥
Education, training, and library	66	2.9%	47	🟥
Arts, design, entertainment, sports, and media	30	1.3%	33	🟥
Healthcare practitioner, technologists, and technicians	79	3.5%	64	🟥
Healthcare support	70	3.1%	67	🟥
Protective service	23	1.0%	35	🟥
Food preparation and serving related	330	14.5%	122	🟨🟨
Building and grounds cleaning and maintenance	285	12.5%	157	🟨🟨
Personal care and service	53	2.3%	52	🟥
Sales and related	296	13.0%	131	🟨🟨
Office and administrative support	268	11.7%	156	🟨🟨
Farming, fishing, and forestry	0	0.0%	19	
Construction and extraction	254	11.1%	143	🟨🟨
Installation, maintenance, and repair	19	0.8%	26	🟥
Production	131	5.7%	95	🟥
Transportation and material moving	100	4.4%	74	🟥
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	2,283	100%	278	🟩🟩🟩
Agriculture, forestry, fishing and hunting	0	0.0%	19	
Mining, quarrying, and oil and gas extraction	0	0.0%	19	
Construction	310	13.6%	168	🟨🟨
Manufacturing	48	2.1%	40	🟥
Wholesale trade	163	7.1%	143	🟥
Retail trade	448	19.6%	161	🟨🟨
Transportation and warehousing	39	1.7%	39	🟥
Utilities	0	0.0%	19	
Information	0	0.0%	19	
Finance and insurance	98	4.3%	52	🟨🟨
Real estate and rental and leasing	42	1.8%	37	🟥
Professional, scientific, and technical services	9	0.4%	16	🟥
Management of companies and enterprises	12	0.5%	17	🟥
Administrative and support and waste management services	158	6.9%	127	🟥
Educational services	87	3.8%	59	🟥
Health care and social assistance	148	6.5%	80	🟨🟨
Arts, entertainment, and recreation	26	1.1%	31	🟥
Accommodation and food services	441	19.3%	171	🟨🟨
Other services, except public administration	125	5.5%	93	🟥
Public administration	129	5.7%	71	🟨🟨

ACS Key Population & Household Facts

Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	5,164	100%	19	high
Not Hispanic or Latino	3,865	74.8%	432	high
White alone	3,339	64.7%	447	high
Black or African American alone	420	8.1%	293	low
American Indian and Alaska Native alone	0	0.0%	19	
Asian alone	33	0.6%	41	low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	19	
Some other race alone	0	0.0%	19	
Two or more races	73	1.4%	78	low
Hispanic or Latino	1,299	25.2%	430	medium
White alone	733	14.2%	374	medium
Black or African American alone	0	0.0%	19	
American Indian and Alaska Native alone	0	0.0%	19	
Asian alone	0	0.0%	19	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	19	
Some other race alone	294	5.7%	246	low
Two or more races	272	5.3%	290	low
RACE				
Total	5,164	100%	19	high
White alone	4,072	78.9%	436	high
Black or African American alone	420	8.1%	293	low
American Indian and Alaska Native alone	0	0.0%	19	
Asian alone	33	0.6%	41	low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	19	
Some other race alone	294	5.7%	246	low
Two or more races	345	6.7%	292	low
TOTAL POPULATION BY AGE				
Total Population	5,164	100%	19	high
Under 5 years	185	3.6%	97	medium
5 to 9 years	284	5.5%	129	medium
10 to 14 years	361	7.0%	156	medium
15 to 19 years	209	4.0%	95	medium
20 to 24 years	338	6.5%	167	medium
25 to 29 years	222	4.3%	117	medium
30 to 34 years	237	4.6%	102	medium
35 to 39 years	187	3.6%	94	medium
40 to 44 years	369	7.1%	162	medium
45 to 49 years	423	8.2%	174	medium
50 to 54 years	354	6.9%	151	medium
55 to 59 years	382	7.4%	121	medium
60 to 64 years	814	15.8%	249	medium
65 to 69 years	354	6.9%	103	medium
70 to 74 years	159	3.1%	76	medium
75 to 79 years	147	2.8%	64	medium
80 to 85 years	77	1.5%	67	low
85 years and over	62	1.2%	44	low

Reliability: ▮▮▮ high ▮▮ medium ▮ low

November 26, 2024

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY SEX BY AGE				
Total	5,164	100%	19	high
Male Population	2,529	49.0%	208	high
Under 5 years	109	2.1%	81	low
5 to 9 years	111	2.1%	57	medium
10 to 14 years	125	2.4%	105	low
15 to 19 years	85	1.6%	59	high
20 to 24 years	110	2.1%	92	low
25 to 29 years	98	1.9%	81	low
30 to 34 years	87	1.7%	63	low
35 to 39 years	119	2.3%	77	medium
40 to 44 years	254	4.9%	125	medium
45 to 49 years	226	4.4%	111	medium
50 to 54 years	210	4.1%	136	medium
55 to 59 years	155	3.0%	76	medium
60 to 64 years	408	7.9%	169	medium
65 to 69 years	258	5.0%	91	medium
70 to 74 years	44	0.9%	43	low
75 to 79 years	61	1.2%	35	medium
80 to 85 years	26	0.5%	41	low
85 years and over	43	0.8%	36	low
Female Population	2,635	51.0%	209	high
Under 5 years	76	1.5%	53	low
5 to 9 years	173	3.4%	116	low
10 to 14 years	236	4.6%	115	medium
15 to 19 years	124	2.4%	74	medium
20 to 24 years	228	4.4%	140	medium
25 to 29 years	124	2.4%	84	low
30 to 34 years	150	2.9%	80	medium
35 to 39 years	68	1.3%	54	low
40 to 44 years	115	2.2%	103	low
45 to 49 years	197	3.8%	134	low
50 to 54 years	144	2.8%	65	medium
55 to 59 years	227	4.4%	94	medium
60 to 64 years	406	7.9%	182	medium
65 to 69 years	96	1.9%	47	medium
70 to 74 years	115	2.2%	63	medium
75 to 79 years	86	1.7%	54	medium
80 to 85 years	51	1.0%	53	low
85 years and over	19	0.4%	25	low

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	2,461	100%	188	🟥
Less than $10,000	151	6.1%	87	🟨
$10,000 to $14,999	200	8.1%	99	🟨
$15,000 to $19,999	27	1.1%	36	🟥
$20,000 to $24,999	138	5.6%	119	🟥
$25,000 to $29,999	142	5.8%	98	🟥
$30,000 to $34,999	145	5.9%	76	🟨
$35,000 to $39,999	35	1.4%	35	🟥
$40,000 to $44,999	237	9.6%	129	🟨
$45,000 to $49,999	192	7.8%	103	🟨
$50,000 to $59,999	149	6.1%	105	🟥
$60,000 to $74,999	173	7.0%	94	🟨
$75,000 to $99,999	223	9.1%	114	🟨
$100,000 to $124,999	101	4.1%	56	🟨
$125,000 to $149,999	86	3.5%	51	🟨
$150,000 to $199,999	291	11.8%	152	🟨
$200,000 or more	171	6.9%	110	🟨
Median Household Income	$49,131		$8,456	🟩
Average Household Income	$92,179		$21,980	🟨
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	150	100%	136	🟥
Less than $10,000	0	0.0%	19	
$10,000 to $14,999	35	23.3%	53	🟥
$15,000 to $19,999	0	0.0%	19	
$20,000 to $24,999	0	0.0%	19	
$25,000 to $29,999	0	0.0%	19	
$30,000 to $34,999	0	0.0%	19	
$35,000 to $39,999	0	0.0%	19	
$40,000 to $44,999	115	76.7%	117	🟥
$45,000 to $49,999	0	0.0%	19	
$50,000 to $59,999	0	0.0%	19	
$60,000 to $74,999	0	0.0%	19	
$75,000 to $99,999	0	0.0%	19	
$100,000 to $124,999	0	0.0%	19	
$125,000 to $149,999	0	0.0%	19	
$150,000 to $199,999	0	0.0%	19	
$200,000 or more	0	0.0%	19	
Median Household Income for HHr <25	N/A		N/A	
Average Household Income for HHr <25	N/A		N/A	

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	536	100%	202	🟨
Less than $10,000	31	5.8%	36	🟥
$10,000 to $14,999	24	4.5%	31	🟥
$15,000 to $19,999	0	0.0%	19	
$20,000 to $24,999	78	14.6%	109	🟥
$25,000 to $29,999	80	14.9%	77	🟥
$30,000 to $34,999	15	2.8%	14	🟥
$35,000 to $39,999	0	0.0%	19	
$40,000 to $44,999	30	5.6%	48	🟥
$45,000 to $49,999	44	8.2%	55	🟥
$50,000 to $59,999	72	13.4%	90	🟥
$60,000 to $74,999	96	17.9%	84	🟥
$75,000 to $99,999	38	7.1%	52	🟥
$100,000 to $124,999	11	2.1%	15	🟥
$125,000 to $149,999	8	1.5%	11	🟥
$150,000 to $199,999	9	1.7%	14	🟥
$200,000 or more	0	0.0%	19	
Median Household Income for HHr 25-44	$46,667		$19,492	🟨
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	1,225	100%	209	🟩
Less than $10,000	96	7.8%	76	🟥
$10,000 to $14,999	94	7.7%	60	🟨
$15,000 to $19,999	27	2.2%	36	🟥
$20,000 to $24,999	53	4.3%	47	🟥
$25,000 to $29,999	39	3.2%	48	🟥
$30,000 to $34,999	50	4.1%	46	🟥
$35,000 to $39,999	14	1.1%	22	🟥
$40,000 to $44,999	80	6.5%	90	🟥
$45,000 to $49,999	86	7.0%	82	🟥
$50,000 to $59,999	77	6.3%	50	🟨
$60,000 to $74,999	26	2.1%	29	🟥
$75,000 to $99,999	100	8.2%	62	🟨
$100,000 to $124,999	30	2.4%	25	🟥
$125,000 to $149,999	58	4.7%	46	🟥
$150,000 to $199,999	242	19.8%	143	🟨
$200,000 or more	153	12.5%	109	🟥
Median Household Income for HHr 45-64	$57,039		$43,981	🟥
Average Household Income for HHr 45-64	N/A		N/A	

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	550	100%	132	🟨
Less than $10,000	24	4.4%	26	🟥
$10,000 to $14,999	47	8.5%	39	🟥
$15,000 to $19,999	0	0.0%	19	
$20,000 to $24,999	7	1.3%	10	🟥
$25,000 to $29,999	23	4.2%	32	🟥
$30,000 to $34,999	80	14.5%	56	🟥
$35,000 to $39,999	21	3.8%	24	🟥
$40,000 to $44,999	12	2.2%	17	🟥
$45,000 to $49,999	62	11.3%	42	🟥
$50,000 to $59,999	0	0.0%	19	
$60,000 to $74,999	51	9.3%	34	🟥
$75,000 to $99,999	85	15.5%	63	🟥
$100,000 to $124,999	60	10.9%	45	🟥
$125,000 to $149,999	20	3.6%	21	🟥
$150,000 to $199,999	40	7.3%	37	🟥
$200,000 or more	18	3.3%	20	🟥
Median Household Income for HHr 65+	$47,460		$41,779	🟥
Average Household Income for HHr 65+	N/A		N/A	

Data Note: N/A means not available.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	3,104		24	🟩
Total Households	1,875		157	🟩
Housing Units	5,676		256	🟩
POPULATION 15+ BY MARITAL STATUS				
Total	3,009	100%	86	🟩
Never married	614	20.4%	173	🟧
Married	1,626	54.0%	195	🟩
Widowed	453	15.1%	199	🟧
Divorced	316	10.5%	143	🟧
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	2,813	100%	121	🟩
No schooling	0	0.0%	14	
Nursery School	0	0.0%	14	
Kindergarden	0	0.0%	14	
1st to 4th Grade	0	0.0%	14	
5th to 8th Grade	0	0.0%	14	
Some High School	69	2.5%	54	🟥
High School Diploma	881	31.3%	206	🟧
GED	141	5.0%	86	🟧
Some College	363	12.9%	114	🟧
Associates degree	216	7.7%	93	🟧
Bachelors degree	763	27.1%	184	🟧
Masters degree	236	8.4%	112	🟧
Professional school degree	129	4.6%	62	🟧
Doctorate degree	15	0.5%	17	🟥

Reliability: 🟩 high 🟧 medium 🟥 low

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	1,203	100%	232	high
Management	197	16.4%	130	low
Business and financial operations	98	8.1%	82	low
Computer and mathematical	107	8.9%	75	low
Architecture and engineering	9	0.7%	12	low
Life, physical, and social science	0	0.0%	14	
Community and social services	0	0.0%	14	
Legal	58	4.8%	45	low
Education, training, and library	177	14.7%	99	medium
Arts, design, entertainment, sports, and media	0	0.0%	14	
Healthcare practitioner, technologists, and technicians	15	1.2%	19	low
Healthcare support	30	2.5%	32	low
Protective service	30	2.5%	36	low
Food preparation and serving related	87	7.2%	57	medium
Building and grounds cleaning and maintenance	61	5.1%	50	low
Personal care and service	18	1.5%	22	
Sales and related	114	9.5%	68	medium
Office and administrative support	82	6.8%	52	medium
Farming, fishing, and forestry	0	0.0%	14	
Construction and extraction	43	3.6%	46	low
Installation, maintenance, and repair	31	2.6%	38	low
Production	0	0.0%	14	
Transportation and material moving	46	3.8%	53	low
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	1,203	100%	232	high
Agriculture, forestry, fishing and hunting	0	0.0%	14	
Mining, quarrying, and oil and gas extraction	0	0.0%	14	
Construction	63	5.2%	57	low
Manufacturing	47	3.9%	48	low
Wholesale trade	56	4.7%	53	low
Retail trade	136	11.3%	75	medium
Transportation and warehousing	39	3.2%	45	low
Utilities	12	1.0%	18	low
Information	60	5.0%	56	low
Finance and insurance	72	6.0%	50	low
Real estate and rental and leasing	0	0.0%	14	
Professional, scientific, and technical services	112	9.3%	65	medium
Management of companies and enterprises	0	0.0%	14	
Administrative and support and waste management services	30	2.5%	36	low
Educational services	177	14.7%	99	medium
Health care and social assistance	139	11.6%	86	medium
Arts, entertainment, and recreation	74	6.2%	96	low
Accommodation and food services	129	10.7%	66	medium
Other services, except public administration	12	1.0%	20	low
Public administration	45	3.7%	45	low

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	3,104	100%	24	▮▮▮
Not Hispanic or Latino	3,085	99.4%	39	▮▮▮
White alone	2,991	96.4%	100	▮▮▮
Black or African American alone	48	1.5%	78	▮
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	0	0.0%	14	
Two or more races	46	1.5%	57	▮
Hispanic or Latino	19	0.6%	34	▮
White alone	19	0.6%	34	▮
Black or African American alone	0	0.0%	14	
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	0	0.0%	14	
Two or more races	0	0.0%	14	
RACE				
Total	3,104	100%	24	▮▮▮
White alone	3,010	97.0%	98	▮▮▮
Black or African American alone	48	1.5%	78	▮
American Indian and Alaska Native alone	0	0.0%	14	
Asian alone	0	0.0%	14	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	14	
Some other race alone	0	0.0%	14	
Two or more races	46	1.5%	57	▮
TOTAL POPULATION BY AGE				
Total Population	3,104	100%	24	▮▮▮
Under 5 years	56	1.8%	76	▮
5 to 9 years	0	0.0%	14	
10 to 14 years	39	1.3%	36	▮
15 to 19 years	74	2.4%	48	▮▮
20 to 24 years	122	3.9%	83	▮
25 to 29 years	114	3.7%	88	▮
30 to 34 years	61	2.0%	49	▮
35 to 39 years	22	0.7%	22	▮
40 to 44 years	58	1.9%	52	▮
45 to 49 years	246	7.9%	105	▮▮
50 to 54 years	218	7.0%	83	▮▮
55 to 59 years	228	7.3%	99	▮▮
60 to 64 years	520	16.8%	167	▮▮
65 to 69 years	313	10.1%	127	▮▮
70 to 74 years	437	14.1%	196	▮▮
75 to 79 years	332	10.7%	99	▮▮
80 to 85 years	182	5.9%	82	▮▮
85 years and over	82	2.6%	61	▮

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY SEX BY AGE				
Total	3,104	100%	24	▥
Male Population	1,417	45.7%	152	▥
Under 5 years	0	0.0%	14	
5 to 9 years	0	0.0%	14	
10 to 14 years	0	0.0%	14	
15 to 19 years	33	1.1%	33	▥
20 to 24 years	31	1.0%	43	▮
25 to 29 years	63	2.0%	52	▮
30 to 34 years	21	0.7%	34	▮
35 to 39 years	13	0.4%	18	▮
40 to 44 years	47	1.5%	48	▮
45 to 49 years	139	4.5%	83	▥
50 to 54 years	83	2.7%	54	▥
55 to 59 years	108	3.5%	68	▥
60 to 64 years	289	9.3%	131	▥
65 to 69 years	178	5.7%	111	▥
70 to 74 years	170	5.5%	77	▥
75 to 79 years	127	4.1%	63	▥
80 to 85 years	83	2.7%	51	▥
85 years and over	32	1.0%	37	▮
Female Population	1,687	54.3%	153	▥
Under 5 years	56	1.8%	76	▮
5 to 9 years	0	0.0%	14	
10 to 14 years	39	1.3%	36	▮
15 to 19 years	41	1.3%	32	▮
20 to 24 years	91	2.9%	71	▮
25 to 29 years	51	1.6%	71	▮
30 to 34 years	40	1.3%	35	▮
35 to 39 years	9	0.3%	13	▮
40 to 44 years	11	0.4%	20	▮
45 to 49 years	107	3.4%	64	▥
50 to 54 years	135	4.3%	63	▥
55 to 59 years	120	3.9%	72	▥
60 to 64 years	231	7.4%	104	▥
65 to 69 years	135	4.3%	62	▥
70 to 74 years	267	8.6%	180	▮
75 to 79 years	205	6.6%	76	▥
80 to 85 years	99	3.2%	64	▥
85 years and over	50	1.6%	48	▮

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	1,875	100%	157	🟥
Less than $10,000	141	7.5%	76	🟨
$10,000 to $14,999	131	7.0%	102	🟥
$15,000 to $19,999	5	0.3%	9	🟥
$20,000 to $24,999	78	4.2%	72	🟥
$25,000 to $29,999	21	1.1%	23	🟥
$30,000 to $34,999	112	6.0%	75	🟥
$35,000 to $39,999	79	4.2%	55	🟥
$40,000 to $44,999	111	5.9%	65	🟨
$45,000 to $49,999	24	1.3%	19	🟥
$50,000 to $59,999	157	8.4%	174	🟥
$60,000 to $74,999	207	11.0%	94	🟨
$75,000 to $99,999	164	8.7%	70	🟨
$100,000 to $124,999	202	10.8%	120	🟨
$125,000 to $149,999	152	8.1%	83	🟨
$150,000 to $199,999	86	4.6%	63	🟥
$200,000 or more	205	10.9%	95	🟨
Median Household Income	$64,363		$12,979	🟨
Average Household Income	$97,414		$19,822	🟨
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	34	100%	55	🟥
Less than $10,000	0	0.0%	14	
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	34	100.0%	55	🟥
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	0	0.0%	14	
$50,000 to $59,999	0	0.0%	14	
$60,000 to $74,999	0	0.0%	14	
$75,000 to $99,999	0	0.0%	14	
$100,000 to $124,999	0	0.0%	14	
$125,000 to $149,999	0	0.0%	14	
$150,000 to $199,999	0	0.0%	14	
$200,000 or more	0	0.0%	14	
Median Household Income for HHr <25	N/A		N/A	
Average Household Income for HHr <25	N/A		N/A	

ACS Key Population & Household Facts

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	120	100%	91	▮
Less than $10,000	0	0.0%	14	
$10,000 to $14,999	0	0.0%	14	
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	25	20.8%	37	▮
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	0	0.0%	14	
$45,000 to $49,999	0	0.0%	14	
$50,000 to $59,999	0	0.0%	14	
$60,000 to $74,999	48	40.0%	71	▮
$75,000 to $99,999	0	0.0%	14	
$100,000 to $124,999	32	26.7%	39	▮
$125,000 to $149,999	0	0.0%	14	
$150,000 to $199,999	15	12.5%	23	▮
$200,000 or more	0	0.0%	14	
Median Household Income for HHr 25-44	N/A		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	720	100%	158	▮▮
Less than $10,000	102	14.2%	67	▮▮
$10,000 to $14,999	105	14.6%	93	▮
$15,000 to $19,999	0	0.0%	14	
$20,000 to $24,999	0	0.0%	14	
$25,000 to $29,999	0	0.0%	14	
$30,000 to $34,999	26	3.6%	31	▮
$35,000 to $39,999	0	0.0%	14	
$40,000 to $44,999	33	4.6%	42	▮
$45,000 to $49,999	5	0.7%	9	▮
$50,000 to $59,999	15	2.1%	24	▮
$60,000 to $74,999	21	2.9%	24	▮
$75,000 to $99,999	127	17.6%	66	▮▮
$100,000 to $124,999	35	4.9%	41	▮
$125,000 to $149,999	63	8.8%	75	▮
$150,000 to $199,999	47	6.5%	48	▮
$200,000 or more	141	19.6%	84	▮▮
Median Household Income for HHr 45-64	$83,654		$31,503	▮▮
Average Household Income for HHr 45-64	N/A		N/A	

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	1,001	100%	207	🟨
Less than $10,000	39	3.9%	42	🟥
$10,000 to $14,999	26	2.6%	27	🟥
$15,000 to $19,999	5	0.5%	9	🟥
$20,000 to $24,999	78	7.8%	72	🟥
$25,000 to $29,999	21	2.1%	23	🟥
$30,000 to $34,999	27	2.7%	24	🟥
$35,000 to $39,999	79	7.9%	55	🟥
$40,000 to $44,999	78	7.8%	59	🟥
$45,000 to $49,999	19	1.9%	17	🟥
$50,000 to $59,999	142	14.2%	173	🟥
$60,000 to $74,999	138	13.8%	66	🟨
$75,000 to $99,999	37	3.7%	28	🟥
$100,000 to $124,999	135	13.5%	102	🟥
$125,000 to $149,999	89	8.9%	51	🟨
$150,000 to $199,999	24	2.4%	31	🟥
$200,000 or more	64	6.4%	47	🟥
Median Household Income for HHr 65+	$57,226		$12,633	🟨
Average Household Income for HHr 65+	N/A		N/A	

