



# Cape May County

Division of Economic and Demographic Research

Office of Research & Information

New Jersey Department of Labor and Workforce Development

February 2026



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**WHO ARE  
WE?**

New Jersey Department of Labor  
Office of Research and Information



Division of Economic and Demographic  
Research

**SDC**

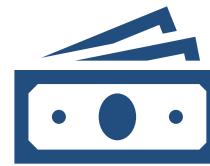
**BLS**

**LMI**

# The purpose of this report is to highlight the key demographic and economic trends in the county



Cape May County's population is **older and less diverse** than the state average, with a slightly lower proportion of residents holding a bachelor's degree or higher.



Cape May County's real GDP ranks 18th among all New Jersey counties. **Unemployment** follows state trends but stays above the New Jersey average due to its seasonal, tourism-based economy.



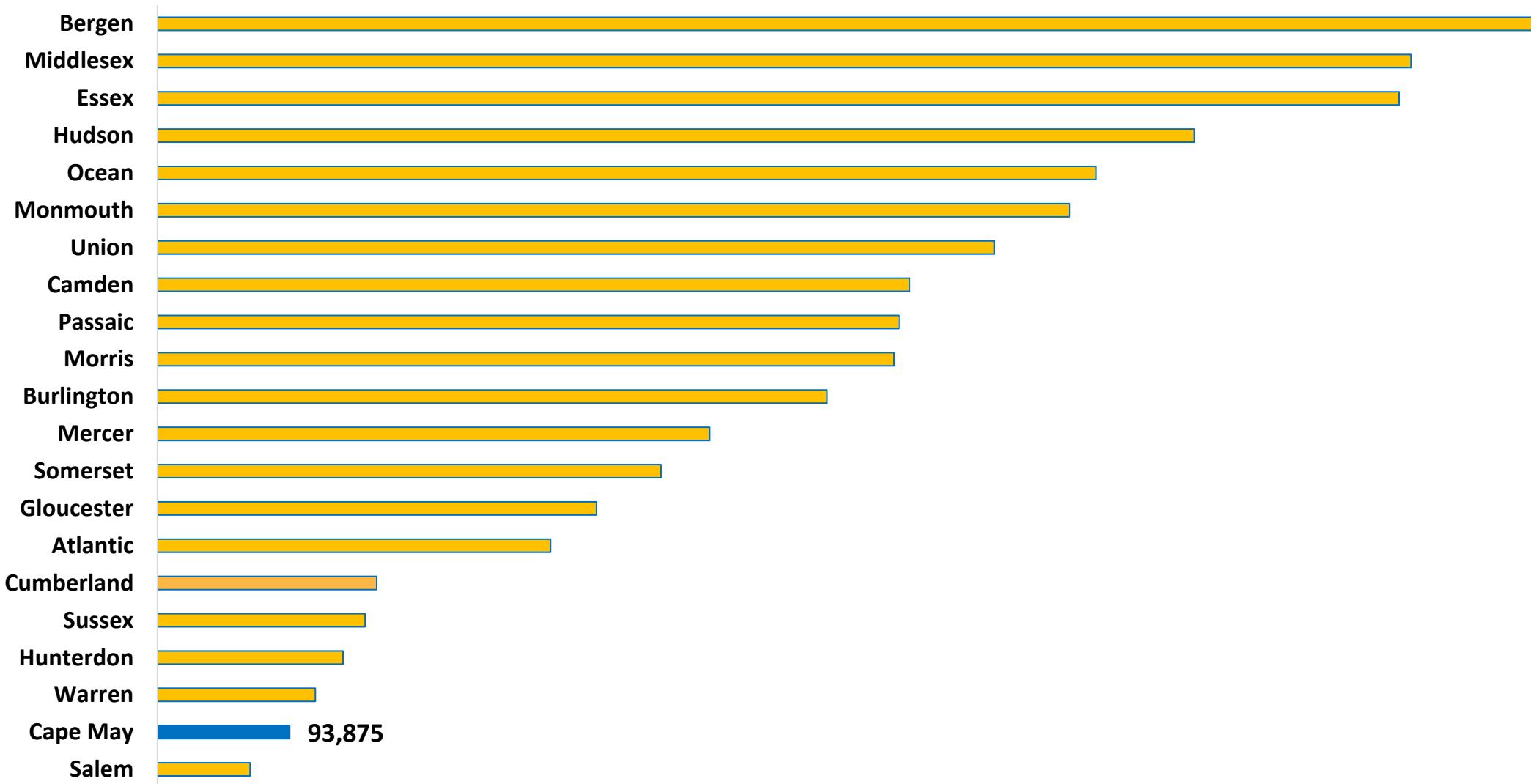
The **top** occupations in demand include Retail Salespersons, Registered Nurse, First-Line Supervisors of Retail Sales Workers, Home Health and Personal Care Aides and Merchandise Displayers and Window Trimmers.