Data Note: N/A means not available.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	12,334		138	🟩
Total Households	6,433		289	🟩
Housing Units	21,806		584	🟩
POPULATION 15+ BY MARITAL STATUS				
Total	11,194	100%	297	🟩
Never married	2,812	25.1%	414	🟩
Married	6,241	55.8%	396	🟩
Widowed	933	8.3%	239	🟨
Divorced	1,208	10.8%	241	🟨
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	10,027	100%	398	🟩
No schooling	120	1.2%	87	🟥
Nursery School	0	0.0%	0	
Kindergarden	0	0.0%	0	
1st to 4th Grade	9	0.1%	28	🟥
5th to 8th Grade	151	1.5%	147	🟥
Some High School	404	4.0%	130	🟨
High School Diploma	3,427	34.2%	494	🟩
GED	583	5.8%	197	🟨
Some College	1,791	17.9%	366	🟨
Associates degree	814	8.1%	228	🟨
Bachelors degree	1,604	16.0%	291	🟩
Masters degree	802	8.0%	227	🟨
Professional school degree	223	2.2%	84	🟨
Doctorate degree	99	1.0%	60	🟨

Reliability: 🟩 high 🟨 medium 🟥 low

November 26, 2024

ACS Key Population & Household Facts

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	5,088	100%	462	high
Management	437	8.6%	163	medium
Business and financial operations	321	6.3%	141	medium
Computer and mathematical	160	3.1%	89	medium
Architecture and engineering	20	0.4%	18	low
Life, physical, and social science	1	0.0%	2	low
Community and social services	80	1.6%	65	low
Legal	77	1.5%	50	medium
Education, training, and library	375	7.4%	125	medium
Arts, design, entertainment, sports, and media	30	0.6%	33	low
Healthcare practitioner, technologists, and technicians	127	2.5%	75	medium
Healthcare support	151	3.0%	89	medium
Protective service	70	1.4%	54	low
Food preparation and serving related	524	10.3%	163	medium
Building and grounds cleaning and maintenance	483	9.5%	210	medium
Personal care and service	107	2.1%	68	medium
Sales and related	654	12.9%	170	medium
Office and administrative support	663	13.0%	251	medium
Farming, fishing, and forestry	0	0.0%	0	
Construction and extraction	389	7.6%	172	medium
Installation, maintenance, and repair	56	1.1%	47	low
Production	131	2.6%	95	low
Transportation and material moving	232	4.6%	118	medium
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	5,088	100%	462	high
Agriculture, forestry, fishing and hunting	114	2.2%	168	low
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	479	9.4%	196	medium
Manufacturing	125	2.5%	71	medium
Wholesale trade	233	4.6%	153	medium
Retail trade	722	14.2%	197	medium
Transportation and warehousing	154	3.0%	92	medium
Utilities	12	0.2%	18	low
Information	74	1.5%	58	low
Finance and insurance	276	5.4%	96	medium
Real estate and rental and leasing	179	3.5%	62	medium
Professional, scientific, and technical services	157	3.1%	73	medium
Management of companies and enterprises	12	0.2%	17	low
Administrative and support and waste management services	318	6.2%	179	medium
Educational services	445	8.7%	137	medium
Health care and social assistance	411	8.1%	140	medium
Arts, entertainment, and recreation	141	2.8%	106	low
Accommodation and food services	774	15.2%	222	medium
Other services, except public administration	182	3.6%	105	medium
Public administration	280	5.5%	108	medium

ACS Key Population & Household Facts

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	12,334	100%	138	high
Not Hispanic or Latino	10,779	87.4%	483	high
White alone	9,839	79.8%	511	high
Black or African American alone	487	3.9%	304	medium
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	33	0.3%	41	low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	4	0.0%	7	low
Two or more races	416	3.4%	155	medium
Hispanic or Latino	1,555	12.6%	462	medium
White alone	874	7.1%	397	medium
Black or African American alone	20	0.2%	31	low
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	0	0.0%	0	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	349	2.8%	255	low
Two or more races	312	2.5%	295	low
RACE				
Total	12,334	100%	138	high
White alone	10,713	86.9%	480	high
Black or African American alone	507	4.1%	305	medium
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	33	0.3%	41	low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	353	2.9%	255	low
Two or more races	728	5.9%	333	medium
TOTAL POPULATION BY AGE				
Total Population	12,334	100%	138	high
Under 5 years	276	2.2%	137	medium
5 to 9 years	356	2.9%	141	medium
10 to 14 years	508	4.1%	178	medium
15 to 19 years	507	4.1%	140	medium
20 to 24 years	660	5.4%	261	medium
25 to 29 years	530	4.3%	201	medium
30 to 34 years	413	3.3%	150	medium
35 to 39 years	290	2.4%	113	medium
40 to 44 years	488	4.0%	177	medium
45 to 49 years	744	6.0%	210	medium
50 to 54 years	716	5.8%	186	medium
55 to 59 years	966	7.8%	201	medium
60 to 64 years	1,863	15.1%	325	high
65 to 69 years	1,164	9.4%	207	high
70 to 74 years	1,286	10.4%	296	medium
75 to 79 years	840	6.8%	152	high
80 to 85 years	458	3.7%	147	medium
85 years and over	269	2.2%	103	medium

ACS Key Population & Household Facts

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood, North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY SEX BY AGE				
Total	12,334	100%	138	high
Male Population	5,896	47.8%	286	high
Under 5 years	109	0.9%	81	low
5 to 9 years	153	1.2%	68	medium
10 to 14 years	171	1.4%	113	low
15 to 19 years	204	1.7%	93	high
20 to 24 years	174	1.4%	108	medium
25 to 29 years	324	2.6%	161	medium
30 to 34 years	215	1.7%	121	medium
35 to 39 years	179	1.5%	92	medium
40 to 44 years	323	2.6%	136	medium
45 to 49 years	380	3.1%	139	medium
50 to 54 years	364	3.0%	156	medium
55 to 59 years	376	3.0%	123	medium
60 to 64 years	975	7.9%	229	medium
65 to 69 years	683	5.5%	168	medium
70 to 74 years	577	4.7%	186	medium
75 to 79 years	339	2.7%	99	medium
80 to 85 years	236	1.9%	111	medium
85 years and over	114	0.9%	58	medium
Female Population	6,438	52.2%	309	high
Under 5 years	167	1.4%	110	low
5 to 9 years	203	1.6%	123	medium
10 to 14 years	337	2.7%	137	medium
15 to 19 years	303	2.5%	100	medium
20 to 24 years	486	3.9%	237	medium
25 to 29 years	206	1.7%	120	medium
30 to 34 years	198	1.6%	88	medium
35 to 39 years	111	0.9%	66	medium
40 to 44 years	165	1.3%	114	low
45 to 49 years	364	3.0%	158	medium
50 to 54 years	352	2.9%	101	medium
55 to 59 years	590	4.8%	159	medium
60 to 64 years	888	7.2%	230	medium
65 to 69 years	481	3.9%	120	medium
70 to 74 years	709	5.7%	231	medium
75 to 79 years	501	4.1%	115	medium
80 to 85 years	222	1.8%	95	medium
85 years and over	155	1.3%	84	medium

ACS Key Population & Household Facts

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Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	6,433	100%	289	🟥
Less than $10,000	385	6.0%	131	🟨
$10,000 to $14,999	348	5.4%	143	🟨
$15,000 to $19,999	98	1.5%	65	🟥
$20,000 to $24,999	275	4.3%	147	🟨
$25,000 to $29,999	233	3.6%	114	🟨
$30,000 to $34,999	317	4.9%	119	🟨
$35,000 to $39,999	215	3.3%	97	🟨
$40,000 to $44,999	386	6.0%	148	🟨
$45,000 to $49,999	323	5.0%	120	🟨
$50,000 to $59,999	523	8.1%	240	🟨
$60,000 to $74,999	524	8.1%	155	🟨
$75,000 to $99,999	867	13.5%	228	🟨
$100,000 to $124,999	397	6.2%	141	🟨
$125,000 to $149,999	329	5.1%	108	🟨
$150,000 to $199,999	536	8.3%	180	🟨
$200,000 or more	677	10.5%	178	🟨
Median Household Income	$62,774		N/A	🟥
Average Household Income	$107,615		$15,198	🟩
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	195	100%	148	🟥
Less than $10,000	0	0.0%	0	
$10,000 to $14,999	35	17.9%	53	🟥
$15,000 to $19,999	0	0.0%	0	
$20,000 to $24,999	0	0.0%	0	
$25,000 to $29,999	0	0.0%	0	
$30,000 to $34,999	34	17.4%	55	🟥
$35,000 to $39,999	0	0.0%	0	
$40,000 to $44,999	115	59.0%	117	🟥
$45,000 to $49,999	11	5.6%	18	🟥
$50,000 to $59,999	0	0.0%	0	
$60,000 to $74,999	0	0.0%	0	
$75,000 to $99,999	0	0.0%	0	
$100,000 to $124,999	0	0.0%	0	
$125,000 to $149,999	0	0.0%	0	
$150,000 to $199,999	0	0.0%	0	
$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	N/A		N/A	🟥
Average Household Income for HHr <25	N/A		N/A	🟥

ACS Key Population & Household Facts

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
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Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	879	100%	256	🟨
Less than $10,000	54	6.1%	52	🟥
$10,000 to $14,999	24	2.7%	31	🟥
$15,000 to $19,999	0	0.0%	0	
$20,000 to $24,999	78	8.9%	109	🟥
$25,000 to $29,999	80	9.1%	77	🟥
$30,000 to $34,999	40	4.6%	40	🟥
$35,000 to $39,999	0	0.0%	0	
$40,000 to $44,999	30	3.4%	48	🟥
$45,000 to $49,999	44	5.0%	55	🟥
$50,000 to $59,999	181	20.6%	148	🟥
$60,000 to $74,999	144	16.4%	110	🟥
$75,000 to $99,999	81	9.2%	82	🟥
$100,000 to $124,999	43	4.9%	42	🟥
$125,000 to $149,999	8	0.9%	11	🟥
$150,000 to $199,999	52	5.9%	51	🟥
$200,000 or more	20	2.3%	31	🟥
Median Household Income for HHr 25-44	N/A		N/A	🟥
Average Household Income for HHr 25-44	N/A		N/A	🟥
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	2,615	100%	298	🟩
Less than $10,000	232	8.9%	108	🟨
$10,000 to $14,999	199	7.6%	111	🟨
$15,000 to $19,999	29	1.1%	36	🟥
$20,000 to $24,999	53	2.0%	47	🟥
$25,000 to $29,999	57	2.2%	57	🟥
$30,000 to $34,999	116	4.4%	71	🟨
$35,000 to $39,999	54	2.1%	53	🟥
$40,000 to $44,999	113	4.3%	99	🟥
$45,000 to $49,999	144	5.5%	93	🟨
$50,000 to $59,999	147	5.6%	72	🟨
$60,000 to $74,999	106	4.1%	63	🟨
$75,000 to $99,999	295	11.3%	100	🟨
$100,000 to $124,999	108	4.1%	60	🟨
$125,000 to $149,999	147	5.6%	91	🟨
$150,000 to $199,999	336	12.8%	156	🟨
$200,000 or more	479	18.3%	161	🟨
Median Household Income for HHr 45-64	$78,912		N/A	🟥
Average Household Income for HHr 45-64	N/A		N/A	🟥

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	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	2,744	100%	314	🟩
Less than $10,000	99	3.6%	59	🟨
$10,000 to $14,999	90	3.3%	51	🟨
$15,000 to $19,999	69	2.5%	54	🟥
$20,000 to $24,999	144	5.2%	86	🟨
$25,000 to $29,999	96	3.5%	59	🟨
$30,000 to $34,999	127	4.6%	66	🟨
$35,000 to $39,999	161	5.9%	78	🟨
$40,000 to $44,999	128	4.7%	70	🟨
$45,000 to $49,999	124	4.5%	57	🟨
$50,000 to $59,999	195	7.1%	180	🟥
$60,000 to $74,999	274	10.0%	91	🟨
$75,000 to $99,999	491	17.9%	187	🟨
$100,000 to $124,999	246	9.0%	116	🟨
$125,000 to $149,999	174	6.3%	69	🟨
$150,000 to $199,999	148	5.4%	75	🟨
$200,000 or more	178	6.5%	84	🟨
Median Household Income for HHr 65+	$66,818		N/A	🟥
Average Household Income for HHr 65+	N/A		N/A	🟥

Data Note: N/A means not available.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error.   MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩   High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨   Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥   Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

ACS Population Summary

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	12,334		138	▮▮▮
Total Households	6,433		289	▮▮▮
Total Housing Units	21,806		584	▮▮▮
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	12,185	100.0%	171	▮▮▮
Enrolled in school	1,674	13.7%	289	▮▮▮
Enrolled in nursery school, preschool	93	0.8%	76	▮
Public school	93	0.8%	76	▮
Private school	0	0.0%	0	
Enrolled in kindergarten	115	0.9%	97	▮
Public school	101	0.8%	95	▮
Private school	14	0.1%	21	▮
Enrolled in grade 1 to grade 4	275	2.3%	134	▮▮
Public school	272	2.2%	134	▮▮
Private school	3	0.0%	8	▮
Enrolled in grade 5 to grade 8	390	3.2%	140	▮▮
Public school	372	3.1%	139	▮▮
Private school	18	0.1%	18	▮
Enrolled in grade 9 to grade 12	427	3.5%	139	▮▮
Public school	383	3.1%	134	▮▮
Private school	44	0.4%	38	▮
Enrolled in college undergraduate years	314	2.6%	127	▮▮
Public school	221	1.8%	106	▮▮
Private school	93	0.8%	79	▮
Enrolled in graduate or professional school	60	0.5%	46	▮
Public school	24	0.2%	37	▮
Private school	36	0.3%	30	▮
Not enrolled in school	10,511	86.3%	411	▮▮▮
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	4,017	100.0%	432	▮▮▮
Living in Households	4,012	99.9%	431	▮▮▮
Living in Family Households	2,848	70.9%	393	▮▮▮
Householder	1,581	39.4%	229	▮▮▮
Spouse	1,196	29.8%	186	▮▮▮
Parent	62	1.5%	51	▮
Parent-in-law	0	0.0%	0	
Other Relative	9	0.2%	9	▮
Nonrelative	0	0.0%	0	
Living in Nonfamily Households	1,164	29.0%	262	▮▮
Householder	1,163	29.0%	262	▮▮
Nonrelative	1	0.0%	2	▮
Living in Group Quarters	5	0.1%	10	▮

ACS Population Summary

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	3,752	58.3%	269	high
2-Person	2,521	39.2%	301	high
3-Person	571	8.9%	142	medium
4-Person	458	7.1%	173	medium
5-Person	146	2.3%	79	medium
6-Person	41	0.6%	34	low
7+ Person	15	0.2%	23	low
Nonfamily Households	2,681	41.7%	386	high
1-Person	2,381	37.0%	382	high
2-Person	273	4.2%	149	medium
3-Person	0	0.0%	0	
4-Person	19	0.3%	33	low
5-Person	8	0.1%	15	low
6-Person	0	0.0%	0	
7+ Person	0	0.0%	0	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	972	15.1%	193	medium
Family households	964	15.0%	196	medium
Married-couple family	491	7.6%	162	medium
Male householder, no wife present	91	1.4%	61	low
Female householder, no husband present	382	5.9%	138	medium
Nonfamily households	8	0.1%	15	low
Households with no people under 18 years	5,461	84.9%	390	high
Married-couple family	2,426	37.7%	300	high
Other family	362	5.6%	128	medium
Nonfamily households	2,673	41.6%	385	high
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	2,981	46.3%	320	high
1-Person	1,151	17.9%	262	medium
2+ Person Family	1,818	28.3%	247	high
2+ Person Nonfamily	12	0.2%	16	low
Households with No Pop 65+	3,452	53.7%	279	high
1-Person	1,230	19.1%	272	medium
2+ Person Family	1,934	30.1%	247	high
2+ Person Nonfamily	288	4.5%	153	medium
HOUSEHOLD TYPE BY RELATIVES AND NONRELATIVES FOR POPULATION IN HOUSEHOLDS				
Total	12,313	100.0%	137	high
In Family Households	9,186	74.6%	524	high
In Married-Couple Family	7,104	57.7%	639	high
Relatives	7,084	57.5%	637	high
Nonrelatives	20	0.2%	30	low
In Male Householder-No Spouse Present-Family	510	4.1%	218	medium
Relatives	479	3.9%	210	medium
Nonrelatives	31	0.3%	29	low
In Female Householder-No Spouse Present-Family	1,572	12.8%	439	medium
Relatives	1,450	11.8%	408	medium
Nonrelatives	122	1.0%	94	low
In Nonfamily Households	3,127	25.4%	507	high

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	12,058	100.0%	167	high
5 to 17 years				
Speak only English	856	7.1%	217	medium
Speak Spanish	334	2.8%	216	medium
Speak English "very well" or "well"	334	2.8%	213	medium
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	10	0.1%	16	low
Speak English "very well" or "well"	10	0.1%	16	low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	5,775	47.9%	537	high
Speak Spanish	940	7.8%	280	medium
Speak English "very well" or "well"	678	5.6%	225	medium
Speak English "not well"	262	2.2%	161	medium
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	112	0.9%	74	low
Speak English "very well" or "well"	106	0.9%	72	low
Speak English "not well"	6	0.0%	11	low
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	14	0.1%	24	low
Speak English "very well" or "well"	14	0.1%	24	low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	3,868	32.1%	425	high
Speak Spanish	26	0.2%	31	low
Speak English "very well" or "well"	26	0.2%	31	low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	123	1.0%	74	medium
Speak English "very well" or "well"	113	0.9%	71	medium
Speak English "not well"	10	0.1%	15	low
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Reliability: high   medium   low

November 22, 2024

ACS Population Summary

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	4,936	100.0%	463	high
Worked in state and in county of residence	3,549	71.9%	369	high
Worked in state and outside county of residence	964	19.5%	357	medium
Worked outside state of residence	423	8.6%	151	medium
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	5,088	100.0%	462	high
Male:	2,616	51.4%	297	high
Employee of private company workers	1,741	34.2%	299	high
Self-employed in own incorporated business	278	5.5%	101	medium
Private not-for-profit wage and salary workers	46	0.9%	31	low
Local government workers	249	4.9%	95	medium
State government workers	24	0.5%	32	low
Federal government workers	120	2.4%	74	medium
Self-employed in own not incorporated business workers	158	3.1%	84	medium
Unpaid family workers	0	0.0%	0	
Female:	2,472	48.6%	321	high
Employee of private company workers	1,672	32.9%	326	high
Self-employed in own incorporated business	32	0.6%	27	low
Private not-for-profit wage and salary workers	313	6.2%	106	medium
Local government workers	256	5.0%	105	medium
State government workers	74	1.5%	48	medium
Federal government workers	0	0.0%	0	
Self-employed in own not incorporated business workers	35	0.7%	33	low
Unpaid family workers	90	1.8%	17	high
POPULATION IN HOUSEHOLDS AND PRESENCE OF A COMPUTER				
Total	12,313	100.0%	137	high
Population <18 in Households	1,476	12.0%	303	medium
Have a Computer	1,476	12.0%	303	medium
Have NO Computer	0	0.0%	0	
Population 18-64 in Households	6,825	55.4%	446	high
Have a Computer	6,674	54.2%	458	high
Have NO Computer	151	1.2%	88	medium
Population 65+ in Households	4,012	32.6%	431	high
Have a Computer	3,517	28.6%	421	high
Have NO Computer	495	4.0%	168	medium
HOUSEHOLDS AND INTERNET SUBSCRIPTIONS				
Total	6,433	100.0%	289	high
With an Internet Subscription	5,436	84.5%	294	high
Dial-Up Alone	15	0.2%	23	low
Broadband	4,577	71.1%	341	high
Satellite Service	191	3.0%	69	medium
Other Service	19	0.3%	31	low
Internet Access with no Subscription	346	5.4%	194	medium
With No Internet Access	651	10.1%	178	medium

ACS Population Summary

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	4,936	100.0%	463	
Drove alone	3,294	66.7%	439	
Carpooled	314	6.4%	127	
Public transportation (excluding taxicab)	95	1.9%	74	
Bus or trolley bus	95	1.9%	74	
Light rail, streetcar or trolley	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Long-distance/Commuter Train	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	7	0.1%	11	
Motorcycle	6	0.1%	11	
Bicycle	157	3.2%	104	
Walked	533	10.8%	185	
Other means	131	2.7%	107	
Worked at home	399	8.1%	150	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	4,537	100.0%	462	
Less than 5 minutes	285	6.3%	105	
5 to 9 minutes	456	10.1%	162	
10 to 14 minutes	968	21.3%	241	
15 to 19 minutes	900	19.8%	254	
20 to 24 minutes	461	10.2%	147	
25 to 29 minutes	136	3.0%	77	
30 to 34 minutes	277	6.1%	143	
35 to 39 minutes	73	1.6%	86	
40 to 44 minutes	153	3.4%	89	
45 to 59 minutes	337	7.4%	104	
60 to 89 minutes	200	4.4%	83	
90 or more minutes	291	6.4%	284	
Average Travel Time to Work (in minutes)	N/A		N/A	
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	3,352	100.0%	300	
Own children under 6 years only	18	0.5%	28	
In labor force	18	0.5%	28	
Not in labor force	0	0.0%	0	
Own children under 6 years and 6 to 17 years	194	5.8%	136	
In labor force	132	3.9%	118	
Not in labor force	62	1.8%	72	
Own children 6 to 17 years only	488	14.6%	147	
In labor force	394	11.8%	138	
Not in labor force	94	2.8%	60	
No own children under 18 years	2,652	79.1%	355	
In labor force	1,531	45.7%	306	
Not in labor force	1,121	33.4%	249	