# **DEMOGRAPHIC AND HOUSING CHARACTERISTICS**

Cape May County's population was 93,875 in 2024.

### Population Estimates by County in New Jersey, 2024



**Cape May County's population is older and less diverse than the state overall.**

### **Demographic Characteristics**

<b>Indicator</b>	<b>Cape May County</b>	<b>New Jersey</b>
<b>Median Age</b>	53.0	40.1
<b>% of Older Population (65+)</b>	31.7%	18.0%
<b>% of Language Other Than English Spoken at Home</b>	8.0%	34.3%
<b>% of Foreign-Born Population</b>	4.1%	25.0%
<b>% of Hispanic or Latino (of Any Race)</b>	8.8%	23.5%

**The share of Cape May County residents with some college (no degree) is 2.4 percentage points above the state average.**

### **Educational Attainment (Population 25 Years and Older)**

<b>Indicator</b>	<b>Cape May County</b>	<b>New Jersey</b>
<b>High School or Equivalent Degree</b>	31.8%	24.7%
<b>Some College, No Degree</b>	16.9%	14.5%
<b>Associate's Degree</b>	6.8%	6.6%
<b>Bachelor's Degree or Higher</b>	38.3%	44.5%
<b>High School Degree or Higher</b>	93.8%	90.3%

**Cape May County has a lower median household income and a higher poverty rate compared to the state overall.**

<b>Income &amp; Poverty</b>		
<b>Indicator</b>	<b>Cape May County</b>	<b>New Jersey</b>
<b>Median Household Income</b>	\$97,249	\$104,294
<b>% of Poverty</b>	9.4%	9.2%

*Note: Median Household Income in the Past 12 Months (in 2024 Inflation-Adjusted Dollars)*

**Cape May County residents pay lower rent and have a higher homeownership rate compared to the state average.**

### **Housing Characteristics**

<b>Indicator</b>	<b>Cape May County</b>	<b>New Jersey</b>
<b>Total Households</b>	46,121	3,543,944
<b>Median Gross Rent</b>	\$1,671	\$1,800
<b>Homeownership Rate</b>	78.3%	63.9%
<b>% of Housing Value of Owner Occupied (<math>\geq \\$300,000</math>)</b>	78.7%	80.7%

**Cape May County residents have shorter commute times, and a lower percentage of remote workers compared to the state average.**

### Commuting Characteristics

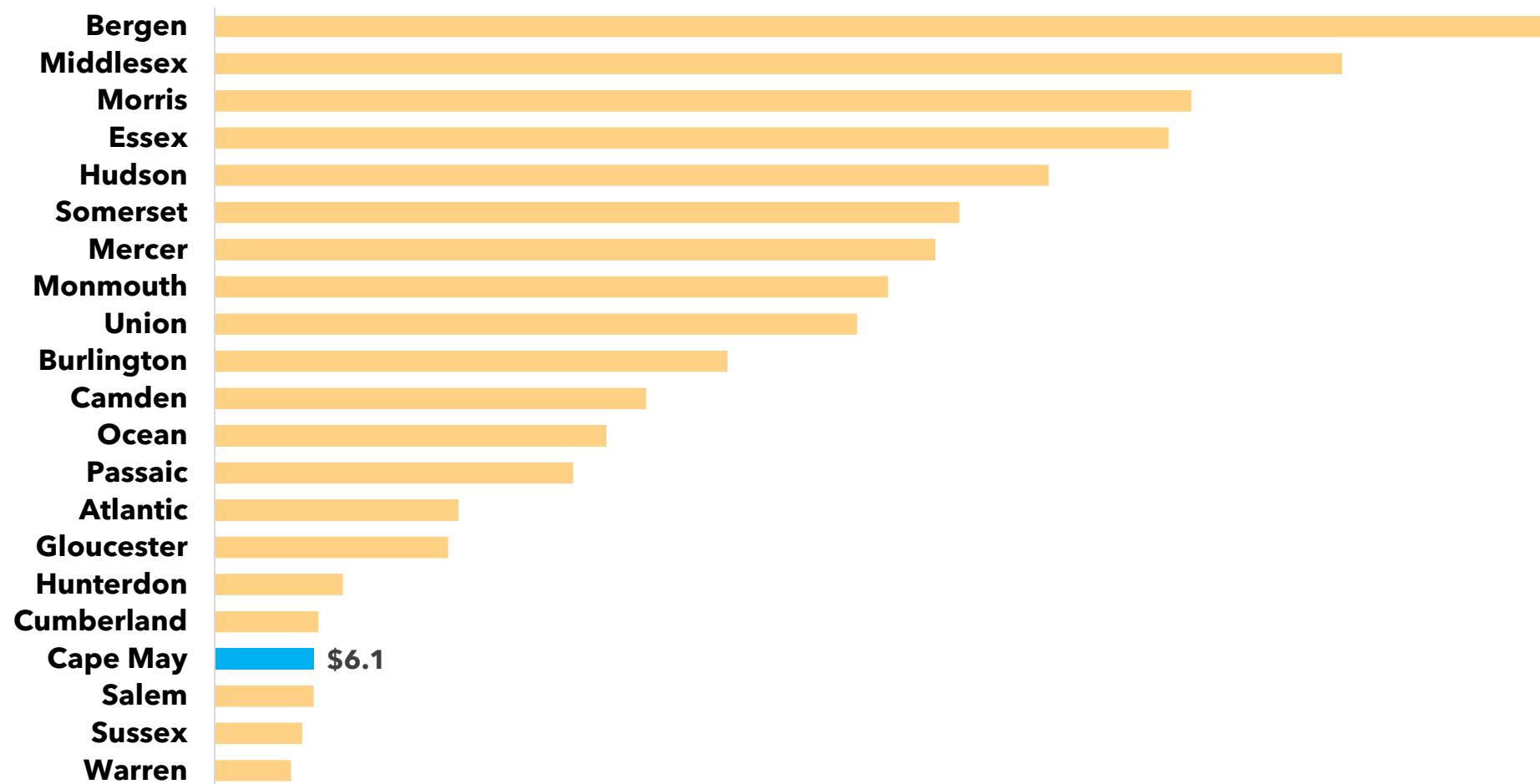
Indicator	Cape May County	New Jersey
Average Travel Time to Work (in Minutes)	25.7	31.9
% of Public Transportation	1.0%	9.7%
% of Working From Home	12.6%	13.5%