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	12,328	100.0%	138	🟩
Under 19 years:	1,529	12.4%	308	🟨
One Type of Health Insurance:	1,292	10.5%	306	🟨
Employer-Based Health Ins Only	318	2.6%	154	🟨
Direct-Purchase Health Ins Only	135	1.1%	59	🟨
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	839	6.8%	261	🟨
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	119	1.0%	93	🟥
No Health Insurance Coverage	118	1.0%	83	🟥
19 to 34 years:	1,721	14.0%	378	🟨
One Type of Health Insurance:	1,395	11.3%	359	🟨
Employer-Based Health Ins Only	726	5.9%	213	🟨
Direct-Purchase Health Ins Only	81	0.7%	63	🟥
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	588	4.8%	317	🟨
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	12	0.1%	13	🟥
No Health Insurance Coverage	314	2.5%	193	🟨
35 to 64 years:	5,061	41.1%	453	🟩
One Type of Health Insurance:	3,773	30.6%	489	🟩
Employer-Based Health Ins Only	2,500	20.3%	449	🟩
Direct-Purchase Health Ins Only	518	4.2%	190	🟨
Medicare Coverage Only	185	1.5%	77	🟨
Medicaid Coverage Only	548	4.4%	216	🟨
TRICARE/Military Hlth Cov Only	22	0.2%	34	🟥
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	609	4.9%	202	🟨
No Health Insurance Coverage	679	5.5%	251	🟨
65+ years:	4,017	32.6%	432	🟩
One Type of Health Insurance:	1,115	9.0%	344	🟨
Employer-Based Health Ins Only	52	0.4%	45	🟥
Direct-Purchase Health Ins Only	19	0.2%	21	🟥
Medicare Coverage Only	1,044	8.5%	342	🟨
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance:	2,884	23.4%	379	🟩
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	0	
Employer-Based Health & Medicare Insurance	927	7.5%	207	🟨
Direct-Purchase Health & Medicare Insurance	939	7.6%	250	🟨
Medicare & Medicaid Coverage	174	1.4%	91	🟨
Other Private Health Insurance Combos	0	0.0%	0	
Other Public Health Insurance Combos	64	0.5%	44	🟥
Other Health Insurance Combinations	780	6.3%	177	🟨
No Health Insurance Coverage	18	0.1%	30	🟥

Reliability: 🟩 high 🟨 medium 🟥 low

November 22, 2024

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	12,311	100.0%	140	🟩
Under .50	781	6.3%	260	🟨
.50 to .99	743	6.0%	251	🟨
1.00 to 1.24	460	3.7%	279	🟨
1.25 to 1.49	567	4.6%	316	🟨
1.50 to 1.84	779	6.3%	281	🟨
1.85 to 1.99	388	3.2%	298	🟥
2.00 and over	8,593	69.8%	548	🟩
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	10,852	100.0%	308	🟩
Veteran	944	8.7%	191	🟨
Nonveteran	9,908	91.3%	334	🟩
Male	5,330	49.1%	298	🟩
Veteran	916	8.4%	190	🟨
Nonveteran	4,414	40.7%	297	🟩
Female	5,522	50.9%	285	🟩
Veteran	28	0.3%	42	🟥
Nonveteran	5,494	50.6%	294	🟩
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	944	100.0%	191	🟨
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	7	0.7%	13	🟥
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	12	1.3%	17	🟥
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	54	5.7%	50	🟥
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	374	39.6%	119	🟨
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	90	9.5%	59	🟨
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	25	2.6%	34	🟥
Between Gulf War and Vietnam Era only	169	17.9%	101	🟨
Between Vietnam Era and Korean War only	213	22.6%	107	🟨
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	6,433	100.0%	289	🟩
Income in the past 12 months below poverty level	851	13.2%	203	🟨
Married-couple family	97	1.5%	56	🟨
Other family - male householder (no wife present)	0	0.0%	0	
Other family - female householder (no husband present)	119	1.8%	70	🟨
Nonfamily household - male householder	385	6.0%	145	🟨
Nonfamily household - female householder	250	3.9%	97	🟨
Income in the past 12 months at or above poverty level	5,582	86.8%	286	🟩
Married-couple family	2,820	43.8%	287	🟩
Other family - male householder (no wife present)	232	3.6%	93	🟨
Other family - female householder (no husband present)	484	7.5%	165	🟨
Nonfamily household - male householder	1,096	17.0%	263	🟨
Nonfamily household - female householder	950	14.8%	229	🟨
Poverty Index	107			

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Reliability: 🟩 high 🟨 medium 🟥 low

November 22, 2024

ACS Population Summary

The Wildwoods (4)
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	3,240	50.4%	327	🟩
No Social Security Income	3,193	49.6%	291	🟩
Retirement Income	2,335	36.3%	265	🟩
No Retirement Income	4,098	63.7%	345	🟩
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	112	4.8%	105	🟥
10-14.9% of Income	65	2.8%	71	🟥
15-19.9% of Income	158	6.8%	82	🟨
20-24.9% of Income	144	6.2%	94	🟨
25-29.9% of Income	277	11.9%	122	🟨
30-34.9% of Income	148	6.4%	85	🟨
35-39.9% of Income	257	11.0%	139	🟨
40-49.9% of Income	271	11.6%	150	🟨
50+% of Income	713	30.6%	220	🟨
Gross Rent % Inc Not Computed	185	7.9%	83	🟨
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	6,433	100.0%	289	🟩
With public assistance income	80	1.2%	63	🟥
No public assistance income	6,353	98.8%	292	🟩
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	6,433	100.0%	289	🟩
With Food Stamps/SNAP	878	13.6%	222	🟨
With No Food Stamps/SNAP	5,555	86.4%	306	🟩
HOUSEHOLDS BY DISABILITY STATUS				
Total	6,433	100.0%	289	🟩
With 1+ Persons w/Disability	2,320	36.1%	320	🟩
With No Person w/Disability	4,113	63.9%	386	🟩

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2022, adjusted for inflation.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error.   MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩   High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨   Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥   Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Reliability: 🟩 high   🟨 medium   🟥 low

November 22, 2024

North Wildwood City, NJ
North Wildwood City, NJ (3453490)
Geography: Place

Prepared by Esri

Data for all businesses in area	North Wildwoo...
Total Businesses:	231
Total Employees:	1,907
Total Population:	3,604
Employee/Population Ratio (per 100 Residents)	53

	Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	10	4.4%	76	4.6%
Building Construction	4	1.8%	18	1.1%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%
Specialty Trade Contractor	6	2.6%	58	3.5%
Manufacturing	2	0.9%	23	1.4%
Wholesale Trade	1	0.4%	4	0.2%
Durable Goods	1	0.4%	4	0.2%
Nondurable Goods	0	0.0%	0	0.0%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	14	6.1%	130	7.9%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	1	0.4%	2	0.1%
Electronics & Appliance Stores	1	0.4%	6	0.4%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	6	2.6%	86	5.2%
Health & Personal Care Stores	1	0.4%	15	0.9%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	3	1.3%	5	0.3%
General Merchandise Stores	2	0.9%	16	1.0%
Transportation & Warehousing	1	0.4%	3	0.2%
Truck Transportation	0	0.0%	0	0.0%
Information	0	0.0%	0	0.0%
Finance & Insurance	10	4.4%	41	2.5%
Central Bank/Credit Intermediation & Related Activities	6	2.6%	25	1.5%
Securities & Commodity Contracts	1	0.4%	2	0.1%
Funds, Trusts & Other Financial Vehicles	3	1.3%	14	0.8%
Real Estate, Rental & Leasing	32	14.0%	121	7.3%
Professional, Scientific & Tech Services	8	3.5%	37	2.3%
Legal Services	3	1.3%	14	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	2	0.9%	15	0.9%
Educational Services	7	3.1%	157	9.5%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 26, 2024

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Health Care & Social Assistance	5	2.2%	34	2.1%
Amubulatory Health Care	1	0.4%	2	0.1%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	1	0.4%	5	0.3%
Social Assistance	3	1.3%	27	1.6%
Arts, Entertainment & Recreation	8	3.5%	148	9.0%
Accommodation & Food Services	68	29.7%	457	27.8%
Accommodation	38	16.6%	189	11.5%
Food Services & Drinking Places	30	13.1%	268	16.3%
Other Services (except Public Administration)	31	13.5%	112	6.8%
Repair & Maintenance	3	1.3%	42	2.5%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Personal & Laundry Service	11	4.8%	28	1.7%
Civic and Other Orgs	17	7.4%	42	2.5%
Public Administration	21	9.2%	288	17.5%
Unclassified Establishments	9	3.9%	0	0.0%
Total	229	100.0%	1,646	100.0%

November 26, 2024

North Wildwood City, NJ

North Wildwood City, NJ (3453490)

Geography: Place

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	1	0.4%	3	0.2%
Construction	10	4.3%	79	4.1%
Manufacturing	1	0.4%	20	1.1%
Transportation	3	1.3%	13	0.7%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	0.4%	4	0.2%
Retail Trade Summary	45	19.5%	443	23.2%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	1	0.4%	13	0.7%
Food Stores	7	3.0%	105	5.5%
Auto Dealers & Gas Stations	0	0.0%	0	0.0%
Apparel & Accessory Stores	1	0.4%	7	0.4%
Furniture & Home Furnishings	2	0.9%	8	0.4%
Eating & Drinking Places	27	11.7%	278	14.6%
Miscellaneous Retail	7	3.0%	32	1.7%
Finance, Insurance, Real Estate Summary	41	17.8%	186	9.8%
Banks, Savings & Lending Institutions	5	2.2%	18	0.9%
Securities Brokers	1	0.4%	3	0.2%
Insurance Carriers & Agents	3	1.3%	14	0.7%
Real Estate, Holding, Other Investment Offices	32	13.8%	151	7.9%
Services Summary	99	42.9%	820	43.0%
Hotels & Lodging	39	16.9%	212	11.1%
Automotive Services	1	0.4%	1	0.1%
Movies & Amusements	8	3.5%	162	8.5%
Health Services	1	0.4%	3	0.2%
Legal Services	2	0.9%	10	0.5%
Education Institutions & Libraries	7	3.0%	215	11.3%
Other Services	41	17.8%	217	11.4%
Government	21	9.1%	333	17.5%
Unclassified Establishments	9	3.9%	6	17.5%
Totals	231	100.0%	1,907	100.0%

November 26, 2024

Wildwood Crest Borough, NJ
Wildwood Crest Borough, NJ (3481200)
Geography: Place

Data for all businesses in area	Wildwood Cres...
Total Businesses:	199
Total Employees:	1,791
Total Population:	3,054
Employee/Population Ratio (per 100 Residents)	59

	Businesses		Employees	
by NAICS Codes	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	9	4.6%	49	3.3%
Building Construction	3	1.5%	23	1.5%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%
Specialty Trade Contractor	6	3.1%	26	1.7%
Manufacturing	6	3.1%	20	1.3%
Wholesale Trade	0	0.0%	0	0.0%
Durable Goods	0	0.0%	0	0.0%
Nondurable Goods	0	0.0%	0	0.0%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	9	4.6%	34	2.3%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	0.5%	3	0.2%
Health & Personal Care Stores	1	0.5%	2	0.1%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.5%	10	0.7%
Sporting Goods, Hobby, Book, & Music Stores	5	2.6%	17	1.1%
General Merchandise Stores	1	0.5%	2	0.1%
Transportation & Warehousing	1	0.5%	10	0.7%
Truck Transportation	0	0.0%	0	0.0%
Information	3	1.5%	11	0.7%
Finance & Insurance	3	1.5%	8	0.5%
Central Bank/Credit Intermediation & Related Activities	1	0.5%	4	0.3%
Securities & Commodity Contracts	1	0.5%	2	0.1%
Funds, Trusts & Other Financial Vehicles	1	0.5%	2	0.1%
Real Estate, Rental & Leasing	34	17.4%	269	18.0%
Professional, Scientific & Tech Services	5	2.6%	17	1.1%
Legal Services	3	1.5%	13	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	6	3.1%	15	1.0%
Educational Services	3	1.5%	118	7.9%

November 26, 2024

Wildwood Crest Borough, NJ
Wildwood Crest Borough, NJ (3481200)
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	5	2.6%	58	3.9%
Amubulatory Health Care	4	2.0%	37	2.5%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	0	0.0%	0	0.0%
Social Assistance	1	0.5%	21	1.4%
Arts, Entertainment & Recreation	2	1.0%	9	0.6%
Accommodation & Food Services	70	35.9%	564	37.8%
Accommodation	57	29.2%	454	30.4%
Food Services & Drinking Places	13	6.7%	110	7.4%
Other Services (except Public Administration)	19	9.7%	155	10.4%
Repair & Maintenance	3	1.5%	7	0.5%
Automotive Repair & Maintenance	1	0.5%	4	0.3%
Personal & Laundry Service	8	4.1%	125	8.4%
Civic and Other Orgs	8	4.1%	23	1.5%
Public Administration	17	8.7%	154	10.3%
Unclassified Establishments	3	1.5%	0	0.0%
Total	195	100.0%	1,491	100.0%

November 26, 2024

Wildwood Crest Borough, NJ
Wildwood Crest Borough, NJ (3481200)
Geography: Place

Prepared by Esri

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	2	1.0%	3	0.2%
Construction	8	4.0%	63	3.5%
Manufacturing	5	2.5%	21	1.2%
Transportation	4	2.0%	25	1.4%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	25	12.6%	189	10.6%
Home Improvement	1	0.5%	3	0.2%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	3	1.5%	19	1.1%
Auto Dealers & Gas Stations	0	0.0%	0	0.0%
Apparel & Accessory Stores	1	0.5%	10	0.6%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	13	6.5%	134	7.5%
Miscellaneous Retail	7	3.5%	23	1.3%
Finance, Insurance, Real Estate Summary	38	19.1%	504	28.1%
Banks, Savings & Lending Institutions	2	1.0%	12	0.7%
Securities Brokers	1	0.5%	2	0.1%
Insurance Carriers & Agents	1	0.5%	2	0.1%
Real Estate, Holding, Other Investment Offices	34	17.1%	488	27.3%
Services Summary	96	48.2%	847	47.3%
Hotels & Lodging	57	28.6%	456	25.5%
Automotive Services	1	0.5%	4	0.2%
Movies & Amusements	3	1.5%	18	1.0%
Health Services	3	1.5%	22	1.2%
Legal Services	2	1.0%	9	0.5%
Education Institutions & Libraries	4	2.0%	121	6.8%
Other Services	26	13.1%	217	12.1%
Government	17	8.5%	139	7.8%
Unclassified Establishments	4	2.0%	0	7.8%
Totals	199	100.0%	1,791	100.0%

November 26, 2024

Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

Data for all businesses in area	Wildwood city...
Total Businesses:	477
Total Employees:	5,918
Total Population:	4,966
Employee/Population Ratio (per 100 Residents)	119

	Businesses		Employees	
by NAICS Codes	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	2	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.2%	34	0.6%
Construction	21	4.4%	88	1.5%
Building Construction	4	0.8%	10	0.2%
Heavy/Civil Eng Construction	1	0.2%	8	0.1%
Specialty Trade Contractor	16	3.3%	70	1.2%
Manufacturing	14	2.9%	58	1.0%
Wholesale Trade	5	1.0%	38	0.7%
Durable Goods	4	0.8%	18	0.3%
Nondurable Goods	1	0.2%	20	0.3%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	60	12.5%	446	7.8%
Motor Vehicle & Parts Dealers	1	0.2%	4	0.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	0.2%	2	0.0%
Building Material & Garden Equipment & Supplies Dealers	2	0.4%	12	0.2%
Food & Beverage Stores	21	4.4%	291	5.1%
Health & Personal Care Stores	4	0.8%	26	0.5%
Gasoline Stations & Fuel Dealers	1	0.2%	1	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	1.5%	29	0.5%
Sporting Goods, Hobby, Book, & Music Stores	16	3.3%	42	0.7%
General Merchandise Stores	7	1.5%	39	0.7%
Transportation & Warehousing	8	1.7%	105	1.8%
Truck Transportation	0	0.0%	0	0.0%
Information	5	1.0%	30	0.5%
Finance & Insurance	7	1.5%	95	1.7%
Central Bank/Credit Intermediation & Related Activities	3	0.6%	66	1.1%
Securities & Commodity Contracts	2	0.4%	6	0.1%
Funds, Trusts & Other Financial Vehicles	2	0.4%	23	0.4%
Real Estate, Rental & Leasing	27	5.6%	123	2.1%
Professional, Scientific & Tech Services	34	7.1%	172	3.0%
Legal Services	14	2.9%	73	1.3%
Management of Companies & Enterprises	2	0.4%	89	1.6%
Administrative, Support & Waste Management Services	9	1.9%	42	0.7%
Educational Services	6	1.3%	273	4.8%

November 26, 2024

Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	16	3.3%	114	2.0%
Amubulatory Health Care	6	1.3%	46	0.8%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	1	0.2%	5	0.1%
Social Assistance	9	1.9%	63	1.1%
Arts, Entertainment & Recreation	28	5.8%	1,415	24.7%
Accommodation & Food Services	160	33.3%	1,685	29.4%
Accommodation	70	14.6%	467	8.2%
Food Services & Drinking Places	90	18.8%	1,218	21.3%
Other Services (except Public Administration)	43	9.0%	374	6.5%
Repair & Maintenance	3	0.6%	23	0.4%
Automotive Repair & Maintenance	2	0.4%	13	0.2%
Personal & Laundry Service	12	2.5%	35	0.6%
Civic and Other Orgs	28	5.8%	316	5.5%
Public Administration	23	4.8%	546	9.5%
Unclassified Establishments	10	2.1%	4	0.1%
Total	480	100.0%	5,733	100.0%

November 26, 2024

Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

Prepared by Esri

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	0.6%	7	0.1%
Construction	17	3.6%	84	1.4%
Manufacturing	13	2.7%	85	1.4%
Transportation	8	1.7%	95	1.6%
Communication	3	0.6%	24	0.4%
Utility	1	0.2%	34	0.6%
Wholesale Trade	6	1.3%	42	0.7%
Retail Trade Summary	146	30.6%	1,565	26.4%
Home Improvement	2	0.4%	12	0.2%
General Merchandise Stores	5	1.1%	28	0.5%
Food Stores	22	4.6%	343	5.8%
Auto Dealers & Gas Stations	3	0.6%	10	0.2%
Apparel & Accessory Stores	7	1.5%	35	0.6%
Furniture & Home Furnishings	2	0.4%	3	0.1%
Eating & Drinking Places	77	16.1%	997	16.9%
Miscellaneous Retail	28	5.9%	137	2.3%
Finance, Insurance, Real Estate Summary	35	7.3%	299	5.0%
Banks, Savings & Lending Institutions	3	0.6%	68	1.1%
Securities Brokers	2	0.4%	5	0.1%
Insurance Carriers & Agents	2	0.4%	28	0.5%
Real Estate, Holding, Other Investment Offices	28	5.9%	198	3.4%
Services Summary	207	43.4%	3,162	53.4%
Hotels & Lodging	68	14.3%	448	7.6%
Automotive Services	5	1.1%	22	0.4%
Movies & Amusements	28	5.9%	1,489	25.2%
Health Services	6	1.3%	46	0.8%
Legal Services	13	2.7%	71	1.2%
Education Institutions & Libraries	5	1.1%	357	6.0%
Other Services	82	17.2%	729	12.3%
Government	23	4.8%	503	8.5%
Unclassified Establishments	15	3.1%	18	8.5%
Totals	477	100.0%	5,918	100.0%

November 26, 2024

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

Data for all businesses in area	West Wildwood...
Total Businesses:	16
Total Employees:	79
Total Population:	585
Employee/Population Ratio (per 100 Residents)	14

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	5.9%	2	1.9%
Building Construction	1	5.9%	2	1.9%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%
Specialty Trade Contractor	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	1	5.9%	5	4.8%
Durable Goods	1	5.9%	5	4.8%
Nondurable Goods	0	0.0%	0	0.0%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	2	11.8%	6	5.8%
Motor Vehicle & Parts Dealers	1	5.9%	4	3.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	5.9%	2	1.9%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Transportation & Warehousing	0	0.0%	0	0.0%
Truck Transportation	0	0.0%	0	0.0%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	1	5.9%	2	1.9%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	1	5.9%	10	9.7%
Educational Services	0	0.0%	0	0.0%

November 26, 2024

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	0	0.0%	0	0.0%
Amubulatory Health Care	0	0.0%	0	0.0%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	0	0.0%	0	0.0%
Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	1	5.9%	2	1.9%
Accommodation & Food Services	3	17.6%	15	14.6%
Accommodation	0	0.0%		
Food Services & Drinking Places	3	17.6%	15	14.6%
Other Services (except Public Administration)	1	5.9%	1	1.0%
Repair & Maintenance	0	0.0%	0	0.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Personal & Laundry Service	1	5.9%	1	1.0%
Civic and Other Orgs	0	0.0%	0	0.0%
Public Administration	6	35.3%	60	58.3%
Unclassified Establishments	0	0.0%	0	0.0%
Total	17	100.0%	103	100.0%

November 26, 2024

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

Prepared by Esri

by SIC Codes	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	1	6.3%	3	3.8%
Manufacturing	0	0.0%	0	0.0%
Transportation	1	6.3%	2	2.5%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	6.3%	5	6.3%
Retail Trade Summary	4	25.0%	15	19.0%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers & Gas Stations	1	6.3%	4	5.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	2	12.5%	9	11.4%
Miscellaneous Retail	1	6.3%	2	2.5%
Finance, Insurance, Real Estate Summary	1	6.3%	3	3.8%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	1	6.3%	3	3.8%
Services Summary	2	12.5%	11	13.9%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Movies & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	2	12.5%	11	13.9%
Government	6	37.5%	40	50.6%
Unclassified Establishments	0	0.0%	0	50.6%
Totals	16	100.0%	79	100.0%

November 26, 2024

Business Summary

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood, North Wildwood

North Wildwood City, NJ (3453490) et al.

Geography: Place

Prepared by Esri

Data for all businesses in area	NJ(3453490),N...
Total Businesses:	923
Total Employees:	9,695
Total Population:	12,209
Employee/Population Ratio (per 100 Residents)	79

	Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	1	0.1%	2	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	34	0.4%
Construction	41	4.5%	215	2.4%
Building Construction	12	1.3%	53	0.6%
Heavy/Civil Eng Construction	1	0.1%	8	0.1%
Specialty Trade Contractor	28	3.0%	154	1.7%
Manufacturing	22	2.4%	101	1.1%
Wholesale Trade	7	0.8%	47	0.5%
Durable Goods	6	0.7%	27	0.3%
Nondurable Goods	1	0.1%	20	0.2%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	85	9.2%	616	6.9%
Motor Vehicle & Parts Dealers	2	0.2%	8	0.1%
Furniture & Home Furnishings Stores	1	0.1%	2	0.0%
Electronics & Appliance Stores	2	0.2%	8	0.1%
Building Material & Garden Equipment & Supplies Dealers	2	0.2%	12	0.1%
Food & Beverage Stores	29	3.1%	382	4.3%
Health & Personal Care Stores	6	0.7%	43	0.5%
Gasoline Stations & Fuel Dealers	1	0.1%	1	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	8	0.9%	39	0.4%
Sporting Goods, Hobby, Book, & Music Stores	24	2.6%	64	0.7%
General Merchandise Stores	10	1.1%	57	0.6%
Transportation & Warehousing	10	1.1%	118	1.3%
Truck Transportation	0	0.0%	0	0.0%
Information	8	0.9%	41	0.5%
Finance & Insurance	20	2.2%	144	1.6%
Central Bank/Credit Intermediation & Related Activities	10	1.1%	95	1.1%
Securities & Commodity Contracts	4	0.4%	10	0.1%
Funds, Trusts & Other Financial Vehicles	6	0.7%	39	0.4%
Real Estate, Rental & Leasing	94	10.2%	515	5.7%
Professional, Scientific & Tech Services	47	5.1%	226	2.5%
Legal Services	20	2.2%	100	1.1%
Management of Companies & Enterprises	2	0.2%	89	1.0%
Administrative, Support & Waste Management Services	18	1.9%	82	0.9%
Educational Services	16	1.7%	548	6.1%

November 22, 2024

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood, North Wildwood
North Wildwood City, NJ (3453490) et al.
Geography: Place

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	26	2.8%	206	2.3%
Ambulatory Health Care	11	1.2%	85	0.9%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	2	0.2%	10	0.1%
Social Assistance	13	1.4%	111	1.2%
Arts, Entertainment & Recreation	39	4.2%	1,574	17.5%
Accommodation & Food Services	301	32.7%	2,721	30.3%
Accommodation	165	17.9%	1,110	12.4%
Food Services & Drinking Places	136	14.8%	1,611	17.9%
Other Services (except Public Administration)	94	10.2%	642	7.2%
Repair & Maintenance	9	1.0%	72	0.8%
Automotive Repair & Maintenance	3	0.3%	17	0.2%
Personal & Laundry Service	32	3.5%	189	2.1%
Civic and Other Orgs	53	5.8%	381	4.3%
Public Administration	67	7.3%	1,048	11.7%
Unclassified Establishments	22	2.4%	4	0.0%
Total	921	100.0%	8,973	100.0%

November 22, 2024

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood, North Wildwood
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	6	0.7%	13	0.1%
Construction	36	3.9%	229	2.4%
Manufacturing	19	2.1%	126	1.3%
Transportation	16	1.7%	135	1.4%
Communication	3	0.3%	24	0.3%
Utility	1	0.1%	34	0.3%
Wholesale Trade	8	0.9%	51	0.5%
Retail Trade Summary	220	23.8%	2,212	22.8%
Home Improvement	3	0.3%	15	0.1%
General Merchandise Stores	6	0.7%	41	0.4%
Food Stores	32	3.5%	467	4.8%
Auto Dealers & Gas Stations	4	0.4%	14	0.1%
Apparel & Accessory Stores	9	1.0%	52	0.5%
Furniture & Home Furnishings	4	0.4%	11	0.1%
Eating & Drinking Places	119	12.9%	1,418	14.6%
Miscellaneous Retail	43	4.7%	194	2.0%
Finance, Insurance, Real Estate Summary	115	12.5%	992	10.2%
Banks, Savings & Lending Institutions	10	1.1%	98	1.0%
Securities Brokers	4	0.4%	10	0.1%
Insurance Carriers & Agents	6	0.7%	44	0.5%
Real Estate, Holding, Other Investment Offices	95	10.3%	840	8.7%
Services Summary	404	43.8%	4,840	49.9%
Hotels & Lodging	164	17.8%	1,116	11.5%
Automotive Services	7	0.8%	27	0.3%
Movies & Amusements	39	4.2%	1,669	17.2%
Health Services	10	1.1%	71	0.7%
Legal Services	17	1.8%	90	0.9%
Education Institutions & Libraries	16	1.7%	693	7.2%
Other Services	151	16.4%	1,174	12.1%
Government	67	7.3%	1,015	10.5%
Unclassified Establishments	28	3.0%	24	10.5%
Totals	923	100.0%	9,695	100.0%

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Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 22, 2024

Wildwood Crest UEZ

Prepared by Esri

Data for all businesses in area

Total Businesses:	59
Total Employees:	488
Total Population:	283
Employee/Population Ratio (per 100 Residents)	172

	Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	3	5.2%	11	2.8%
Building Construction	1	1.7%	6	1.5%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%
Specialty Trade Contractor	2	3.5%	5	1.3%
Manufacturing	0	0.0%	2	0.5%
Wholesale Trade	0	0.0%	0	0.0%
Durable Goods	0	0.0%	0	0.0%
Nondurable Goods	0	0.0%	0	0.0%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	2	3.5%	7	1.8%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	1.7%	2	0.5%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	1	0.3%
Sporting Goods, Hobby, Book, & Music Stores	1	1.7%	4	1.0%
General Merchandise Stores	0	0.0%	0	0.0%
Transportation & Warehousing	0	0.0%	2	0.5%
Truck Transportation	0	0.0%	0	0.0%
Information	1	1.7%	5	1.3%
Finance & Insurance	0	0.0%	1	0.3%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	1	0.3%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	10	17.2%	52	13.3%
Professional, Scientific & Tech Services	0	0.0%	1	0.3%
Legal Services	0	0.0%	1	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	1	1.7%	3	0.8%
Educational Services	0	0.0%	0	0.0%

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November 27, 2024

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	1	1.7%	16	4.1%
Amubulatory Health Care	1	1.7%	5	1.3%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	0	0.0%	0	0.0%
Social Assistance	1	1.7%	11	2.8%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	26	44.8%	206	52.5%
Accommodation	22	37.9%	171	43.6%
Food Services & Drinking Places	4	6.9%	35	8.9%
Other Services (except Public Administration)	4	6.9%	23	5.9%
Repair & Maintenance	1	1.7%	2	0.5%
Automotive Repair & Maintenance	0	0.0%	1	0.3%
Personal & Laundry Service	1	1.7%	15	3.8%
Civic and Other Orgs	2	3.5%	6	1.5%
Public Administration	7	12.1%	62	15.8%
Unclassified Establishments	1	1.7%	0	0.0%
Total	58	100.0%	392	100.0%

November 27, 2024

by SIC Codes	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	0	0.0%	1	0.2%
Construction	2	3.4%	12	2.5%
Manufacturing	0	0.0%	1	0.2%
Transportation	1	1.7%	2	0.4%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	6	10.2%	57	11.7%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	1	1.7%	5	1.0%
Auto Dealers & Gas Stations	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	1	0.2%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	4	6.8%	47	9.6%
Miscellaneous Retail	1	1.7%	4	0.8%
Finance, Insurance, Real Estate Summary	10	16.9%	126	25.8%
Banks, Savings & Lending Institutions	0	0.0%	3	0.6%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	10	16.9%	123	25.2%
Services Summary	30	50.9%	229	46.9%
Hotels & Lodging	22	37.3%	173	35.5%
Automotive Services	0	0.0%	1	0.2%
Movies & Amusements	1	1.7%	3	0.6%
Health Services	1	1.7%	5	1.0%
Legal Services	0	0.0%	1	0.2%
Education Institutions & Libraries	0	0.0%	1	0.2%
Other Services	6	10.2%	45	9.2%
Government	7	11.9%	60	12.3%
Unclassified Establishments	1	1.7%	0	12.3%
Totals	59	100.0%	488	100.0%

November 27, 2024

Data for all businesses in area

Total Businesses:	267
Total Employees:	3,815
Total Population:	1,184
Employee/Population Ratio (per 100 Residents)	322

	Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	15	0.4%
Construction	10	3.7%	39	1.1%
Building Construction	2	0.7%	6	0.2%
Heavy/Civil Eng Construction	0	0.0%	4	0.1%
Specialty Trade Contractor	7	2.6%	29	0.8%
Manufacturing	7	2.6%	26	0.7%
Wholesale Trade	2	0.7%	23	0.6%
Durable Goods	2	0.7%	6	0.2%
Nondurable Goods	1	0.4%	17	0.5%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	39	14.4%	318	8.5%
Motor Vehicle & Parts Dealers	1	0.4%	3	0.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	1	0.0%
Building Material & Garden Equipment & Supplies Dealers	1	0.4%	6	0.2%
Food & Beverage Stores	13	4.8%	215	5.8%
Health & Personal Care Stores	2	0.7%	19	0.5%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	5	1.9%	19	0.5%
Sporting Goods, Hobby, Book, & Music Stores	10	3.7%	27	0.7%
General Merchandise Stores	5	1.9%	26	0.7%
Transportation & Warehousing	5	1.9%	78	2.1%
Truck Transportation	0	0.0%	0	0.0%
Information	3	1.1%	23	0.6%
Finance & Insurance	4	1.5%	67	1.8%
Central Bank/Credit Intermediation & Related Activities	3	1.1%	56	1.5%
Securities & Commodity Contracts	1	0.4%	2	0.1%
Funds, Trusts & Other Financial Vehicles	1	0.4%	9	0.2%
Real Estate, Rental & Leasing	13	4.8%	56	1.5%
Professional, Scientific & Tech Services	15	5.6%	63	1.7%
Legal Services	7	2.6%	25	0.7%
Management of Companies & Enterprises	2	0.7%	74	2.0%
Administrative, Support & Waste Management Services	6	2.2%	27	0.7%
Educational Services	4	1.5%	165	4.4%

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Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 27, 2024

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	7	2.6%	59	1.6%
Amubulatory Health Care	3	1.1%	28	0.8%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	0	0.0%	1	0.0%
Social Assistance	3	1.1%	29	0.8%
Arts, Entertainment & Recreation	20	7.4%	1,150	30.9%
Accommodation & Food Services	98	36.3%	1,079	29.0%
Accommodation	43	15.9%	308	8.3%
Food Services & Drinking Places	54	20.0%	771	20.7%
Other Services (except Public Administration)	20	7.4%	246	6.6%
Repair & Maintenance	2	0.7%	15	0.4%
Automotive Repair & Maintenance	1	0.4%	10	0.3%
Personal & Laundry Service	6	2.2%	15	0.4%
Civic and Other Orgs	12	4.4%	217	5.8%
Public Administration	8	3.0%	213	5.7%
Unclassified Establishments	6	2.2%	2	0.1%
Total	270	100.0%	3,725	100.0%

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Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 27, 2024

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	2	0.8%	5	0.1%
Construction	7	2.6%	36	0.9%
Manufacturing	7	2.6%	51	1.3%
Transportation	5	1.9%	72	1.9%
Communication	2	0.8%	12	0.3%
Utility	0	0.0%	15	0.4%
Wholesale Trade	3	1.1%	26	0.7%
Retail Trade Summary	90	33.7%	1,030	27.0%
Home Improvement	1	0.4%	6	0.2%
General Merchandise Stores	3	1.1%	17	0.5%
Food Stores	15	5.6%	259	6.8%
Auto Dealers & Gas Stations	2	0.8%	7	0.2%
Apparel & Accessory Stores	5	1.9%	24	0.6%
Furniture & Home Furnishings	1	0.4%	1	0.0%
Eating & Drinking Places	45	16.9%	632	16.6%
Miscellaneous Retail	17	6.4%	83	2.2%
Finance, Insurance, Real Estate Summary	18	6.7%	177	4.6%
Banks, Savings & Lending Institutions	3	1.1%	57	1.5%
Securities Brokers	1	0.4%	2	0.1%
Insurance Carriers & Agents	1	0.4%	10	0.3%
Real Estate, Holding, Other Investment Offices	14	5.2%	108	2.8%
Services Summary	116	43.5%	2,182	57.2%
Hotels & Lodging	42	15.7%	302	7.9%
Automotive Services	3	1.1%	16	0.4%
Movies & Amusements	21	7.9%	1,206	31.6%
Health Services	3	1.1%	28	0.7%
Legal Services	6	2.3%	25	0.7%
Education Institutions & Libraries	3	1.1%	214	5.6%
Other Services	38	14.2%	390	10.2%
Government	8	3.0%	198	5.2%
Unclassified Establishments	10	3.8%	11	5.2%
Totals	267	100.0%	3,815	100.0%

November 27, 2024

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	970	603	20	3.2%	64.2%	62.2%
16-24	110	66	0	0.0%	60.0%	60.0%
25-54	459	347	17	4.7%	79.3%	75.6%
55-64	172	107	1	0.9%	62.8%	62.2%
65+	230	82	2	2.4%	36.5%	35.7%
Male Age 16+	498	329	16	4.6%	69.3%	66.1%
Female Age 16+	472	274	4	1.4%	58.9%	58.1%
White Age 16+	568	314	18	5.4%	58.5%	55.3%
Black Age 16+	107	51	0	0.0%	47.7%	47.7%
American Indian Age 16+	5	3	0	0.0%	60.0%	60.0%
Asian Age 16+	12	6	0	0.0%	58.3%	50.0%
Pacific Islander Age 16+	0	0	0	0.0%	0.0%	0.0%
Other Race Age 16+	168	131	2	1.5%	79.2%	78.0%
Multiple Races Age 16+	110	98	0	0.0%	89.1%	89.1%

Economic Dependency Ratio

Total	95.5
Child (<16)	35.3
Working-Age (16-64)	35.8
Senior (65+)	24.4

Industry	Employed	Percent	US Percent	Location Quotient
Total	603	100.0%	100.0%	-
Agriculture/Forestry/Fishing	0	0.0%	1.1%	0.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	42	7.0%	6.9%	1.01
Manufacturing	8	1.3%	10.0%	0.13
Wholesale Trade	9	1.5%	2.0%	0.75
Retail Trade	78	12.9%	10.5%	1.23
Transportation/Warehousing	19	3.2%	5.1%	0.63
Utilities	8	1.3%	0.9%	1.44
Information	10	1.7%	2.0%	0.85
Finance/Insurance	22	3.6%	4.8%	0.75
Real Estate/Rental/Leasing	21	3.5%	1.8%	1.94
Professional/Scientific/Tech	26	4.3%	8.3%	0.52
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	31	5.1%	4.3%	1.19
Educational Services	22	3.6%	9.1%	0.40
Health Care/Social Assistance	67	11.1%	14.1%	0.79
Arts/Entertainment/Recreation	11	1.8%	2.3%	0.78
Accommodation/Food Services	124	20.6%	6.8%	3.03
Other Services (Excluding Public)	29	4.8%	4.6%	1.04
Public Administration	77	12.8%	5.0%	2.56

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	603	100.0%	100.0%	-
White Collar	289	47.9%	62.6%	0.77
Management	50	8.3%	12.1%	0.69
Business/Financial	39	6.5%	6.3%	1.03
Computer/Mathematical	14	2.3%	4.1%	0.56
Architecture/Engineering	8	1.3%	2.4%	0.54
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	21	3.5%	1.8%	1.94
Legal	6	1.0%	1.2%	0.83
Education/Training/Library	20	3.3%	6.2%	0.53
Arts/Design/Entertainment	11	1.8%	2.2%	0.82
Healthcare Practitioner	23	3.8%	6.4%	0.59
Sales and Sales Related	35	5.8%	8.5%	0.68
Office/Administrative Support	62	10.3%	10.1%	1.02
Blue Collar	123	20.4%	21.0%	0.97
Farming/Fishing/Forestry	0	0.0%	0.5%	0.00
Construction/Extraction	52	8.6%	4.9%	1.76
Installation/Maintenance/Repair	15	2.5%	2.9%	0.86
Production	32	5.3%	5.3%	1.00
Transportation/Material Moving	24	4.0%	7.5%	0.53
Services	191	31.7%	16.4%	1.94
Healthcare Support	27	4.5%	3.3%	1.36
Protective Service	19	3.2%	2.1%	1.52
Food Preparation/Serving	82	13.6%	5.3%	2.57
Building Maintenance	53	8.8%	3.2%	2.75
Personal Care/Service	10	1.7%	2.6%	0.65

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

November 26, 2024

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	3,338	1,950	80	3.9%	60.8%	58.4%
16-24	220	173	0	0.0%	78.6%	78.6%
25-54	872	822	23	2.7%	96.9%	94.3%
55-64	724	457	8	1.7%	64.2%	63.1%
65+	1,522	498	49	9.0%	35.9%	32.7%
Male Age 16+	1,636	970	52	5.1%	62.5%	59.3%
Female Age 16+	1,702	980	28	2.8%	59.2%	57.6%
White Age 16+	3,158	1,822	73	3.9%	60.0%	57.7%
Black Age 16+	37	26	0	0.0%	70.3%	70.3%
American Indian Age 16+	1	0	0	0.0%	0.0%	0.0%
Asian Age 16+	7	4	0	0.0%	57.1%	57.1%
Pacific Islander Age 16+	6	3	0	0.0%	50.0%	50.0%
Other Race Age 16+	29	16	6	27.3%	75.9%	55.2%
Multiple Races Age 16+	100	79	1	1.3%	80.0%	79.0%

Economic Dependency Ratio

Total	84.8
Child (<16)	13.6
Working-Age (16-64)	18.7
Senior (65+)	52.5

Industry	Employed	Percent	US Percent	Location Quotient
Total	1,950	100.0%	100.0%	-
Agriculture/Forestry/Fishing	52	2.7%	1.1%	2.45
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	260	13.3%	6.9%	1.93
Manufacturing	23	1.2%	10.0%	0.12
Wholesale Trade	25	1.3%	2.0%	0.65
Retail Trade	243	12.5%	10.5%	1.19
Transportation/Warehousing	3	0.2%	5.1%	0.04
Utilities	0	0.0%	0.9%	0.00
Information	19	1.0%	2.0%	0.50
Finance/Insurance	70	3.6%	4.8%	0.75
Real Estate/Rental/Leasing	35	1.8%	1.8%	1.00
Professional/Scientific/Tech	21	1.1%	8.3%	0.13
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	95	4.9%	4.3%	1.14
Educational Services	260	13.3%	9.1%	1.46
Health Care/Social Assistance	221	11.3%	14.1%	0.80
Arts/Entertainment/Recreation	118	6.1%	2.3%	2.65
Accommodation/Food Services	251	12.9%	6.8%	1.90
Other Services (Excluding Public)	49	2.5%	4.6%	0.54
Public Administration	205	10.5%	5.0%	2.10

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.
Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.
Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Occupation	Employed	Percent	US Percent	Location Quotient
Total	1,950	100.0%	100.0%	-
White Collar	1,136	58.3%	62.6%	0.93
Management	160	8.2%	12.1%	0.68
Business/Financial	195	10.0%	6.3%	1.59
Computer/Mathematical	50	2.6%	4.1%	0.63
Architecture/Engineering	0	0.0%	2.4%	0.00
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	36	1.8%	1.8%	1.00
Legal	17	0.9%	1.2%	0.75
Education/Training/Library	247	12.7%	6.2%	2.05
Arts/Design/Entertainment	0	0.0%	2.2%	0.00
Healthcare Practitioner	67	3.4%	6.4%	0.53
Sales and Sales Related	180	9.2%	8.5%	1.08
Office/Administrative Support	184	9.4%	10.1%	0.93
Blue Collar	279	14.3%	21.0%	0.69
Farming/Fishing/Forestry	5	0.3%	0.5%	0.60
Construction/Extraction	251	12.9%	4.9%	2.63
Installation/Maintenance/Repair	20	1.0%	2.9%	0.34
Production	0	0.0%	5.3%	0.00
Transportation/Material Moving	3	0.2%	7.5%	0.03
Services	535	27.4%	16.4%	1.68
Healthcare Support	78	4.0%	3.3%	1.21
Protective Service	81	4.2%	2.1%	2.00
Food Preparation/Serving	214	11.0%	5.3%	2.08
Building Maintenance	116	5.9%	3.2%	1.84
Personal Care/Service	46	2.4%	2.6%	0.92

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

November 26, 2024

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	2,712	1,481	123	7.7%	59.1%	54.6%
16-24	229	116	3	2.5%	52.0%	50.7%
25-54	859	761	15	1.9%	90.3%	88.6%
55-64	584	360	1	0.3%	61.8%	61.6%
65+	1,040	244	104	29.9%	33.5%	23.5%
Male Age 16+	1,312	786	24	3.0%	61.7%	59.9%
Female Age 16+	1,400	695	99	12.5%	56.7%	49.6%
White Age 16+	2,460	1,278	122	8.7%	56.9%	52.0%
Black Age 16+	37	14	0	0.0%	37.8%	37.8%
American Indian Age 16+	9	5	1	16.7%	66.7%	55.6%
Asian Age 16+	20	12	0	0.0%	60.0%	60.0%
Pacific Islander Age 16+	0	0	0	0.0%	0.0%	0.0%
Other Race Age 16+	63	56	0	0.0%	88.9%	88.9%
Multiple Races Age 16+	123	116	0	0.0%	94.3%	94.3%

Economic Dependency Ratio

Total	106.2
Child (<16)	23.1
Working-Age (16-64)	29.4
Senior (65+)	53.7

Industry	Employed	Percent	US Percent	Location Quotient
Total	1,481	100.0%	100.0%	-
Agriculture/Forestry/Fishing	7	0.5%	1.1%	0.45
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	68	4.6%	6.9%	0.67
Manufacturing	57	3.8%	10.0%	0.38
Wholesale Trade	32	2.2%	2.0%	1.10
Retail Trade	186	12.6%	10.5%	1.20
Transportation/Warehousing	40	2.7%	5.1%	0.53
Utilities	10	0.7%	0.9%	0.78
Information	62	4.2%	2.0%	2.10
Finance/Insurance	95	6.4%	4.8%	1.33
Real Estate/Rental/Leasing	6	0.4%	1.8%	0.22
Professional/Scientific/Tech	136	9.2%	8.3%	1.11
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	22	1.5%	4.3%	0.35
Educational Services	214	14.4%	9.1%	1.58
Health Care/Social Assistance	165	11.1%	14.1%	0.79
Arts/Entertainment/Recreation	108	7.3%	2.3%	3.17
Accommodation/Food Services	184	12.4%	6.8%	1.82
Other Services (Excluding Public)	1	0.1%	4.6%	0.02
Public Administration	88	5.9%	5.0%	1.18

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Occupation	Employed	Percent	US Percent	Location Quotient
Total	1,481	100.0%	100.0%	-
White Collar	1,033	69.8%	62.6%	1.11
Management	250	16.9%	12.1%	1.40
Business/Financial	85	5.7%	6.3%	0.90
Computer/Mathematical	110	7.4%	4.1%	1.80
Architecture/Engineering	25	1.7%	2.4%	0.71
Life/Physical/Social Sciences	1	0.1%	1.3%	0.08
Community/Social Service	0	0.0%	1.8%	0.00
Legal	48	3.2%	1.2%	2.67
Education/Training/Library	212	14.3%	6.2%	2.31
Arts/Design/Entertainment	0	0.0%	2.2%	0.00
Healthcare Practitioner	52	3.5%	6.4%	0.55
Sales and Sales Related	163	11.0%	8.5%	1.29
Office/Administrative Support	87	5.9%	10.1%	0.58
Blue Collar	171	11.5%	21.0%	0.55
Farming/Fishing/Forestry	7	0.5%	0.5%	1.00
Construction/Extraction	60	4.1%	4.9%	0.84
Installation/Maintenance/Repair	36	2.4%	2.9%	0.83
Production	0	0.0%	5.3%	0.00
Transportation/Material Moving	68	4.6%	7.5%	0.61
Services	277	18.7%	16.4%	1.13
Healthcare Support	57	3.8%	3.3%	1.15
Protective Service	53	3.6%	2.1%	1.71
Food Preparation/Serving	117	7.9%	5.3%	1.49
Building Maintenance	36	2.4%	3.2%	0.75
Personal Care/Service	14	0.9%	2.6%	0.35

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Source: Esri forecasts for 2024 and 2029.