An abstract graphic on the left side of the page features a large, light beige triangle pointing towards the right. Inside this triangle is a dark purple triangle pointing upwards. To the left of the purple triangle is a white circle. Below the purple triangle is a dark blue square. To the left of the square is a grey circle with blue concentric lines. Below the grey circle is a red square with white diagonal stripes. To the left of the red square is a pink square with white diagonal stripes. At the bottom left is a red square with white horizontal stripes. To the right of the red square is a grey triangle pointing downwards. To the right of the grey triangle is a dark red triangle pointing upwards.

# ECONOMY

In 2023, Cape May County's real GDP was \$6.1 billion, ranking 18th among all New Jersey counties.

**Real Gross Domestic Product (GDP) by County in New Jersey, 2023**  
(\$, in billions)





# Establishments and Employment

## Cape May County

Source: Quarterly Census of Employment and Wages (QCEW) program, 2018 and 2024 Annual Averages

The QCEW program produces quarterly and annual data on the number of establishments, total employment, and wages for workers covered by New Jersey unemployment insurance (UI) laws, as well as federal employees under the Unemployment Compensation for Federal Employees (UCFE) program. This data is published at various geographical and industry levels.

**21.6% of Cape May County establishments are in the accommodations and food services due to its tourism-based economy.**

**Cape May County Establishments, Ranked by Percent of the Total Establishments  
Total Private Ownerships**

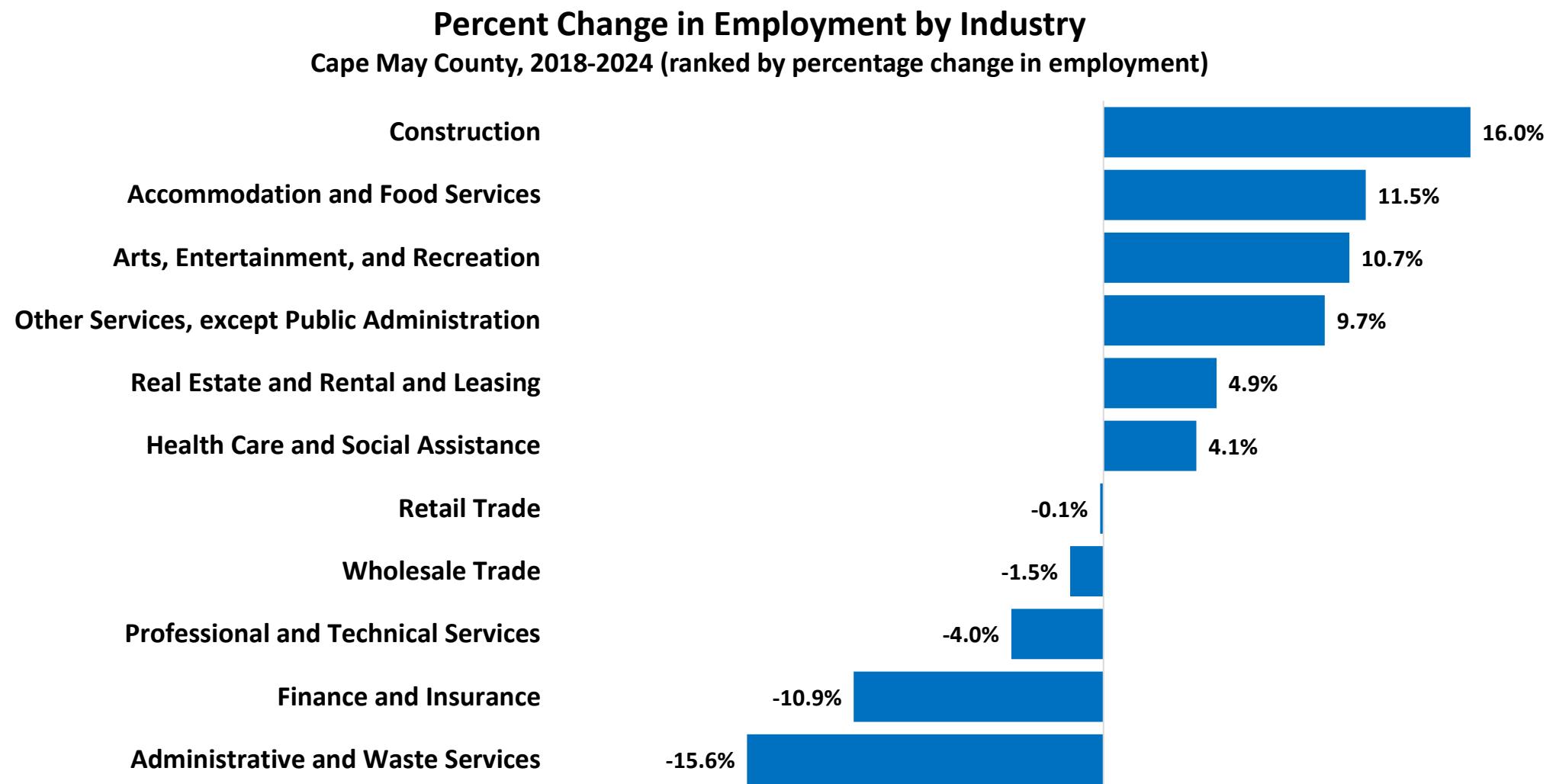
Industry	Total Number of Establishments	Total Number of Employees	% of Total Establishments
Accommodation and Food Services	849	11,092	21.6%
Retail Trade	548	6,715	14.0%
Construction	450	2,520	11.5%
Health Care and Social Assistance	431	4,463	11.0%
Other Services, except Public Administration	316	1,544	8.1%
Administrative and Waste Services	219	1,242	5.6%
Professional and Technical Services	217	1,003	5.5%
Real Estate and Rental and Leasing	183	808	4.7%
Unclassified	166	223	4.2%
Arts, Entertainment, and Recreation	147	2,001	3.7%
Finance and Insurance	126	727	3.2%
Wholesale Trade	64	609	1.6%
Information	26	197	0.7%
Mining	6	34	0.2%

In Cape May County, accommodations and food services has the highest employment share compared to state averages.

**Employment by Private Industries**  
**Cape May County vs. New Jersey, 2024**

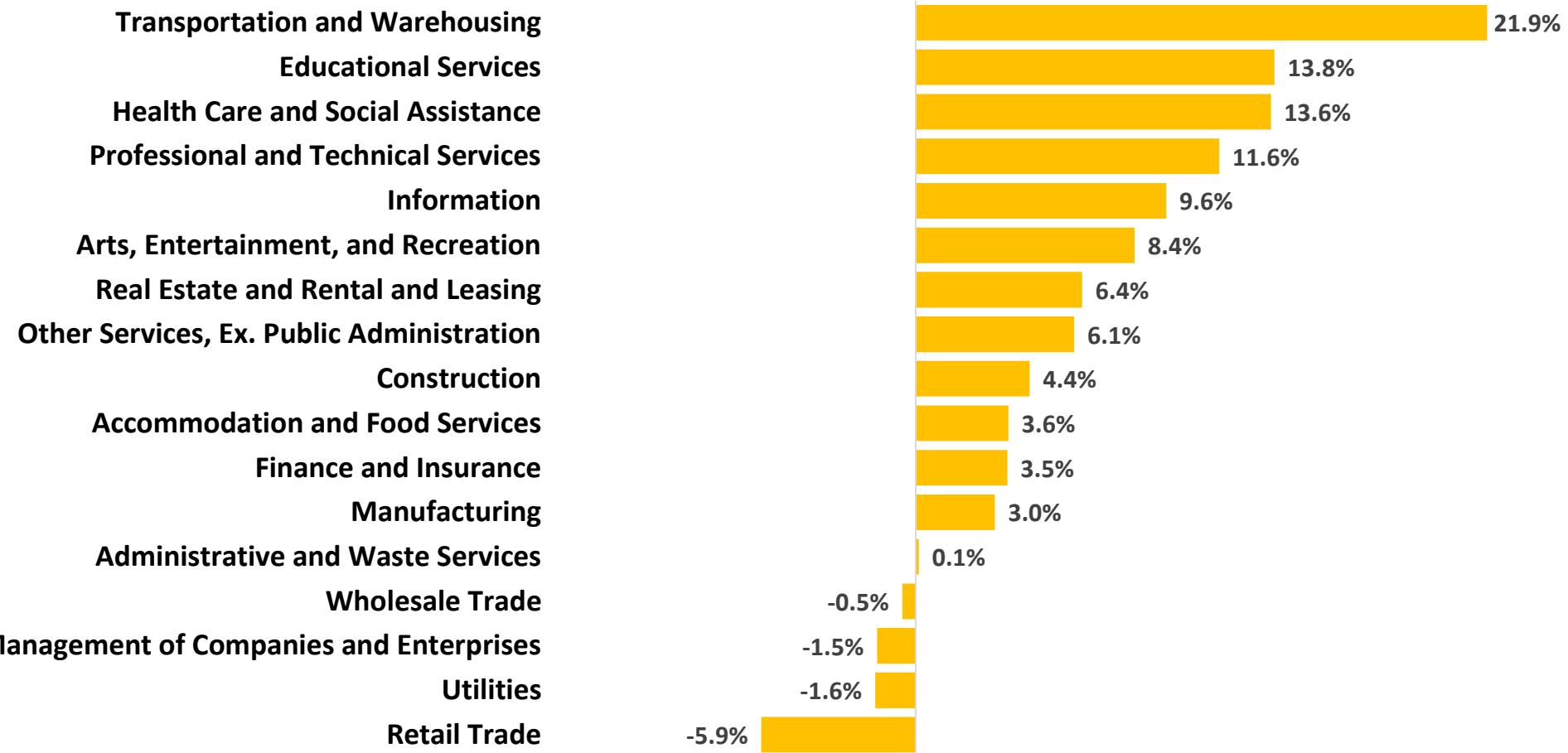
Industry	Cape May County		New Jersey		Difference between
	Employment	% of Total	Employment	% of Total	
Construction	2,520	7.2%	164,014	4.5%	2.7%
Wholesale Trade	609	1.7%	213,549	5.8%	-4.1%
Retail Trade	6,715	19.1%	427,521	11.6%	7.5%
Finance and Insurance	727	2.1%	189,987	5.2%	-3.1%
Real Estate and Rental and Leasing	808	2.3%	63,263	1.7%	0.6%
Professional and Technical Services	1,003	2.9%	336,105	9.1%	-6.3%
Administrative and Waste Services	1,242	3.5%	286,750	7.8%	-4.3%
Health Care and Social Assistance	4,463	12.7%	656,356	17.8%	-5.2%
Arts, Entertainment, and Recreation	2,001	5.7%	73,699	2.0%	3.7%
Accommodation and Food Services	11,092	31.5%	328,905	8.9%	22.6%
Other Services, except Public Administration	1,544	4.4%	144,086	3.9%	0.5%

Between 2018 and 2024, construction saw the fastest employment growth in Cape May County, increasing by 16.0% while accommodations and food services added the most (+1,140 jobs).