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	4,074	2,536	155	5.8%	66.1%	62.2%
16-24	457	312	1	0.3%	68.5%	68.3%
25-54	1,846	1,396	112	7.4%	81.7%	75.6%
55-64	744	479	10	2.0%	65.7%	64.4%
65+	1,027	349	32	8.4%	37.1%	34.0%
Male Age 16+	2,074	1,397	112	7.4%	72.8%	67.4%
Female Age 16+	2,000	1,139	43	3.6%	59.1%	57.0%
White Age 16+	2,623	1,488	122	7.6%	61.4%	56.7%
Black Age 16+	296	166	0	0.0%	56.1%	56.1%
American Indian Age 16+	21	13	1	7.1%	66.7%	61.9%
Asian Age 16+	49	29	1	3.3%	61.2%	59.2%
Pacific Islander Age 16+	0	0	0	0.0%	0.0%	0.0%
Other Race Age 16+	675	502	31	5.8%	79.0%	74.4%
Multiple Races Age 16+	410	338	0	0.0%	82.4%	82.4%

Economic Dependency Ratio

Total	95.5
Child (<16)	35.2
Working-Age (16-64)	33.6
Senior (65+)	26.7

Industry	Employed	Percent	US Percent	Location Quotient
Total	2,536	100.0%	100.0%	-
Agriculture/Forestry/Fishing	0	0.0%	1.1%	0.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	310	12.2%	6.9%	1.77
Manufacturing	43	1.7%	10.0%	0.17
Wholesale Trade	122	4.8%	2.0%	2.40
Retail Trade	317	12.5%	10.5%	1.19
Transportation/Warehousing	80	3.2%	5.1%	0.63
Utilities	24	0.9%	0.9%	1.00
Information	30	1.2%	2.0%	0.60
Finance/Insurance	92	3.6%	4.8%	0.75
Real Estate/Rental/Leasing	77	3.0%	1.8%	1.67
Professional/Scientific/Tech	48	1.9%	8.3%	0.23
Management of Companies	14	0.6%	0.1%	6.00
Admin/Support/Waste Management	73	2.9%	4.3%	0.67
Educational Services	122	4.8%	9.1%	0.53
Health Care/Social Assistance	226	8.9%	14.1%	0.63
Arts/Entertainment/Recreation	56	2.2%	2.3%	0.96
Accommodation/Food Services	498	19.6%	6.8%	2.88
Other Services (Excluding Public)	165	6.5%	4.6%	1.41
Public Administration	239	9.4%	5.0%	1.88

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Source: Esri forecasts for 2024 and 2029.

Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

Prepared by Esri

Occupation	Employed	Percent	US Percent	Location Quotient
Total	2,536	100.0%	100.0%	-
White Collar	1,204	47.5%	62.6%	0.76
Management	161	6.3%	12.1%	0.52
Business/Financial	178	7.0%	6.3%	1.11
Computer/Mathematical	32	1.3%	4.1%	0.32
Architecture/Engineering	24	0.9%	2.4%	0.38
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	56	2.2%	1.8%	1.22
Legal	17	0.7%	1.2%	0.58
Education/Training/Library	76	3.0%	6.2%	0.48
Arts/Design/Entertainment	53	2.1%	2.2%	0.95
Healthcare Practitioner	82	3.2%	6.4%	0.50
Sales and Sales Related	201	7.9%	8.5%	0.93
Office/Administrative Support	324	12.8%	10.1%	1.27
Blue Collar	561	22.1%	21.0%	1.05
Farming/Fishing/Forestry	0	0.0%	0.5%	0.00
Construction/Extraction	252	9.9%	4.9%	2.02
Installation/Maintenance/Repair	45	1.8%	2.9%	0.62
Production	170	6.7%	5.3%	1.26
Transportation/Material Moving	94	3.7%	7.5%	0.49
Services	771	30.4%	16.4%	1.85
Healthcare Support	117	4.6%	3.3%	1.39
Protective Service	53	2.1%	2.1%	1.00
Food Preparation/Serving	356	14.0%	5.3%	2.64
Building Maintenance	160	6.3%	3.2%	1.97
Personal Care/Service	85	3.4%	2.6%	1.31

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.
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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Civilian Labor Force Profile

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	531	297	24	7.5%	60.5%	55.9%
16-24	31	26	0	0.0%	83.9%	83.9%
25-54	163	127	9	6.6%	83.4%	77.9%
55-64	107	74	1	1.3%	70.1%	69.2%
65+	230	70	14	16.7%	36.5%	30.4%
Male Age 16+	266	137	15	9.9%	57.1%	51.5%
Female Age 16+	265	160	9	5.3%	63.8%	60.4%
White Age 16+	503	283	20	6.6%	60.2%	56.3%
Black Age 16+	0	0	0	0.0%	0.0%	0.0%
American Indian Age 16+	1	1	0	0.0%	100.0%	100.0%
Asian Age 16+	2	1	0	0.0%	50.0%	50.0%
Pacific Islander Age 16+	0	0	0	0.0%	0.0%	0.0%
Other Race Age 16+	12	5	3	37.5%	66.7%	41.7%
Multiple Races Age 16+	13	7	1	12.5%	61.5%	53.8%

Economic Dependency Ratio

Total	97.0
Child (<16)	18.2
Working-Age (16-64)	24.9
Senior (65+)	53.9

Industry	Employed	Percent	US Percent	Location Quotient
Total	297	100.0%	100.0%	-
Agriculture/Forestry/Fishing	0	0.0%	1.1%	0.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	23	7.7%	6.9%	1.12
Manufacturing	16	5.4%	10.0%	0.54
Wholesale Trade	10	3.4%	2.0%	1.70
Retail Trade	21	7.1%	10.5%	0.68
Transportation/Warehousing	18	6.1%	5.1%	1.20
Utilities	0	0.0%	0.9%	0.00
Information	1	0.3%	2.0%	0.15
Finance/Insurance	1	0.3%	4.8%	0.06
Real Estate/Rental/Leasing	6	2.0%	1.8%	1.11
Professional/Scientific/Tech	3	1.0%	8.3%	0.12
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	54	18.2%	4.3%	4.23
Educational Services	34	11.4%	9.1%	1.25
Health Care/Social Assistance	38	12.8%	14.1%	0.91
Arts/Entertainment/Recreation	15	5.1%	2.3%	2.22
Accommodation/Food Services	20	6.7%	6.8%	0.99
Other Services (Excluding Public)	13	4.4%	4.6%	0.96
Public Administration	24	8.1%	5.0%	1.62

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	297	100.0%	100.0%	-
White Collar	159	53.5%	62.6%	0.85
Management	15	5.1%	12.1%	0.42
Business/Financial	3	1.0%	6.3%	0.16
Computer/Mathematical	0	0.0%	4.1%	0.00
Architecture/Engineering	16	5.4%	2.4%	2.25
Life/Physical/Social Sciences	7	2.4%	1.3%	1.85
Community/Social Service	4	1.3%	1.8%	0.72
Legal	0	0.0%	1.2%	0.00
Education/Training/Library	25	8.4%	6.2%	1.35
Arts/Design/Entertainment	1	0.3%	2.2%	0.14
Healthcare Practitioner	9	3.0%	6.4%	0.47
Sales and Sales Related	32	10.8%	8.5%	1.27
Office/Administrative Support	47	15.8%	10.1%	1.56
Blue Collar	48	16.2%	21.0%	0.77
Farming/Fishing/Forestry	0	0.0%	0.5%	0.00
Construction/Extraction	14	4.7%	4.9%	0.96
Installation/Maintenance/Repair	7	2.4%	2.9%	0.83
Production	7	2.4%	5.3%	0.45
Transportation/Material Moving	20	6.7%	7.5%	0.89
Services	90	30.3%	16.4%	1.85
Healthcare Support	16	5.4%	3.3%	1.64
Protective Service	14	4.7%	2.1%	2.24
Food Preparation/Serving	22	7.4%	5.3%	1.40
Building Maintenance	32	10.8%	3.2%	3.38
Personal Care/Service	6	2.0%	2.6%	0.77

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Source: Esri forecasts for 2024 and 2029.

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	824	436	19	4.2%	55.2%	52.9%
16-24	57	41	0	0.0%	71.9%	71.9%
25-54	193	180	5	2.7%	95.9%	93.3%
55-64	178	105	2	1.9%	60.1%	59.0%
65+	396	109	11	9.2%	30.3%	27.5%
Male Age 16+	407	217	12	5.2%	56.3%	53.3%
Female Age 16+	417	218	6	2.7%	53.7%	52.3%
White Age 16+	779	408	17	4.0%	54.4%	52.4%
Black Age 16+	7	5	0	0.0%	71.4%	71.4%
American Indian Age 16+	0	0	0	0.0%	0.0%	0.0%
Asian Age 16+	3	1	0	0.0%	33.3%	33.3%
Pacific Islander Age 16+	2	1	0	0.0%	50.0%	50.0%
Other Race Age 16+	6	3	1	25.0%	66.7%	50.0%
Multiple Races Age 16+	25	18	0	0.0%	72.0%	72.0%

Economic Dependency Ratio

Total	104.6
Child (<16)	15.8
Working-Age (16-64)	22.9
Senior (65+)	65.8

Industry	Employed	Percent	US Percent	Location Quotient
Total	436	100.0%	100.0%	-
Agriculture/Forestry/Fishing	3	0.7%	1.1%	0.64
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	68	15.6%	6.9%	2.26
Manufacturing	9	2.1%	10.0%	0.21
Wholesale Trade	1	0.2%	2.0%	0.10
Retail Trade	81	18.6%	10.5%	1.77
Transportation/Warehousing	1	0.2%	5.1%	0.04
Utilities	0	0.0%	0.9%	0.00
Information	1	0.2%	2.0%	0.10
Finance/Insurance	20	4.6%	4.8%	0.96
Real Estate/Rental/Leasing	7	1.6%	1.8%	0.89
Professional/Scientific/Tech	7	1.6%	8.3%	0.19
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	15	3.4%	4.3%	0.79
Educational Services	61	14.0%	9.1%	1.54
Health Care/Social Assistance	38	8.7%	14.1%	0.62
Arts/Entertainment/Recreation	38	8.7%	2.3%	3.78
Accommodation/Food Services	53	12.2%	6.8%	1.79
Other Services (Excluding Public)	11	2.5%	4.6%	0.54
Public Administration	25	5.7%	5.0%	1.14

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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Occupation	Employed	Percent	US Percent	Location Quotient
Total	436	100.0%	100.0%	-
White Collar	263	60.3%	62.6%	0.96
Management	26	6.0%	12.1%	0.50
Business/Financial	58	13.3%	6.3%	2.11
Computer/Mathematical	12	2.8%	4.1%	0.68
Architecture/Engineering	0	0.0%	2.4%	0.00
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	8	1.8%	1.8%	1.00
Legal	1	0.2%	1.2%	0.17
Education/Training/Library	58	13.3%	6.2%	2.15
Arts/Design/Entertainment	0	0.0%	2.2%	0.00
Healthcare Practitioner	7	1.6%	6.4%	0.25
Sales and Sales Related	59	13.5%	8.5%	1.59
Office/Administrative Support	34	7.8%	10.1%	0.77
Blue Collar	72	16.5%	21.0%	0.79
Farming/Fishing/Forestry	0	0.0%	0.5%	0.00
Construction/Extraction	68	15.6%	4.9%	3.18
Installation/Maintenance/Repair	3	0.7%	2.9%	0.24
Production	0	0.0%	5.3%	0.00
Transportation/Material Moving	1	0.2%	7.5%	0.03
Services	101	23.2%	16.4%	1.41
Healthcare Support	10	2.3%	3.3%	0.70
Protective Service	7	1.6%	2.1%	0.76
Food Preparation/Serving	59	13.5%	5.3%	2.55
Building Maintenance	13	3.0%	3.2%	0.94
Personal Care/Service	12	2.8%	2.6%	1.08

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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Civilian Labor Force Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	10,655	6,264	382	5.7%	62.4%	58.8%
16-24	937	627	4	0.6%	67.3%	66.9%
25-54	3,740	3,106	159	4.9%	87.3%	83.0%
55-64	2,159	1,370	20	1.4%	64.4%	63.5%
65+	3,819	1,161	199	14.6%	35.6%	30.4%
Male Age 16+	5,288	3,290	203	5.8%	66.1%	62.2%
Female Age 16+	5,367	2,974	179	5.7%	58.7%	55.4%
White Age 16+	8,744	4,871	337	6.5%	59.6%	55.7%
Black Age 16+	370	206	0	0.0%	55.7%	55.7%
American Indian Age 16+	32	19	2	9.5%	65.6%	59.4%
Asian Age 16+	78	46	1	2.1%	60.3%	59.0%
Pacific Islander Age 16+	6	3	0	0.0%	50.0%	50.0%
Other Race Age 16+	779	579	40	6.5%	79.5%	74.3%
Multiple Races Age 16+	646	540	2	0.4%	83.9%	83.6%

Economic Dependency Ratio

Total	94.8
Child (<16)	24.8
Working-Age (16-64)	27.5
Senior (65+)	42.4

Industry	Employed	Percent	US Percent	Location Quotient
Total	6,264	100.0%	100.0%	-
Agriculture/Forestry/Fishing	59	0.9%	1.1%	0.82
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	661	10.6%	6.9%	1.54
Manufacturing	139	2.2%	10.0%	0.22
Wholesale Trade	189	3.0%	2.0%	1.50
Retail Trade	767	12.2%	10.5%	1.16
Transportation/Warehousing	141	2.3%	5.1%	0.45
Utilities	34	0.5%	0.9%	0.56
Information	112	1.8%	2.0%	0.90
Finance/Insurance	258	4.1%	4.8%	0.85
Real Estate/Rental/Leasing	124	2.0%	1.8%	1.11
Professional/Scientific/Tech	208	3.3%	8.3%	0.40
Management of Companies	14	0.2%	0.1%	2.00
Admin/Support/Waste Management	244	3.9%	4.3%	0.91
Educational Services	630	10.1%	9.1%	1.11
Health Care/Social Assistance	650	10.4%	14.1%	0.74
Arts/Entertainment/Recreation	297	4.7%	2.3%	2.04
Accommodation/Food Services	953	15.2%	6.8%	2.24
Other Services (Excluding Public)	228	3.6%	4.6%	0.78
Public Administration	556	8.9%	5.0%	1.78

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.
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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Civilian Labor Force Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

Occupation	Employed	Percent	US Percent	Location Quotient
Total	6,264	100.0%	100.0%	-
White Collar	3,532	56.4%	62.6%	0.90
Management	586	9.4%	12.1%	0.78
Business/Financial	461	7.4%	6.3%	1.17
Computer/Mathematical	192	3.1%	4.1%	0.76
Architecture/Engineering	65	1.0%	2.4%	0.42
Life/Physical/Social Sciences	8	0.1%	1.3%	0.08
Community/Social Service	96	1.5%	1.8%	0.83
Legal	82	1.3%	1.2%	1.08
Education/Training/Library	560	8.9%	6.2%	1.44
Arts/Design/Entertainment	54	0.9%	2.2%	0.41
Healthcare Practitioner	210	3.4%	6.4%	0.53
Sales and Sales Related	576	9.2%	8.5%	1.08
Office/Administrative Support	642	10.2%	10.1%	1.01
Blue Collar	1,059	16.9%	21.0%	0.80
Farming/Fishing/Forestry	12	0.2%	0.5%	0.40
Construction/Extraction	577	9.2%	4.9%	1.88
Installation/Maintenance/Repair	108	1.7%	2.9%	0.59
Production	177	2.8%	5.3%	0.53
Transportation/Material Moving	185	3.0%	7.5%	0.40
Services	1,673	26.7%	16.4%	1.63
Healthcare Support	268	4.3%	3.3%	1.30
Protective Service	201	3.2%	2.1%	1.52
Food Preparation/Serving	709	11.3%	5.3%	2.13
Building Maintenance	344	5.5%	3.2%	1.72
Personal Care/Service	151	2.4%	2.6%	0.92

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.
Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.
Source: Esri forecasts for 2024 and 2029.

November 26, 2024

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	186	104	8	7.1%	60.2%	55.9%
16-24	11	9	0	0.0%	81.8%	81.8%
25-54	57	45	3	6.2%	84.2%	78.9%
55-64	38	26	0	0.0%	68.4%	68.4%
65+	81	25	5	16.7%	37.0%	30.9%
Male Age 16+	94	48	5	9.4%	56.4%	51.1%
Female Age 16+	92	56	3	5.1%	64.1%	60.9%
White Age 16+	176	99	7	6.6%	60.2%	56.2%
Black Age 16+	0	0	0	0.0%	0.0%	0.0%
American Indian Age 16+	0	0	0	0.0%	0.0%	0.0%
Asian Age 16+	1	0	0	0.0%	0.0%	0.0%
Pacific Islander Age 16+	0	0	0	0.0%	0.0%	0.0%
Other Race Age 16+	4	2	1	33.3%	75.0%	50.0%
Multiple Races Age 16+	5	2	0	0.0%	60.0%	40.0%

Economic Dependency Ratio

Total	96.2
Child (<16)	18.3
Working-Age (16-64)	24.0
Senior (65+)	53.8

Industry	Employed	Percent	US Percent	Location Quotient
Total	104	100.0%	100.0%	-
Agriculture/Forestry/Fishing	0	0.0%	1.1%	0.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	8	7.7%	6.9%	1.12
Manufacturing	6	5.8%	10.0%	0.58
Wholesale Trade	4	3.8%	2.0%	1.90
Retail Trade	7	6.7%	10.5%	0.64
Transportation/Warehousing	6	5.8%	5.1%	1.14
Utilities	0	0.0%	0.9%	0.00
Information	0	0.0%	2.0%	0.00
Finance/Insurance	0	0.0%	4.8%	0.00
Real Estate/Rental/Leasing	2	1.9%	1.8%	1.06
Professional/Scientific/Tech	1	1.0%	8.3%	0.12
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	19	18.3%	4.3%	4.26
Educational Services	12	11.5%	9.1%	1.26
Health Care/Social Assistance	13	12.5%	14.1%	0.89
Arts/Entertainment/Recreation	5	4.8%	2.3%	2.09
Accommodation/Food Services	7	6.7%	6.8%	0.99
Other Services (Excluding Public)	5	4.8%	4.6%	1.04
Public Administration	8	7.7%	5.0%	1.54

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Occupation	Employed	Percent	US Percent	Location Quotient
Total	104	100.0%	100.0%	-
White Collar	54	51.9%	62.6%	0.83
Management	5	4.8%	12.1%	0.40
Business/Financial	1	1.0%	6.3%	0.16
Computer/Mathematical	0	0.0%	4.1%	0.00
Architecture/Engineering	6	5.8%	2.4%	2.42
Life/Physical/Social Sciences	2	1.9%	1.3%	1.46
Community/Social Service	1	1.0%	1.8%	0.56
Legal	0	0.0%	1.2%	0.00
Education/Training/Library	9	8.7%	6.2%	1.40
Arts/Design/Entertainment	0	0.0%	2.2%	0.00
Healthcare Practitioner	3	2.9%	6.4%	0.45
Sales and Sales Related	11	10.6%	8.5%	1.25
Office/Administrative Support	16	15.4%	10.1%	1.52
Blue Collar	16	15.4%	21.0%	0.73
Farming/Fishing/Forestry	0	0.0%	0.5%	0.00
Construction/Extraction	5	4.8%	4.9%	0.98
Installation/Maintenance/Repair	2	1.9%	2.9%	0.66
Production	2	1.9%	5.3%	0.36
Transportation/Material Moving	7	6.7%	7.5%	0.89
Services	32	30.8%	16.4%	1.88
Healthcare Support	6	5.8%	3.3%	1.76
Protective Service	5	4.8%	2.1%	2.29
Food Preparation/Serving	8	7.7%	5.3%	1.45
Building Maintenance	11	10.6%	3.2%	3.31
Personal Care/Service	2	1.9%	2.6%	0.73