**Transportation, warehousing, and utilities saw strong growth in New Jersey, expanding by 21.9% from 2018 to 2024.**

**Percent Change in Employment by Industry**  
New Jersey, 2018-2024 (ranked by percentage change in employment)





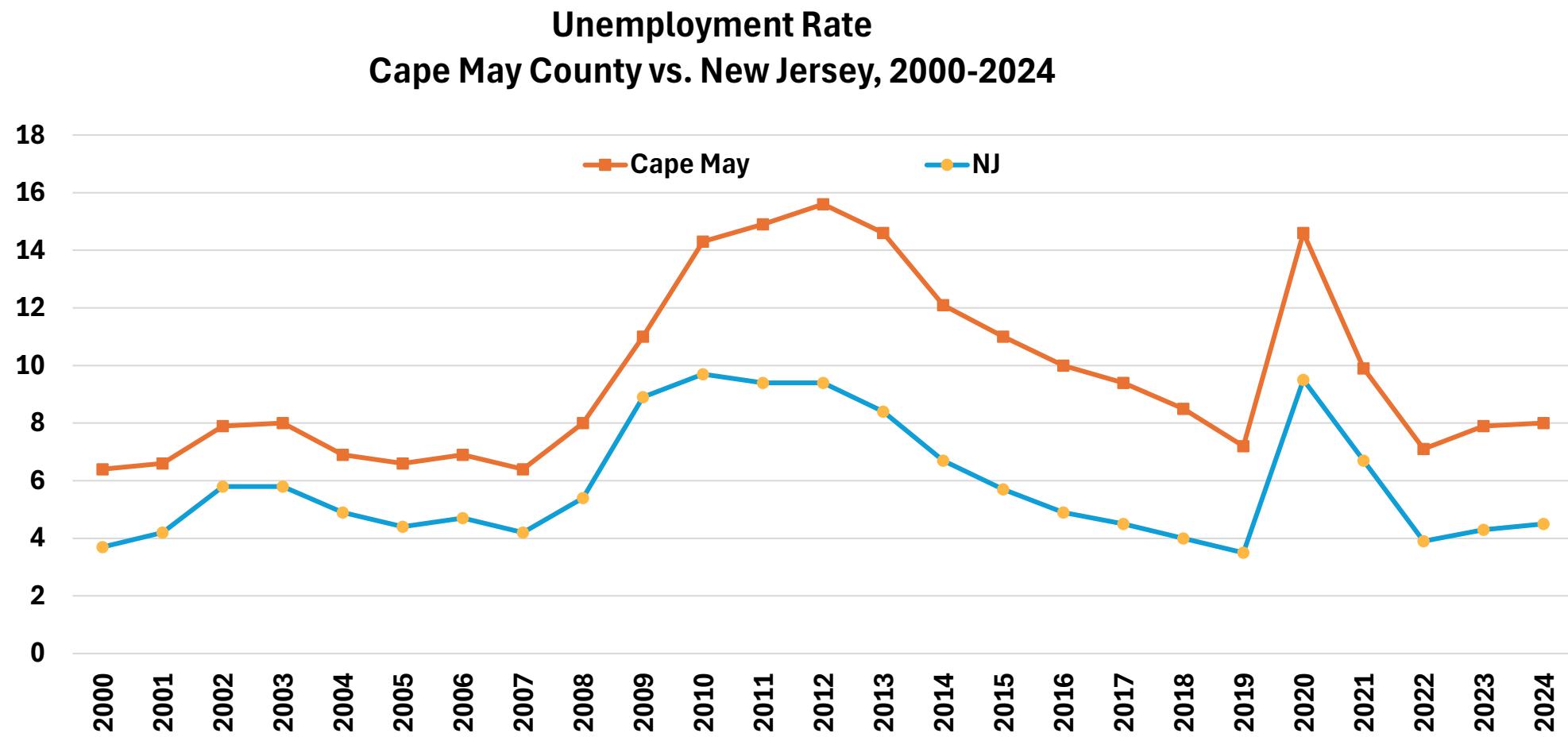
# Unemployment Trend

## Cape May County vs. New Jersey

Source: Local Area Unemployment Statistics (LAUS), 2000 to 2024

The Local Area Unemployment Statistics (LAUS) program produces monthly and annual employment, unemployment, and labor force data for Census regions and divisions, States, counties, metropolitan areas, and many cities, by place of residence.

**Unemployment in Cape May County follows state trends but stays above the New Jersey average due to its seasonal, tourism-based economy.**





# Occupational Employment and Wages

## Cape May County vs. New Jersey

Source: 2024 Occupational Employment and Wage Statistics' Estimates (OEWS),  
Division of Economic and Demographic Research, June 2025

The wage data published on this page are made possible due to thousands of New Jersey employers who participated in the Occupational Employment and Wage Statistics (OEWS) Survey over the past three years. The data collected in the OEWS Survey provides valuable input for wage comparisons and for identifying trends in emerging or declining occupations—precisely the kind of information needed by both employers, as well as those who are choosing or changing careers.

**28.5% of Cape May County's total employment is concentrated in the top 10 occupations.**

**Top 10 Occupations, Ranked by Employment  
Cape May County, 2024**

Occupation	Employment	% of Total Employment	Median Hourly Wage
Cashiers	1,780	4.3%	\$15.17
Waiters and Waitresses	1,760	4.3%	\$18.43
Fast Food and Counter Workers	1,410	3.4%	\$15.84
Retail Salespersons	1,250	3.0%	\$16.71
Cooks, Restaurant	1,170	2.8%	\$18.11
Home Health and Personal Care Aides	940	2.3%	\$18.88
Maids and Housekeeping Cleaners	910	2.2%	\$16.51
Stockers and Order Fillers	880	2.1%	\$17.41
Landscaping and Groundskeeping Workers	810	2.0%	\$18.40
Office Clerks, General	800	1.9%	\$21.62
<b>Top 10 Occupations, Total</b>	<b>11,710</b>	<b>28.5%</b>	
<b>All Occupations, Total</b>	<b>41,150</b>	<b>100.0%</b>	<b>\$21.13</b>

*Note:* OES collects the data for 2024.