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

2024 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	253	139	18	11.5%	62.1%	54.9%
16-24	23	11	1	8.3%	52.2%	47.8%
25-54	89	77	3	3.8%	89.9%	86.5%
55-64	52	30	0	0.0%	57.7%	57.7%
65+	89	22	15	40.5%	41.6%	24.7%
Male Age 16+	123	75	4	5.1%	64.2%	61.0%
Female Age 16+	129	65	15	18.8%	62.0%	50.4%
White Age 16+	225	116	18	13.4%	60.0%	51.6%
Black Age 16+	4	1	0	0.0%	25.0%	25.0%
American Indian Age 16+	1	0	0	0.0%	0.0%	0.0%
Asian Age 16+	3	2	0	0.0%	66.7%	66.7%
Pacific Islander Age 16+	0	0	0	0.0%	0.0%	0.0%
Other Race Age 16+	9	9	0	0.0%	100.0%	100.0%
Multiple Races Age 16+	11	11	0	0.0%	100.0%	100.0%

Economic Dependency Ratio

Total	104.3
Child (<16)	21.6
Working-Age (16-64)	34.5
Senior (65+)	48.2

Industry	Employed	Percent	US Percent	Location Quotient
Total	139	100.0%	100.0%	-
Agriculture/Forestry/Fishing	3	2.2%	1.1%	2.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	9	6.5%	6.9%	0.94
Manufacturing	8	5.8%	10.0%	0.58
Wholesale Trade	4	2.9%	2.0%	1.45
Retail Trade	12	8.6%	10.5%	0.82
Transportation/Warehousing	1	0.7%	5.1%	0.14
Utilities	0	0.0%	0.9%	0.00
Information	7	5.0%	2.0%	2.50
Finance/Insurance	4	2.9%	4.8%	0.60
Real Estate/Rental/Leasing	2	1.4%	1.8%	0.78
Professional/Scientific/Tech	8	5.8%	8.3%	0.70
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	4	2.9%	4.3%	0.67
Educational Services	29	20.9%	9.1%	2.30
Health Care/Social Assistance	18	12.9%	14.1%	0.91
Arts/Entertainment/Recreation	7	5.0%	2.3%	2.17
Accommodation/Food Services	14	10.1%	6.8%	1.49
Other Services (Excluding Public)	0	0.0%	4.6%	0.00
Public Administration	11	7.9%	5.0%	1.58

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

Occupation	Employed	Percent	US Percent	Location Quotient
Total	139	100.0%	100.0%	-
White Collar	93	66.9%	62.6%	1.07
Management	16	11.5%	12.1%	0.95
Business/Financial	11	7.9%	6.3%	1.25
Computer/Mathematical	6	4.3%	4.1%	1.05
Architecture/Engineering	0	0.0%	2.4%	0.00
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	0	0.0%	1.8%	0.00
Legal	8	5.8%	1.2%	4.83
Education/Training/Library	28	20.1%	6.2%	3.24
Arts/Design/Entertainment	0	0.0%	2.2%	0.00
Healthcare Practitioner	3	2.2%	6.4%	0.34
Sales and Sales Related	13	9.4%	8.5%	1.11
Office/Administrative Support	8	5.8%	10.1%	0.57
Blue Collar	23	16.5%	21.0%	0.79
Farming/Fishing/Forestry	3	2.2%	0.5%	4.40
Construction/Extraction	9	6.5%	4.9%	1.33
Installation/Maintenance/Repair	2	1.4%	2.9%	0.48
Production	0	0.0%	5.3%	0.00
Transportation/Material Moving	9	6.5%	7.5%	0.87
Services	22	15.8%	16.4%	0.96
Healthcare Support	7	5.0%	3.3%	1.52
Protective Service	3	2.2%	2.1%	1.05
Food Preparation/Serving	10	7.2%	5.3%	1.36
Building Maintenance	0	0.0%	3.2%	0.00
Personal Care/Service	2	1.4%	2.6%	0.54

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.
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Source: Esri forecasts for 2024 and 2029.

November 26, 2024

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

Summary	Census 2010	Census 2020	2024	2029
Population	13,239	12,419	12,209	12,108
Households	6,106	5,942	5,994	6,022
Families	3,306	3,297	3,218	3,220
Average Household Size	2.13	2.09	2.04	2.01
Owner Occupied Housing Units	3,304	3,389	3,646	3,844
Renter Occupied Housing Units	2,802	2,553	2,348	2,178
Median Age	46.9	53.2	54.1	55.0

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.17%	0.12%	0.38%
Households	0.09%	0.48%	0.64%
Families	0.01%	0.41%	0.56%
Owner HHs	1.06%	0.88%	0.97%
Median Household Income	2.61%	2.10%	2.95%

Households by Income	2024 Number	2024 Percent	2029 Number	2029 Percent
<$15,000	700	11.7%	636	10.6%
$15,000 - $24,999	340	5.7%	271	4.5%
$25,000 - $34,999	496	8.3%	449	7.5%
$35,000 - $49,999	895	14.9%	804	13.4%
$50,000 - $74,999	951	15.9%	956	15.9%
$75,000 - $99,999	684	11.4%	686	11.4%
$100,000 - $149,999	714	11.9%	780	13.0%
$150,000 - $199,999	559	9.3%	676	11.2%
$200,000+	655	10.9%	764	12.7%

	2024	2029
Median Household Income	$62,673	$71,299
Average Household Income	$103,599	$117,812
Per Capita Income	$50,863	$58,596

Population by Age	Census 2010 Number	Census 2010 Percent	Census 2020 Number	Census 2020 Percent	2024 Number	2024 Percent	2029 Number	2029 Percent
0 - 4	729	5.5%	415	3.3%	401	3.3%	396	3.3%
5 - 9	604	4.6%	580	4.7%	498	4.1%	460	3.8%
10 - 14	534	4.0%	588	4.7%	542	4.4%	483	4.0%
15 - 19	669	5.1%	529	4.3%	547	4.5%	538	4.4%
20 - 24	783	5.9%	527	4.2%	503	4.1%	534	4.4%
25 - 34	1,508	11.4%	1,299	10.5%	1,250	10.2%	1,158	9.6%
35 - 44	1,439	10.9%	1,119	9.0%	1,174	9.6%	1,206	10.0%
45 - 54	1,919	14.5%	1,455	11.7%	1,316	10.8%	1,279	10.6%
55 - 64	2,068	15.6%	2,360	19.0%	2,159	17.7%	1,898	15.7%
65 - 74	1,652	12.5%	2,080	16.7%	2,154	17.6%	2,210	18.3%
75 - 84	986	7.4%	1,127	9.1%	1,302	10.7%	1,511	12.5%
85+	348	2.6%	340	2.7%	363	3.0%	435	3.6%

Race and Ethnicity	Census 2010 Number	Census 2010 Percent	Census 2020 Number	Census 2020 Percent	2024 Number	2024 Percent	2029 Number	2029 Percent
White Alone	11,083	83.7%	9,854	79.3%	9,624	78.8%	9,374	77.4%
Black Alone	704	5.3%	472	3.8%	458	3.8%	472	3.9%
American Indian Alone	57	0.4%	43	0.3%	38	0.3%	39	0.3%
Asian Alone	89	0.7%	86	0.7%	92	0.8%	101	0.8%
Pacific Islander Alone	7	0.1%	2	0.0%	6	0.0%	7	0.1%
Some Other Race Alone	979	7.4%	1,049	8.4%	1,073	8.8%	1,132	9.3%
Two or More Races	320	2.4%	913	7.4%	918	7.5%	983	8.1%
Hispanic Origin (Any Race)	2,025	15.3%	1,972	15.9%	2,008	16.4%	2,137	17.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

November 22, 2024

Demographic and Income Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

Trends 2024-2029
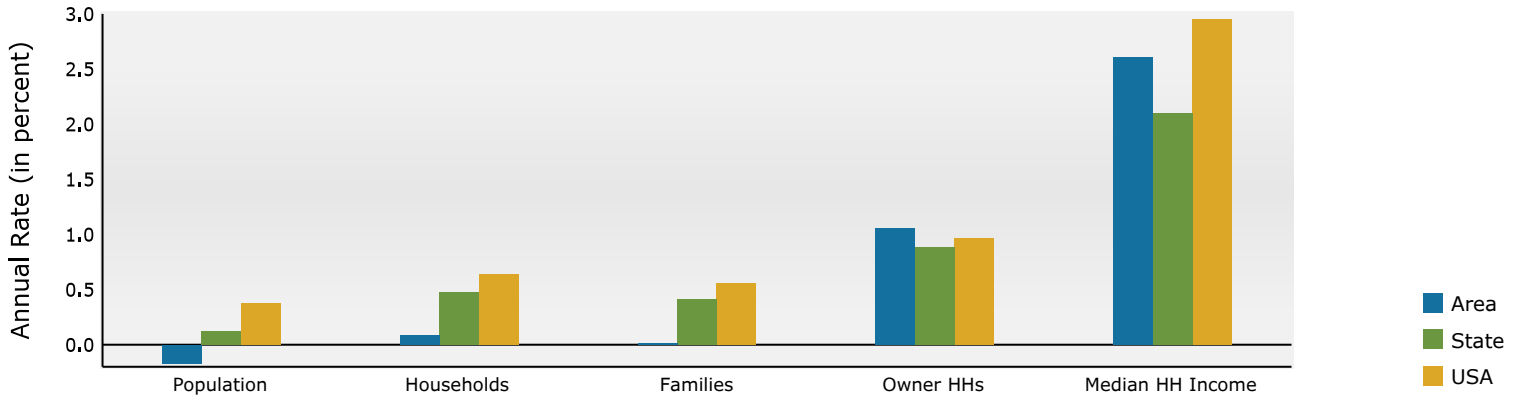
Population by Age
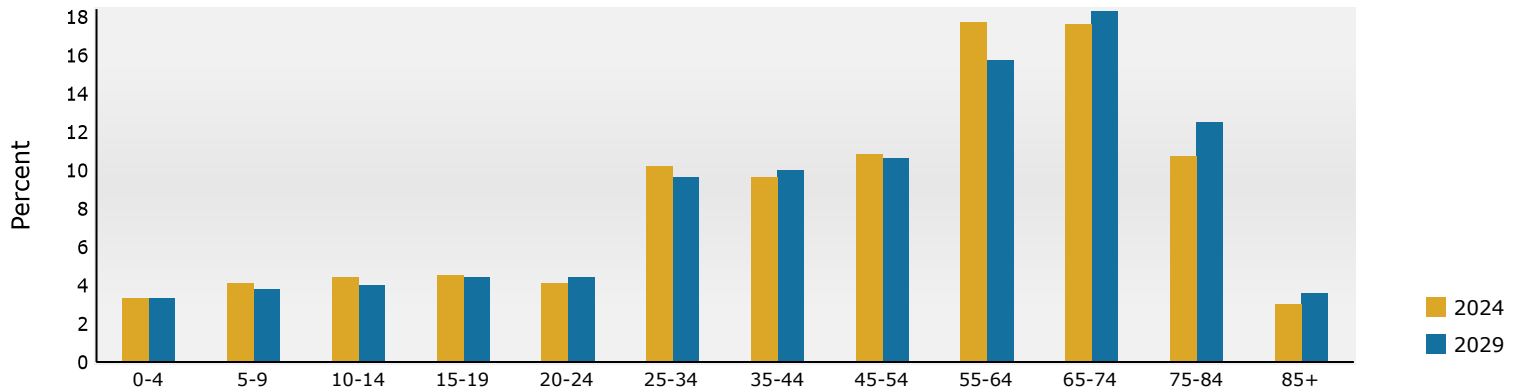
2024 Household Income
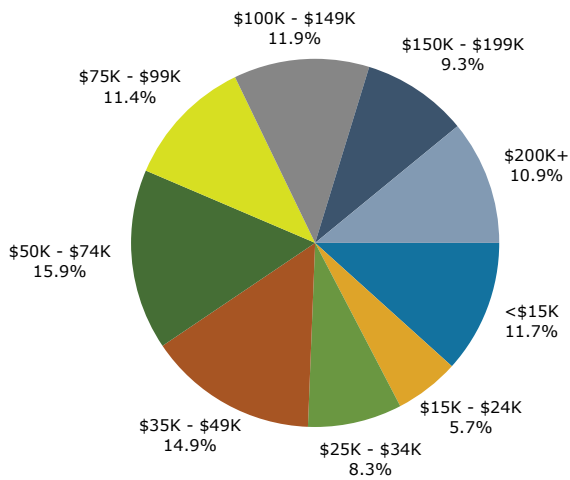
2024 Population by Race
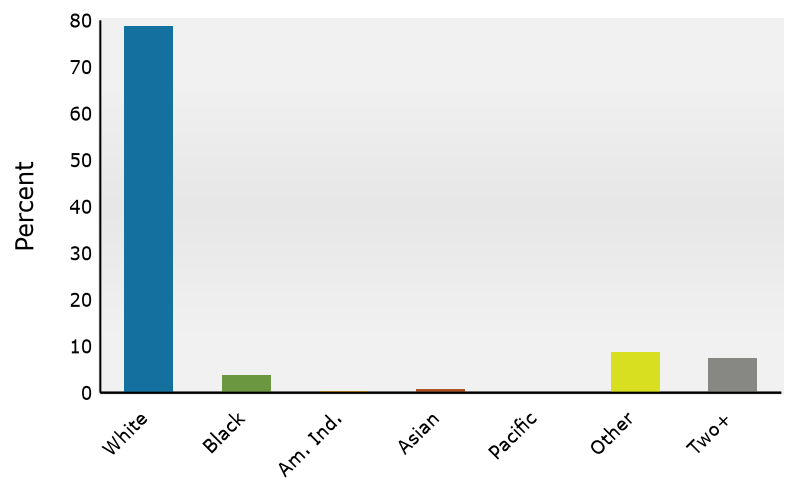
2024 Percent Hispanic Origin: 16.4%

November 22, 2024

	North Wildwoo...
Population	
2010 Population	4,041
2020 Population	3,621
2024 Population	3,604
2029 Population	3,541
2010-2020 Annual Rate	-1.09%
2020-2024 Annual Rate	-0.11%
2024-2029 Annual Rate	-0.35%
2020 Male Population	48.2%
2020 Female Population	51.8%
2020 Median Age	60.5
2024 Male Population	49.0%
2024 Female Population	51.0%
2024 Median Age	61.6

In the identified area, the current year population is 3,604. In 2020, the Census count in the area was 3,621. The rate of change since 2020 was -0.11% annually. The five-year projection for the population in the area is 3,541 representing a change of -0.35% annually from 2024 to 2029. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 61.6, compared to U.S. median age of 39.3.

Race and Ethnicity	
2024 White Alone	93.5%
2024 Black Alone	1.1%
2024 American Indian/Alaska Native Alone	0.0%
2024 Asian Alone	0.2%
2024 Pacific Islander Alone	0.2%
2024 Other Race	1.1%
2024 Two or More Races	3.9%
2024 Hispanic Origin (Any Race)	3.8%

Persons of Hispanic origin represent 3.8% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 18.8 in the identified area, compared to 72.5 for the U.S. as a whole.

Households	
2024 Wealth Index	137
2010 Households	2,047
2020 Households	1,922
2024 Households	1,940
2029 Households	1,928
2010-2020 Annual Rate	-0.63%
2020-2024 Annual Rate	0.22%
2024-2029 Annual Rate	-0.12%
2024 Average Household Size	1.86

The household count in this area has changed from 1,922 in 2020 to 1,940 in the current year, a change of 0.22% annually. The five-year projection of households is 1,928, a change of -0.12% annually from the current year total. Average household size is currently 1.86, compared to 1.88 in the year 2020. The number of families in the current year is 983 in the specified area.

	North Wildwoo...
Mortgage Income	
2024 Percent of Income for Mortgage	59.6%
Median Household Income	
2024 Median Household Income	$70,847
2029 Median Household Income	$78,378
2024-2029 Annual Rate	2.04%
Average Household Income	
2024 Average Household Income	$112,584
2029 Average Household Income	$129,014
2024-2029 Annual Rate	2.76%
Per Capita Income	
2024 Per Capita Income	$60,603
2029 Per Capita Income	$70,245
2024-2029 Annual Rate	3.00%
GINI Index	
2024 Gini Index	41.7
Households by Income	

Current median household income is $70,847 in the area, compared to $79,068 for all U.S. households. Median household income is projected to be $78,378 in five years, compared to $91,442 all U.S. households.

Current average household income is $112,584 in this area, compared to $113,185 for all U.S. households. Average household income is projected to be $129,014 in five years, compared to $130,581 for all U.S. households.

Current per capita income is $60,603 in the area, compared to the U.S. per capita income of $43,829. The per capita income is projected to be $70,245 in five years, compared to $51,203 for all U.S. households.

Housing	
2024 Housing Affordability Index	40
2010 Total Housing Units	8,840
2010 Owner Occupied Housing Units	1,282
2010 Renter Occupied Housing Units	765
2010 Vacant Housing Units	6,793
2020 Total Housing Units	8,984
2020 Owner Occupied Housing Units	1,363
2020 Renter Occupied Housing Units	559
2020 Vacant Housing Units	7,062
2024 Total Housing Units	9,070
2024 Owner Occupied Housing Units	1,450
2024 Renter Occupied Housing Units	490
2024 Vacant Housing Units	7,130
2029 Total Housing Units	9,044
2029 Owner Occupied Housing Units	1,489
2029 Renter Occupied Housing Units	439
2029 Vacant Housing Units	7,116
Socioeconomic Status Index	
2024 Socioeconomic Status Index	56.9

Currently, 16.0% of the 9,070 housing units in the area are owner occupied; 5.4%, renter occupied; and 78.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 8,984 housing units in the area and 78.6% vacant housing units. The annual rate of change in housing units since 2020 is 0.22%. Median home value in the area is $674,708, compared to a median home value of $355,577 for the U.S. In five years, median value is projected to change by 2.87% annually to $777,401.

	Wildwood Cres...
Population	
2010 Population	3,270
2020 Population	3,101
2024 Population	3,054
2029 Population	2,946
2010-2020 Annual Rate	-0.53%
2020-2024 Annual Rate	-0.36%
2024-2029 Annual Rate	-0.72%
2020 Male Population	48.1%
2020 Female Population	51.9%
2020 Median Age	56.3
2024 Male Population	48.9%
2024 Female Population	51.1%
2024 Median Age	56.8

In the identified area, the current year population is 3,054. In 2020, the Census count in the area was 3,101. The rate of change since 2020 was -0.36% annually. The five-year projection for the population in the area is 2,946 representing a change of -0.72% annually from 2024 to 2029. Currently, the population is 48.9% male and 51.1% female.

Median Age	

The median age in this area is 56.8, compared to U.S. median age of 39.3.

Race and Ethnicity	
2024 White Alone	89.2%
2024 Black Alone	1.4%
2024 American Indian/Alaska Native Alone	0.4%
2024 Asian Alone	0.9%
2024 Pacific Islander Alone	0.0%
2024 Other Race	2.6%
2024 Two or More Races	5.5%
2024 Hispanic Origin (Any Race)	6.6%

Persons of Hispanic origin represent 6.6% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 30.0 in the identified area, compared to 72.5 for the U.S. as a whole.

Households	
2024 Wealth Index	130
2010 Households	1,532
2020 Households	1,473
2024 Households	1,485
2029 Households	1,472
2010-2020 Annual Rate	-0.39%
2020-2024 Annual Rate	0.19%
2024-2029 Annual Rate	-0.18%
2024 Average Household Size	2.06

The household count in this area has changed from 1,473 in 2020 to 1,485 in the current year, a change of 0.19% annually. The five-year projection of households is 1,472, a change of -0.18% annually from the current year total. Average household size is currently 2.06, compared to 2.11 in the year 2020. The number of families in the current year is 864 in the specified area.

	Wildwood Cres...
Mortgage Income	
2024 Percent of Income for Mortgage	58.6%
Median Household Income	
2024 Median Household Income	$72,286
2029 Median Household Income	$77,202
2024-2029 Annual Rate	1.32%
Average Household Income	
2024 Average Household Income	$115,511
2029 Average Household Income	$127,759
2024-2029 Annual Rate	2.04%
Per Capita Income	
2024 Per Capita Income	$56,167
2029 Per Capita Income	$63,836
2024-2029 Annual Rate	2.59%
GINI Index	
2024 Gini Index	41.0
Households by Income	

Current median household income is $72,286 in the area, compared to $79,068 for all U.S. households. Median household income is projected to be $77,202 in five years, compared to $91,442 all U.S. households.

Current average household income is $115,511 in this area, compared to $113,185 for all U.S. households. Average household income is projected to be $127,759 in five years, compared to $130,581 for all U.S. households.

Current per capita income is $56,167 in the area, compared to the U.S. per capita income of $43,829. The per capita income is projected to be $63,836 in five years, compared to $51,203 for all U.S. households.

	Wildwood Cres...
Housing	
2024 Housing Affordability Index	41
2010 Total Housing Units	5,569
2010 Owner Occupied Housing Units	1,011
2010 Renter Occupied Housing Units	521
2010 Vacant Housing Units	4,037
2020 Total Housing Units	5,491
2020 Owner Occupied Housing Units	998
2020 Renter Occupied Housing Units	475
2020 Vacant Housing Units	4,018
2024 Total Housing Units	5,534
2024 Owner Occupied Housing Units	1,061
2024 Renter Occupied Housing Units	424
2024 Vacant Housing Units	4,049
2029 Total Housing Units	5,534
2029 Owner Occupied Housing Units	1,089
2029 Renter Occupied Housing Units	383
2029 Vacant Housing Units	4,062
Socioeconomic Status Index	
2024 Socioeconomic Status Index	61.0

Currently, 19.2% of the 5,534 housing units in the area are owner occupied; 7.7%, renter occupied; and 73.2% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 5,491 housing units in the area and 73.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.18%. Median home value in the area is $676,488, compared to a median home value of $355,577 for the U.S. In five years, median value is projected to change by 1.22% annually to $718,820.