**In New Jersey, the top 10 occupations account for 20% of total employment.**

**Top 10 Occupations, Ranked by Employment  
New Jersey, 2024**

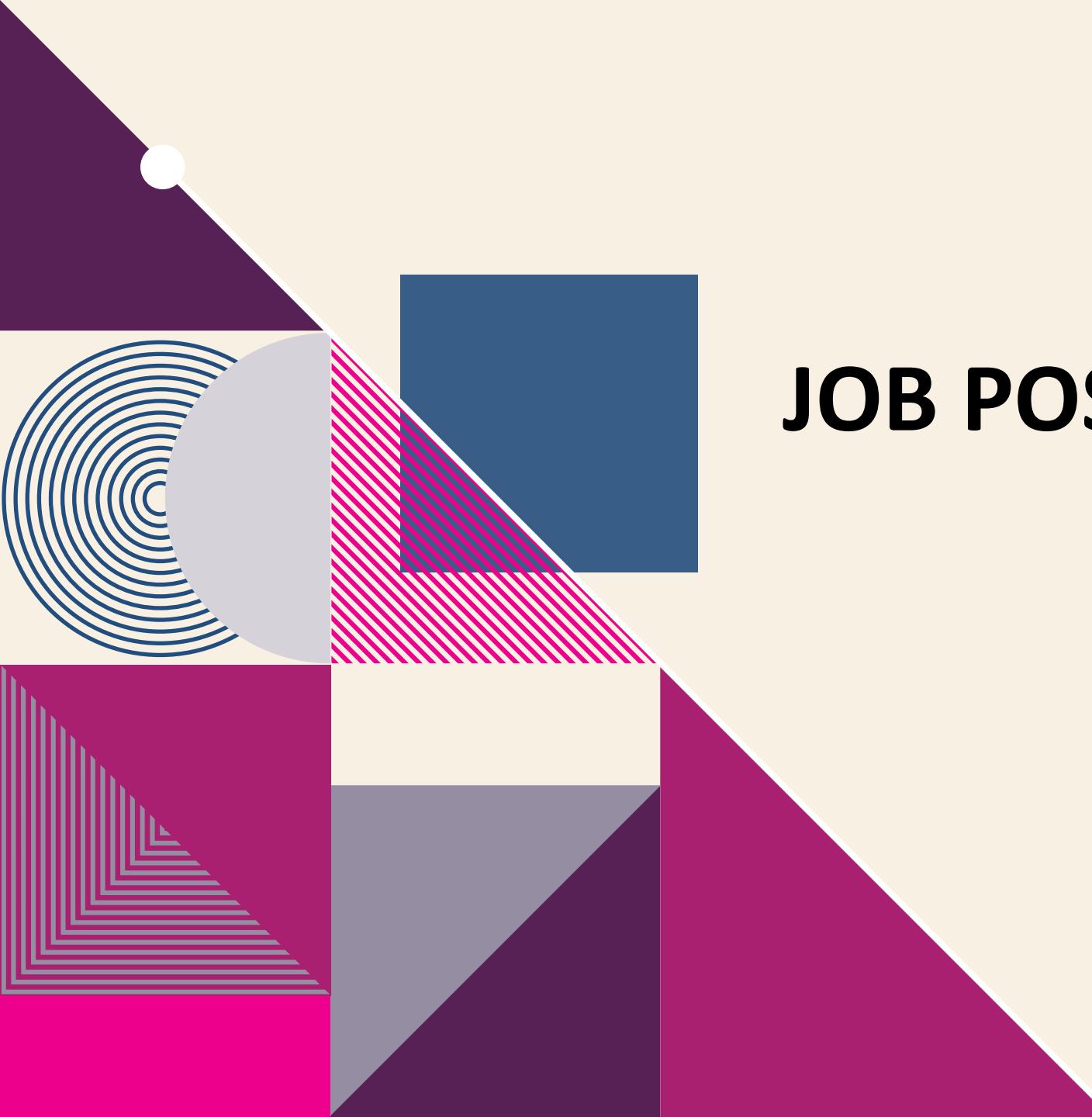
Occupation	Employment	% of Total Employment	Median Hourly Wage
Home Health and Personal Care Aides	105,460	2.5%	\$17.83
Laborers and Freight, Stock, and Material Movers	101,720	2.4%	\$18.78
Registered Nurses	95,150	2.2%	\$49.39
Cashiers	93,270	2.2%	\$15.96
Retail Salespersons	87,760	2.1%	\$17.13
Fast Food and Counter Workers	86,980	2.0%	\$16.01
Packers and Packagers, Hand	76,060	1.8%	\$20.56
Office Clerks, General	71,140	1.7%	\$23.07
Stockers and Order Fillers	70,780	1.7%	\$17.69
Janitors and Cleaners	67,590	1.6%	\$17.94
<b>Top 10 Occupations, Total</b>	855,910	20.1%	
<b>All Occupations, Total</b>	4,250,430	100.0%	\$27.51

*Note:* OEWS collects the data for 2024.