Wildwood City, NJ
Wildwood City, NJ (3481170)
Geography: Place

Prepared by Esri

	Wildwood city...
Population	
2010 Population	5,325
2020 Population	5,157
2024 Population	4,966
2029 Population	5,035
2010-2020 Annual Rate	-0.32%
2020-2024 Annual Rate	-0.88%
2024-2029 Annual Rate	0.28%
2020 Male Population	50.4%
2020 Female Population	49.6%
2020 Median Age	42.2
2024 Male Population	51.1%
2024 Female Population	48.9%
2024 Median Age	42.8

In the identified area, the current year population is 4,966. In 2020, the Census count in the area was 5,157. The rate of change since 2020 was -0.88% annually. The five-year projection for the population in the area is 5,035 representing a change of 0.28% annually from 2024 to 2029. Currently, the population is 51.1% male and 48.9% female.

Median Age	

The median age in this area is 42.8, compared to U.S. median age of 39.3.

Race and Ethnicity	
2024 White Alone	60.2%
2024 Black Alone	7.6%
2024 American Indian/Alaska Native Alone	0.5%
2024 Asian Alone	1.1%
2024 Pacific Islander Alone	0.0%
2024 Other Race	18.9%
2024 Two or More Races	11.7%
2024 Hispanic Origin (Any Race)	33.0%

Persons of Hispanic origin represent 33.0% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 76.7 in the identified area, compared to 72.5 for the U.S. as a whole.

Households	
2024 Wealth Index	67
2010 Households	2,251
2020 Households	2,285
2024 Households	2,305
2029 Households	2,361
2010-2020 Annual Rate	0.15%
2020-2024 Annual Rate	0.21%
2024-2029 Annual Rate	0.48%
2024 Average Household Size	2.15

The household count in this area has changed from 2,285 in 2020 to 2,305 in the current year, a change of 0.21% annually. The five-year projection of households is 2,361, a change of 0.48% annually from the current year total. Average household size is currently 2.15, compared to 2.25 in the year 2020. The number of families in the current year is 1,214 in the specified area.

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	Wildwood city...
Mortgage Income	
2024 Percent of Income for Mortgage	50.6%
Median Household Income	
2024 Median Household Income	$49,580
2029 Median Household Income	$59,375
2024-2029 Annual Rate	3.67%
Average Household Income	
2024 Average Household Income	$90,835
2029 Average Household Income	$105,077
2024-2029 Annual Rate	2.96%
Per Capita Income	
2024 Per Capita Income	$42,166
2029 Per Capita Income	$49,276
2024-2029 Annual Rate	3.17%
GINI Index	
2024 Gini Index	49.2
Households by Income	

Current median household income is $49,580 in the area, compared to $79,068 for all U.S. households. Median household income is projected to be $59,375 in five years, compared to $91,442 all U.S. households.

Current average household income is $90,835 in this area, compared to $113,185 for all U.S. households. Average household income is projected to be $105,077 in five years, compared to $130,581 for all U.S. households.

Current per capita income is $42,166 in the area, compared to the U.S. per capita income of $43,829. The per capita income is projected to be $49,276 in five years, compared to $51,203 for all U.S. households.

Housing	
2024 Housing Affordability Index	48
2010 Total Housing Units	6,843
2010 Owner Occupied Housing Units	798
2010 Renter Occupied Housing Units	1,453
2010 Vacant Housing Units	4,592
2020 Total Housing Units	6,780
2020 Owner Occupied Housing Units	819
2020 Renter Occupied Housing Units	1,466
2020 Vacant Housing Units	4,495
2024 Total Housing Units	6,844
2024 Owner Occupied Housing Units	917
2024 Renter Occupied Housing Units	1,388
2024 Vacant Housing Units	4,539
2029 Total Housing Units	6,916
2029 Owner Occupied Housing Units	1,046
2029 Renter Occupied Housing Units	1,315
2029 Vacant Housing Units	4,555
Socioeconomic Status Index	
2024 Socioeconomic Status Index	45.8

Currently, 13.4% of the 6,844 housing units in the area are owner occupied; 20.3%, renter occupied; and 66.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 6,780 housing units in the area and 66.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.22%. Median home value in the area is $400,628, compared to a median home value of $355,577 for the U.S. In five years, median value is projected to change by 2.87% annually to $461,620.

	West Wildwood...
Population	
2010 Population	603
2020 Population	540
2024 Population	585
2029 Population	586
2010-2020 Annual Rate	-1.10%
2020-2024 Annual Rate	1.90%
2024-2029 Annual Rate	0.03%
2020 Male Population	50.4%
2020 Female Population	49.6%
2020 Median Age	57.6
2024 Male Population	50.8%
2024 Female Population	49.2%
2024 Median Age	59.4

In the identified area, the current year population is 585. In 2020, the Census count in the area was 540. The rate of change since 2020 was 1.90% annually. The five-year projection for the population in the area is 586 representing a change of 0.03% annually from 2024 to 2029. Currently, the population is 50.8% male and 49.2% female.

Median Age	

The median age in this area is 59.4, compared to U.S. median age of 39.3.

Race and Ethnicity	
2024 White Alone	92.3%
2024 Black Alone	0.0%
2024 American Indian/Alaska Native Alone	0.2%
2024 Asian Alone	0.3%
2024 Pacific Islander Alone	0.0%
2024 Other Race	2.2%
2024 Two or More Races	5.0%
2024 Hispanic Origin (Any Race)	4.6%

Persons of Hispanic origin represent 4.6% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 22.0 in the identified area, compared to 72.5 for the U.S. as a whole.

Households	
2024 Wealth Index	78
2010 Households	276
2020 Households	262
2024 Households	264
2029 Households	261
2010-2020 Annual Rate	-0.52%
2020-2024 Annual Rate	0.18%
2024-2029 Annual Rate	-0.23%
2024 Average Household Size	2.22

The household count in this area has changed from 262 in 2020 to 264 in the current year, a change of 0.18% annually. The five-year projection of households is 261, a change of -0.23% annually from the current year total. Average household size is currently 2.22, compared to 2.06 in the year 2020. The number of families in the current year is 157 in the specified area.

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	West Wildwood...
Mortgage Income	
2024 Percent of Income for Mortgage	44.7%
Median Household Income	
2024 Median Household Income	$60,577
2029 Median Household Income	$70,550
2024-2029 Annual Rate	3.10%
Average Household Income	
2024 Average Household Income	$82,009
2029 Average Household Income	$94,170
2024-2029 Annual Rate	2.80%
Per Capita Income	
2024 Per Capita Income	$37,009
2029 Per Capita Income	$41,943
2024-2029 Annual Rate	2.53%
GINI Index	
2024 Gini Index	36.5
Households by Income	

Current median household income is $60,577 in the area, compared to $79,068 for all U.S. households. Median household income is projected to be $70,550 in five years, compared to $91,442 all U.S. households.

Current average household income is $82,009 in this area, compared to $113,185 for all U.S. households. Average household income is projected to be $94,170 in five years, compared to $130,581 for all U.S. households.

Current per capita income is $37,009 in the area, compared to the U.S. per capita income of $43,829. The per capita income is projected to be $41,943 in five years, compared to $51,203 for all U.S. households.

	West Wildwood...
Housing	
2024 Housing Affordability Index	54
2010 Total Housing Units	893
2010 Owner Occupied Housing Units	213
2010 Renter Occupied Housing Units	63
2010 Vacant Housing Units	617
2020 Total Housing Units	881
2020 Owner Occupied Housing Units	209
2020 Renter Occupied Housing Units	53
2020 Vacant Housing Units	619
2024 Total Housing Units	888
2024 Owner Occupied Housing Units	218
2024 Renter Occupied Housing Units	46
2024 Vacant Housing Units	624
2029 Total Housing Units	888
2029 Owner Occupied Housing Units	220
2029 Renter Occupied Housing Units	41
2029 Vacant Housing Units	627
Socioeconomic Status Index	
2024 Socioeconomic Status Index	52.3

Currently, 24.5% of the 888 housing units in the area are owner occupied; 5.2%, renter occupied; and 70.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 881 housing units in the area and 70.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.19%. Median home value in the area is $432,000, compared to a median home value of $355,577 for the U.S. In five years, median value is projected to change by 3.24% annually to $506,667.

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The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
Population	
2010 Population	13,239
2020 Population	12,419
2024 Population	12,209
2029 Population	12,108
2010-2020 Annual Rate	-0.64%
2020-2024 Annual Rate	-0.40%
2024-2029 Annual Rate	-0.17%
2020 Male Population	49.2%
2020 Female Population	50.8%
2020 Median Age	53.2
2024 Male Population	49.9%
2024 Female Population	50.1%
2024 Median Age	54.1

In the identified area, the current year population is 12,209. In 2020, the Census count in the area was 12,419. The rate of change since 2020 was -0.40% annually. The five-year projection for the population in the area is 12,108 representing a change of -0.17% annually from 2024 to 2029. Currently, the population is 49.9% male and 50.1% female.

Median Age	

The median age in this area is 54.1, compared to U.S. median age of 39.3.

Race and Ethnicity	
2024 White Alone	78.8%
2024 Black Alone	3.8%
2024 American Indian/Alaska Native Alone	0.3%
2024 Asian Alone	0.8%
2024 Pacific Islander Alone	0.0%
2024 Other Race	8.8%
2024 Two or More Races	7.5%
2024 Hispanic Origin (Any Race)	16.4%

Persons of Hispanic origin represent 16.4% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 53.9 in the identified area, compared to 72.5 for the U.S. as a whole.

Households	
2024 Wealth Index	106
2010 Households	6,106
2020 Households	5,942
2024 Households	5,994
2029 Households	6,022
2010-2020 Annual Rate	-0.27%
2020-2024 Annual Rate	0.21%
2024-2029 Annual Rate	0.09%
2024 Average Household Size	2.04

The household count in this area has changed from 5,942 in 2020 to 5,994 in the current year, a change of 0.21% annually. The five-year projection of households is 6,022, a change of 0.09% annually from the current year total. Average household size is currently 2.04, compared to 2.09 in the year 2020. The number of families in the current year is 3,218 in the specified area.

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Executive Summary

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
Mortgage Income	
2024 Percent of Income for Mortgage	57.0%
Median Household Income	
2024 Median Household Income	$62,673
2029 Median Household Income	$71,299
2024-2029 Annual Rate	2.61%
Average Household Income	
2024 Average Household Income	$103,599
2029 Average Household Income	$117,812
2024-2029 Annual Rate	2.60%
Per Capita Income	
2024 Per Capita Income	$50,863
2029 Per Capita Income	$58,596
2024-2029 Annual Rate	2.87%
GINI Index	
2024 Gini Index	44.4
Households by Income	

Current median household income is $62,673 in the area, compared to $79,068 for all U.S. households. Median household income is projected to be $71,299 in five years, compared to $91,442 all U.S. households.

Current average household income is $103,599 in this area, compared to $113,185 for all U.S. households. Average household income is projected to be $117,812 in five years, compared to $130,581 for all U.S. households.

Current per capita income is $50,863 in the area, compared to the U.S. per capita income of $43,829. The per capita income is projected to be $58,596 in five years, compared to $51,203 for all U.S. households.

Housing	
2024 Housing Affordability Index	42
2010 Total Housing Units	22,145
2010 Owner Occupied Housing Units	3,304
2010 Renter Occupied Housing Units	2,802
2010 Vacant Housing Units	16,039
2020 Total Housing Units	22,136
2020 Owner Occupied Housing Units	3,389
2020 Renter Occupied Housing Units	2,553
2020 Vacant Housing Units	16,194
2024 Total Housing Units	22,336
2024 Owner Occupied Housing Units	3,646
2024 Renter Occupied Housing Units	2,348
2024 Vacant Housing Units	16,342
2029 Total Housing Units	22,382
2029 Owner Occupied Housing Units	3,844
2029 Renter Occupied Housing Units	2,178
2029 Vacant Housing Units	16,360
Socioeconomic Status Index	
2024 Socioeconomic Status Index	51.5

Currently, 16.3% of the 22,336 housing units in the area are owner occupied; 10.5%, renter occupied; and 73.2% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 22,136 housing units in the area and 73.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.21%. Median home value in the area is $570,740, compared to a median home value of $355,577 for the U.S. In five years, median value is projected to change by 3.03% annually to $662,687.

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North Wildwood City, NJ
North Wildwood City, NJ (3453490)
Geography: Place

Prepared by Esri

Population		Households	
2020 Total Population	3,621	2024 Median Household Income	$70,847
2024 Total Population	3,604	2029 Median Household Income	$78,378
2029 Total Population	3,541	2024-2029 Annual Rate	2.04%
2024-2029 Annual Rate	-0.35%		

Housing Units by Occupancy Status and Tenure	Census 2020 Number	Census 2020 Percent	2024 Number	2024 Percent	2029 Number	2029 Percent
Total Housing Units	8,984	100.0%	9,070	100.0%	9,044	100.0%
Occupied	1,922	21.4%	1,940	21.4%	1,928	21.3%
Owner	1,363	15.2%	1,450	16.0%	1,489	16.5%
Renter	559	6.2%	490	5.4%	439	4.9%
Vacant	7,062	78.6%	7,130	78.6%	7,116	78.7%

Owner Occupied Housing Units by Value	2024 Number	2024 Percent	2029 Number	2029 Percent
Total	1,450	100.0%	1,489	100.0%
<$50,000	10	0.7%	5	0.3%
$50,000-$99,999	0	0.0%	0	0.0%
$100,000-$149,999	0	0.0%	0	0.0%
$150,000-$199,999	4	0.3%	1	0.1%
$200,000-$249,999	7	0.5%	1	0.1%
$250,000-$299,999	20	1.4%	9	0.6%
$300,000-$399,999	182	12.6%	107	7.2%
$400,000-$499,999	263	18.1%	209	14.0%
$500,000-$749,999	342	23.6%	360	24.2%
$750,000-$999,999	371	25.6%	479	32.2%
$1,000,000-$1,499,999	163	11.2%	211	14.2%
$1,500,000-$1,999,999	13	0.9%	14	0.9%
$2,000,000+	75	5.2%	93	6.2%
Median Value	$674,708		$777,401	
Average Value	$774,966		$857,035	

Census 2020 Housing Units	Number	Percent
Total	8,984	100.0%
Housing Units In Urbanized Areas	8,984	100.0%
Rural Housing Units	0	0.0%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,363	100.0%
Owned with a Mortgage/Loan	760	55.8%
Owned Free and Clear	603	44.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

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Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	7,062	100.0%
For Rent	259	3.7%
Rented- Not Occupied	27	0.4%
For Sale Only	39	0.6%
Sold - Not Occupied	21	0.3%
Seasonal/Recreational/Occasional Use	6,535	92.5%
For Migrant Workers	0	0.0%
Other Vacant	181	2.6%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	1,922	1,363	70.9%
15-24	35	10	28.6%
25-34	112	23	20.5%
35-44	119	50	42.0%
45-54	225	137	60.9%
55-59	225	165	73.3%
60-64	259	205	79.2%
65-74	512	423	82.6%
75-84	320	252	78.8%
85+	115	98	85.2%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	1,922	1,363	70.9%
White Alone	1,830	1,335	73.0%
Black/African American Alone	16	3	18.8%
American Indian/Alaska Native	2	1	50.0%
Asian Alone	6	3	50.0%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	23	4	17.4%
Two or More Races	44	17	38.6%
Hispanic Origin	52	11	21.2%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	1,922	1,363	70.9%
1-Person	782	510	65.2%
2-Person	797	636	79.8%
3-Person	163	104	63.8%
4-Person	100	66	66.0%
5-Person	36	26	72.2%
6-Person	30	14	46.7%
7+ Person	14	7	50.0%

2024 Housing Affordability

Housing Affordability Index	40
Percent of Income for Mortgage	59.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

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Population		Households	
2020 Total Population	3,101	2024 Median Household Income	$72,286
2024 Total Population	3,054	2029 Median Household Income	$77,202
2029 Total Population	2,946	2024-2029 Annual Rate	1.32%
2024-2029 Annual Rate	-0.72%		

	Census 2020		2024		2029	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	5,491	100.0%	5,534	100.0%	5,534	100.0%
Occupied	1,473	26.8%	1,485	26.8%	1,472	26.6%
Owner	998	18.2%	1,061	19.2%	1,089	19.7%
Renter	475	8.7%	424	7.7%	383	6.9%
Vacant	4,018	73.2%	4,049	73.2%	4,062	73.4%

	2024		2029	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	1,061	100.0%	1,089	100.0%
<$50,000	16	1.5%	8	0.7%
$50,000-$99,999	1	0.1%	0	0.0%
$100,000-$149,999	1	0.1%	0	0.0%
$150,000-$199,999	3	0.3%	1	0.1%
$200,000-$249,999	1	0.1%	0	0.0%
$250,000-$299,999	1	0.1%	0	0.0%
$300,000-$399,999	87	8.2%	47	4.3%
$400,000-$499,999	124	11.7%	99	9.1%
$500,000-$749,999	420	39.6%	445	40.9%
$750,000-$999,999	269	25.4%	323	29.7%
$1,000,000-$1,499,999	103	9.7%	128	11.8%
$1,500,000-$1,999,999	11	1.0%	11	1.0%
$2,000,000+	24	2.3%	27	2.5%
Median Value	$676,488		$718,820	
Average Value	$742,460		$791,667	

Census 2020 Housing Units	**Number**	**Percent**
Total	5,491	100.0%
Housing Units In Urbanized Areas	5,491	100.0%
Rural Housing Units	0	0.0%

Census 2020 Owner Occupied Housing Units by Mortgage Status	**Number**	**Percent**
Total	998	100.0%
Owned with a Mortgage/Loan	543	54.4%
Owned Free and Clear	455	45.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

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Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	4,018	100.0%
For Rent	118	2.9%
Rented- Not Occupied	12	0.3%
For Sale Only	13	0.3%
Sold - Not Occupied	10	0.2%
Seasonal/Recreational/Occasional Use	3,801	94.6%
For Migrant Workers	0	0.0%
Other Vacant	64	1.6%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	1,473	998	67.8%
15-24	29	11	37.9%
25-34	101	32	31.7%
35-44	121	53	43.8%
45-54	188	112	59.6%
55-59	190	131	68.9%
60-64	197	133	67.5%
65-74	324	270	83.3%
75-84	239	183	76.6%
85+	84	73	86.9%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	1,473	998	67.8%
White Alone	1,376	961	69.8%
Black/African American Alone	18	2	11.1%
American Indian/Alaska Native	4	1	25.0%
Asian Alone	10	6	60.0%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	23	6	26.1%
Two or More Races	42	22	52.4%
Hispanic Origin	54	18	33.3%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	1,473	998	67.8%
1-Person	525	287	54.7%
2-Person	556	450	80.9%
3-Person	167	111	66.5%
4-Person	114	70	61.4%
5-Person	66	54	81.8%
6-Person	21	11	52.4%
7+ Person	24	15	62.5%

2024 Housing Affordability

| Housing Affordability Index | 41 |
| Percent of Income for Mortgage | 58.6% |

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

Wildwood City, NJ   Prepared by Esri
Wildwood City, NJ (3481170)
Geography: Place

Population		Households	
2020 Total Population	5,157	2024 Median Household Income	$49,580
2024 Total Population	4,966	2029 Median Household Income	$59,375
2029 Total Population	5,035	2024-2029 Annual Rate	3.67%
2024-2029 Annual Rate	0.28%		

	Census 2020		2024		2029	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	6,780	100.0%	6,844	100.0%	6,916	100.0%
Occupied	2,285	33.7%	2,305	33.7%	2,361	34.1%
Owner	819	12.1%	917	13.4%	1,046	15.1%
Renter	1,466	21.6%	1,388	20.3%	1,315	19.0%
Vacant	4,495	66.3%	4,539	66.3%	4,555	65.9%

	2024		2029	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	917	100.0%	1,046	100.0%
<$50,000	28	3.1%	26	2.5%
$50,000-$99,999	6	0.7%	2	0.2%
$100,000-$149,999	13	1.4%	4	0.4%
$150,000-$199,999	20	2.2%	8	0.8%
$200,000-$249,999	83	9.1%	49	4.7%
$250,000-$299,999	115	12.5%	76	7.3%
$300,000-$399,999	192	20.9%	183	17.5%
$400,000-$499,999	239	26.1%	284	27.2%
$500,000-$749,999	118	12.9%	188	18.0%
$750,000-$999,999	45	4.9%	103	9.8%
$1,000,000-$1,499,999	32	3.5%	62	5.9%
$1,500,000-$1,999,999	14	1.5%	31	3.0%
$2,000,000+	12	1.3%	30	2.9%
Median Value	$400,628		$461,620	
Average Value	$475,409		$605,497	

Census 2020 Housing Units	**Number**	**Percent**
Total	6,780	100.0%
Housing Units In Urbanized Areas	6,780	100.0%
Rural Housing Units	0	0.0%

Census 2020 Owner Occupied Housing Units by Mortgage Status	**Number**	**Percent**
Total	819	100.0%
Owned with a Mortgage/Loan	516	63.0%
Owned Free and Clear	303	37.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	4,495	100.0%
For Rent	260	5.8%
Rented- Not Occupied	9	0.2%
For Sale Only	27	0.6%
Sold - Not Occupied	40	0.9%
Seasonal/Recreational/Occasional Use	3,958	88.1%
For Migrant Workers	0	0.0%
Other Vacant	201	4.5%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,285	819	35.8%
15-24	61	3	4.9%
25-34	292	43	14.7%
35-44	323	62	19.2%
45-54	391	128	32.7%
55-59	258	103	39.9%
60-64	306	133	43.5%
65-74	400	207	51.8%
75-84	196	109	55.6%
85+	58	31	53.4%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,285	819	35.8%
White Alone	1,617	741	45.8%
Black/African American Alone	151	21	13.9%
American Indian/Alaska Native	9	3	33.3%
Asian Alone	20	8	40.0%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	278	19	6.8%
Two or More Races	209	27	12.9%
Hispanic Origin	494	37	7.5%

Census 2020 Occupied Housing Units by Size and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,285	819	35.8%
1-Person	882	278	31.5%
2-Person	692	359	51.9%
3-Person	241	62	25.7%
4-Person	233	74	31.8%
5-Person	122	23	18.9%
6-Person	59	11	18.6%
7+ Person	56	12	21.4%

2024 Housing Affordability

Housing Affordability Index	48
Percent of Income for Mortgage	50.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

West Wildwood Borough, NJ
West Wildwood Borough, NJ (3480210)
Geography: Place

Prepared by Esri

Population		Households	
2020 Total Population	540	2024 Median Household Income	$60,577
2024 Total Population	585	2029 Median Household Income	$70,550
2029 Total Population	586	2024-2029 Annual Rate	3.10%
2024-2029 Annual Rate	0.03%		

Housing Units by Occupancy Status and Tenure	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	881	100.0%	888	100.0%	888	100.0%
Occupied	262	29.7%	264	29.7%	261	29.4%
Owner	209	23.7%	218	24.5%	220	24.8%
Renter	53	6.0%	46	5.2%	41	4.6%
Vacant	619	70.3%	624	70.3%	627	70.6%

Owner Occupied Housing Units by Value	2024		2029	
	Number	Percent	Number	Percent
Total	218	100.0%	220	100.0%
<$50,000	11	5.0%	7	3.2%
$50,000-$99,999	1	0.5%	0	0.0%
$100,000-$149,999	0	0.0%	0	0.0%
$150,000-$199,999	1	0.5%	0	0.0%
$200,000-$249,999	5	2.3%	2	0.9%
$250,000-$299,999	6	2.8%	3	1.4%
$300,000-$399,999	69	31.7%	46	20.9%
$400,000-$499,999	50	22.9%	50	22.7%
$500,000-$749,999	53	24.3%	75	34.1%
$750,000-$999,999	7	3.2%	11	5.0%
$1,000,000-$1,499,999	7	3.2%	12	5.5%
$1,500,000-$1,999,999	7	3.2%	12	5.5%
$2,000,000+	1	0.5%	2	0.9%
Median Value	$432,000		$506,667	
Average Value	$515,826		$622,955	

Census 2020 Housing Units	Number	Percent
Total	881	100.0%
Housing Units In Urbanized Areas	881	100.0%
Rural Housing Units	0	0.0%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	209	100.0%
Owned with a Mortgage/Loan	115	55.0%
Owned Free and Clear	94	45.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	619	100.0%
For Rent	4	0.6%
Rented- Not Occupied	0	0.0%
For Sale Only	3	0.5%
Sold - Not Occupied	3	0.5%
Seasonal/Recreational/Occasional Use	590	95.3%
For Migrant Workers	3	0.5%
Other Vacant	16	2.6%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	262	209	79.8%
15-24	10	5	50.0%
25-34	16	6	37.5%
35-44	19	12	63.2%
45-54	34	26	76.5%
55-59	32	29	90.6%
60-64	35	27	77.1%
65-74	71	60	84.5%
75-84	38	38	100.0%
85+	7	6	85.7%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	262	209	79.8%
White Alone	248	203	81.9%
Black/African American Alone	3	0	0.0%
American Indian/Alaska Native	1	0	0.0%
Asian Alone	1	1	100.0%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	5	3	60.0%
Two or More Races	4	2	50.0%
Hispanic Origin	4	3	75.0%

Census 2020 Occupied Housing Units by Size and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	262	209	79.8%
1-Person	93	79	84.9%
2-Person	95	83	87.4%
3-Person	25	15	60.0%
4-Person	29	20	69.0%
5-Person	11	7	63.6%
6-Person	6	2	33.3%
7+ Person	3	3	100.0%

2024 Housing Affordability

Housing Affordability Index	54
Percent of Income for Mortgage	44.7%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood, North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

Population		Households	
2020 Total Population	12,419	2024 Median Household Income	$62,673
2024 Total Population	12,209	2029 Median Household Income	$71,299
2029 Total Population	12,108	2024-2029 Annual Rate	2.61%
2024-2029 Annual Rate	-0.17%		

	Census 2020		2024		2029	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	22,136	100.0%	22,336	100.0%	22,382	100.0%
Occupied	5,942	26.8%	5,994	26.8%	6,022	26.9%
Owner	3,389	15.3%	3,646	16.3%	3,844	17.2%
Renter	2,553	11.5%	2,348	10.5%	2,178	9.7%
Vacant	16,194	73.2%	16,342	73.2%	16,360	73.1%

	2024		2029	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	3,646	100.0%	3,844	100.0%
<$50,000	65	1.8%	46	1.2%
$50,000-$99,999	8	0.2%	2	0.1%
$100,000-$149,999	14	0.4%	4	0.1%
$150,000-$199,999	28	0.8%	10	0.3%
$200,000-$249,999	96	2.6%	52	1.4%
$250,000-$299,999	142	3.9%	88	2.3%
$300,000-$399,999	530	14.5%	383	10.0%
$400,000-$499,999	676	18.5%	642	16.7%
$500,000-$749,999	933	25.6%	1,068	27.8%
$750,000-$999,999	692	19.0%	916	23.8%
$1,000,000-$1,499,999	305	8.4%	413	10.7%
$1,500,000-$1,999,999	45	1.2%	68	1.8%
$2,000,000+	112	3.1%	152	4.0%
Median Value	$570,740		$662,687	
Average Value	$674,671		$756,673	

Census 2020 Housing Units	**Number**	**Percent**
Total	22,136	100.0%
Housing Units In Urbanized Areas	22,136	100.0%
Rural Housing Units	0	0.0%

Census 2020 Owner Occupied Housing Units by Mortgage Status	**Number**	**Percent**
Total	3,389	100.0%
Owned with a Mortgage/Loan	1,934	57.1%
Owned Free and Clear	1,455	42.9%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

Housing Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	16,194	100.0%
For Rent	641	4.0%
Rented- Not Occupied	48	0.3%
For Sale Only	82	0.5%
Sold - Not Occupied	74	0.5%
Seasonal/Recreational/Occasional Use	14,884	91.9%
For Migrant Workers	3	0.0%
Other Vacant	462	2.9%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	5,942	3,389	57.0%
15-24	135	29	21.5%
25-34	521	104	20.0%
35-44	582	177	30.4%
45-54	838	403	48.1%
55-59	705	428	60.7%
60-64	797	498	62.5%
65-74	1,307	960	73.5%
75-84	793	582	73.4%
85+	264	208	78.8%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	5,942	3,389	57.0%
White Alone	5,071	3,240	63.9%
Black/African American Alone	188	26	13.8%
American Indian/Alaska Native	16	5	31.2%
Asian Alone	37	18	48.6%
Pacific Islander Alone	2	0	0.0%
Other Race Alone	329	32	9.7%
Two or More Races	299	68	22.7%
Hispanic Origin	604	69	11.4%

Census 2020 Occupied Housing Units by Size and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	5,942	3,389	57.0%
1-Person	2,282	1,154	50.6%
2-Person	2,140	1,528	71.4%
3-Person	596	292	49.0%
4-Person	476	230	48.3%
5-Person	235	110	46.8%
6-Person	116	38	32.8%
7+ Person	97	37	38.1%

2024 Housing Affordability

Housing Affordability Index	42
Percent of Income for Mortgage	57.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

December 02, 2024

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

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*

Map labels: 22,627 · 16,338 · 20,412 · 27,141 · 17,799

Source: ©2024 Kalibrate Technologies (Q3 2024).

November 22, 2024

Market Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
Population Summary	
2010 Total Population	13,239
2020 Total Population	12,419
2020 Group Quarters	9
2024 Total Population	12,209
2024 Group Quarters	9
2029 Total Population	12,108
2024-2029 Annual Rate	-0.17%
2024 Total Daytime Population	14,185
Workers	8,200
Residents	5,985
Household Summary	
2010 Households	6,106
2010 Average Household Size	2.13
2020 Total Households	5,942
2020 Average Household Size	2.09
2024 Households	5,994
2024 Average Household Size	2.04
2029 Households	6,022
2029 Average Household Size	2.01
2024-2029 Annual Rate	0.09%
2010 Families	3,306
2010 Average Family Size	2.81
2024 Families	3,218
2024 Average Family Size	2.66
2029 Families	3,220
2029 Average Family Size	2.63
2024-2029 Annual Rate	0.01%
Housing Unit Summary	
2000 Housing Units	19,551
Owner Occupied Housing Units	19.7%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	65.8%
2010 Housing Units	22,145
Owner Occupied Housing Units	14.9%
Renter Occupied Housing Units	12.7%
Vacant Housing Units	72.4%
2020 Housing Units	22,136
Owner Occupied Housing Units	15.3%
Renter Occupied Housing Units	11.5%
Vacant Housing Units	73.2%
2024 Housing Units	22,336
Owner Occupied Housing Units	16.3%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	73.2%
2029 Housing Units	22,382
Owner Occupied Housing Units	17.2%
Renter Occupied Housing Units	9.7%
Vacant Housing Units	73.1%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
2024 Households by Income	
Household Income Base	5,994
<$15,000	11.7%
$15,000 - $24,999	5.7%
$25,000 - $34,999	8.3%
$35,000 - $49,999	14.9%
$50,000 - $74,999	15.9%
$75,000 - $99,999	11.4%
$100,000 - $149,999	11.9%
$150,000 - $199,999	9.3%
$200,000+	10.9%
Average Household Income	$103,599
2029 Households by Income	
Household Income Base	6,022
<$15,000	10.6%
$15,000 - $24,999	4.5%
$25,000 - $34,999	7.5%
$35,000 - $49,999	13.4%
$50,000 - $74,999	15.9%
$75,000 - $99,999	11.4%
$100,000 - $149,999	13.0%
$150,000 - $199,999	11.2%
$200,000+	12.7%
Average Household Income	$117,812
2024 Owner Occupied Housing Units by Value	
Total	3,646
<$50,000	1.8%
$50,000 - $99,999	0.2%
$100,000 - $149,999	0.4%
$150,000 - $199,999	0.8%
$200,000 - $249,999	2.6%
$250,000 - $299,999	3.9%
$300,000 - $399,999	14.5%
$400,000 - $499,999	18.5%
$500,000 - $749,999	25.6%
$750,000 - $999,999	19.0%
$1,000,000 - $1,499,999	8.4%
$1,500,000 - $1,999,999	1.2%
$2,000,000 +	3.1%
Average Home Value	$674,671
2029 Owner Occupied Housing Units by Value	
Total	3,844
<$50,000	1.2%
$50,000 - $99,999	0.1%
$100,000 - $149,999	0.1%
$150,000 - $199,999	0.3%
$200,000 - $249,999	1.4%
$250,000 - $299,999	2.3%
$300,000 - $399,999	10.0%
$400,000 - $499,999	16.7%
$500,000 - $749,999	27.8%
$750,000 - $999,999	23.8%
$1,000,000 - $1,499,999	10.7%
$1,500,000 - $1,999,999	1.8%
$2,000,000 +	4.0%
Average Home Value	$756,673

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2024

Market Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
Median Household Income	
2024	$62,673
2029	$71,299
Median Home Value	
2024	$570,740
2029	$662,687
Per Capita Income	
2024	$50,863
2029	$58,596
Median Age	
2010	46.9
2020	53.2
2024	54.1
2029	55.0
2020 Population by Age	
Total	12,419
0 - 4	3.3%
5 - 9	4.7%
10 - 14	4.7%
15 - 24	8.5%
25 - 34	10.5%
35 - 44	9.0%
45 - 54	11.7%
55 - 64	19.0%
65 - 74	16.7%
75 - 84	9.1%
85 +	2.7%
18 +	84.7%
2024 Population by Age	
Total	12,209
0 - 4	3.3%
5 - 9	4.1%
10 - 14	4.4%
15 - 24	8.6%
25 - 34	10.2%
35 - 44	9.6%
45 - 54	10.8%
55 - 64	17.7%
65 - 74	17.6%
75 - 84	10.7%
85 +	3.0%
18 +	85.5%
2029 Population by Age	
Total	12,108
0 - 4	3.3%
5 - 9	3.8%
10 - 14	4.0%
15 - 24	8.9%
25 - 34	9.6%
35 - 44	10.0%
45 - 54	10.6%
55 - 64	15.7%
65 - 74	18.3%
75 - 84	12.5%
85 +	3.6%
18 +	86.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2024

Market Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
2020 Population by Sex	
Males	6,105
Females	6,314
2024 Population by Sex	
Males	6,091
Females	6,118
2029 Population by Sex	
Males	6,019
Females	6,089
2010 Population by Race/Ethnicity	
Total	13,239
White Alone	83.7%
Black Alone	5.3%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.4%
Two or More Races	2.4%
Hispanic Origin	15.3%
Diversity Index	47.4
2020 Population by Race/Ethnicity	
Total	12,419
White Alone	79.3%
Black Alone	3.8%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.4%
Two or More Races	7.4%
Hispanic Origin	15.9%
Diversity Index	52.8
2024 Population by Race/Ethnicity	
Total	12,209
White Alone	78.8%
Black Alone	3.8%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.8%
Two or More Races	7.5%
Hispanic Origin	16.4%
Diversity Index	53.9
2029 Population by Race/Ethnicity	
Total	12,108
White Alone	77.4%
Black Alone	3.9%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.3%
Two or More Races	8.1%
Hispanic Origin	17.6%
Diversity Index	56.3

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2024

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
2020 Population by Relationship and Household Type	
Total	12,419
In Households	99.9%
Householder	47.7%
Opposite-Sex Spouse	17.9%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	3.0%
Same-Sex Unmarried Partner	0.1%
Biological Child	20.8%
Adopted Child	0.5%
Stepchild	0.6%
Grandchild	2.5%
Brother or Sister	1.1%
Parent	1.0%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.4%
Other Relatives	1.3%
Foster Child	0.0%
Other Nonrelatives	2.7%
In Group Quarters	0.1%
Institutionalized	0.0%
Noninstitutionalized	0.1%
2024 Population 25+ by Educational Attainment	
Total	9,718
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	3.5%
High School Graduate	32.9%
GED/Alternative Credential	7.2%
Some College, No Degree	16.7%
Associate Degree	8.4%
Bachelor's Degree	16.2%
Graduate/Professional Degree	12.0%
2024 Population 15+ by Marital Status	
Total	10,768
Never Married	25.6%
Married	55.3%
Widowed	8.5%
Divorced	10.6%
2024 Civilian Population 16+ in Labor Force	
Civilian Population 16+	6,646
Population 16+ Employed	94.3%
Population 16+ Unemployment rate	5.7%
Population 16-24 Employed	10.0%
Population 16-24 Unemployment rate	0.6%
Population 25-54 Employed	49.6%
Population 25-54 Unemployment rate	4.9%
Population 55-64 Employed	21.9%
Population 55-64 Unemployment rate	1.4%
Population 65+ Employed	18.5%
Population 65+ Unemployment rate	14.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2024

Market Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
North Wildwood City, NJ (3453490) et al.
Geography: Place

Prepared by Esri

	NJ(3453490),N...
2024 Employed Population 16+ by Industry	
Total	6,264
Agriculture/Mining	0.9%
Construction	10.6%
Manufacturing	2.2%
Wholesale Trade	3.0%
Retail Trade	12.2%
Transportation/Utilities	2.8%
Information	1.8%
Finance/Insurance/Real Estate	6.1%
Services	51.5%
Public Administration	8.9%
2024 Employed Population 16+ by Occupation	
Total	6,264
White Collar	56.4%
Management/Business/Financial	16.7%
Professional	20.2%
Sales	9.2%
Administrative Support	10.2%
Services	26.7%
Blue Collar	16.9%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	1.7%
Production	2.8%
Transportation/Material Moving	3.0%
2020 Households by Type	
Total	5,942
Married Couple Households	38.0%
With Own Children <18	7.6%
Without Own Children <18	30.4%
Cohabitating Couple Households	6.5%
With Own Children <18	1.9%
Without Own Children <18	4.6%
Male Householder, No Spouse/Partner	24.0%
Living Alone	18.4%
65 Years and over	6.9%
With Own Children <18	1.1%
Without Own Children <18, With Relatives	3.3%
No Relatives Present	1.3%
Female Householder, No Spouse/Partner	31.6%
Living Alone	20.0%
65 Years and over	11.7%
With Own Children <18	4.1%
Without Own Children <18, With Relatives	6.6%
No Relatives Present	0.9%
2020 Households by Size	
Total	5,942
1 Person Household	38.4%
2 Person Household	36.0%
3 Person Household	10.0%
4 Person Household	8.0%
5 Person Household	4.0%
6 Person Household	2.0%
7 + Person Household	1.6%

November 22, 2024

Market Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood, North Wildwood City, NJ (3453490) et al.

Geography: Place

Prepared by Esri

	NJ(3453490),N...
2020 Households by Tenure and Mortgage Status	
Total	5,942
Owner Occupied	57.0%
Owned with a Mortgage/Loan	32.5%
Owned Free and Clear	24.5%
Renter Occupied	43.0%
2024 Affordability, Mortgage and Wealth	
Housing Affordability Index	42
Percent of Income for Mortgage	57.0%
Wealth Index	106
2020 Housing Units By Urban/ Rural Status	
Total	22,136
Urban Housing Units	100.0%
Rural Housing Units	0.0%
2020 Population By Urban/ Rural Status	
Total	12,419
Urban Population	100.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2024

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	NJ(3453490),N...
Top 3 Tapestry Segments	
1.	Silver & Gold (9A)
2.	Old and Newcomers (8F)
3.	Diverse Convergence (13A)
2024 Consumer Spending	
Apparel & Services: Total $	$12,611,586
Average Spent	$2,104.04
Spending Potential Index	88
Education: Total $	$8,795,879
Average Spent	$1,467.45
Spending Potential Index	85
Entertainment/Recreation: Total $	$22,882,353
Average Spent	$3,817.54
Spending Potential Index	93
Food at Home: Total $	$41,009,568
Average Spent	$6,841.77
Spending Potential Index	94
Food Away from Home: Total $	$21,152,564
Average Spent	$3,528.96
Spending Potential Index	91
Health Care: Total $	$45,088,709
Average Spent	$7,522.31
Spending Potential Index	98
HH Furnishings & Equipment: Total $	$17,556,994
Average Spent	$2,929.09
Spending Potential Index	93
Personal Care Products & Services: Total $	$5,586,144
Average Spent	$931.96
Spending Potential Index	94
Shelter: Total $	$148,163,322
Average Spent	$24,718.61
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total $	$20,751,151
Average Spent	$3,461.99
Spending Potential Index	99
Travel: Total $	$16,824,049
Average Spent	$2,806.81
Spending Potential Index	93
Vehicle Maintenance & Repairs: Total $	$8,460,282
Average Spent	$1,411.46
Spending Potential Index	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2024

Traffic Count Profile

The Wildwoods: Wildwood, Wildwood Crest, West Wildwood,
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Geography: Place

Prepared by Esri

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.16	New Jersey Avenue	(0.0 miles)	2018	4620
0.19	Atlantic Avenue	(0.0 miles)	2019	2193
0.21	West Schellenger Avenue	(0.0 miles)	2019	857
0.22	Atlantic Avenue	(0.0 miles)	2018	2550
0.26	West Oak Avenue	(0.0 miles)	2019	524
0.27	New Jersey Avenue	(0.0 miles)	2018	9751
0.31	Park Boulevard	(0.0 miles)	2018	2100
0.33	New Jersey Ave	E Pine Ave (0.02 miles SW)	2006	7165
0.40	West Glenwood Avenue	(0.0 miles)	2019	519
0.42	New Jersey Avenue	(0.0 miles)	2019	6253
0.42	Park Boulevard	(0.0 miles)	2019	5347
0.42	New Jersey Avenue	W Magnolia Ave (0.02 miles NE)	2017	5881
0.48	New Jersey Avenue	E Taylor Ave (0.02 miles NE)	2017	10089
0.50	East Rio Grande Avenue	(0.0 miles)	2018	3373
0.51	E Rio Grande Ave	W Rio Grande Ave (0.06 miles NW)	2005	13689
0.53	East Rio Grande Avenue	Atlantic Ave (0.03 miles SE)	2017	3490
0.53	Rio Grande Avenue	New Jersey Ave (0.01 miles SE)	2022	10291
0.56	West Glenwood Avenue	(0.0 miles)	2019	1647
0.56	East 26th Avenue	Central Ave (0.01 miles SE)	2018	1864
0.57	East 26th Avenue	Central Ave (0.05 miles NW)	2018	512
0.58	East 26th Avenue	New Jersey Ave (0.04 miles NW)	2020	2378
0.60	West 26th Avenue	Delaware Ave (0.01 miles NW)	2018	2543
0.65	Atlantic Avenue	Leaming Ave (0.01 miles NE)	2017	2545
0.76	Pacific Avenue	(0.0 miles)	2019	1505
0.79	Central Ave	E 21st Ave (0.02 miles NE)	2017	4583
0.79	New Jersey Avenue	(0.0 miles)	2018	6167
0.79	NJ 47	W Taylor Ave (0.05 miles NE)	2022	17799
0.89	New York Ave	W 20th Ave (0.02 miles SW)	2004	4660
0.91	Central Avenue	(0.0 miles)	2018	4592
0.95	Park Boulevard	(0.0 miles)	2019	4745

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2024 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.
Source: ©2024 Kalibrate Technologies (Q3 2024).

2025 - 2030

PRELIMINARY ZONE DEVELOPMENT PLAN

URBAN ENTERPRISE ZONE CORPORATION OF THE WILDWOODS

WILDWOOD   NORTH WILDWOOD   WEST WILDWOOD   WILDWOOD CREST

Submitted to the:
New Jersey Department of Community Affairs
Urban Enterprise Zone Authority

Prepared by:
Triad Associates

January 2025