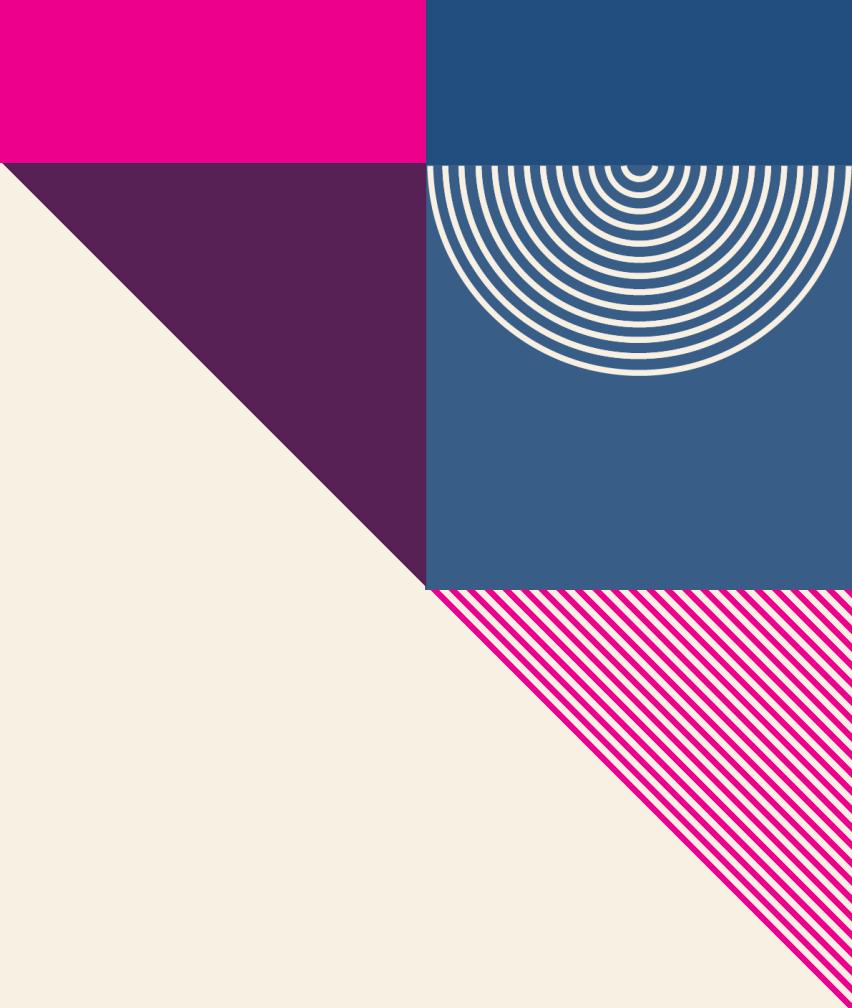
Between 2022 and 2032 in Cape May County, the personal care and service occupational group is projected to see the largest growth (+250).

**Actual and Projected Employment by Occupational Group, Cape May County**  
**Top 10 Occupational Groups Ranked by 2032 Employment Projections**

Occupational Group	2022	2032	Net Change	Percent Change
	Actual	Projected		
Food Preparation and Serving Related	8,950	9,050	100	1.1%
Sales and Related	4,950	4,850	-100	-2.0%
Office and Administrative Support	5,150	4,800	-350	-6.8%
Transportation and Material Moving	3,350	3,550	200	6.0%
Management	2,900	3,050	150	5.2%
Personal Care and Service	2,300	2,550	250	10.9%
Educational Instruction and Library	2,400	2,500	100	4.2%
Construction and Extraction	2,350	2,500	150	6.4%
Healthcare Practitioners and Technical	2,000	2,100	100	5.0%
Business and Financial Operations	1,850	1,900	50	2.7%

A complex abstract graphic on the left side of the page. It features a large, light gray circle with blue concentric lines inside. To its right is a blue square with a diagonal pink and white striped pattern. Below these are several other geometric shapes: a red square with white diagonal stripes, a gray triangle, a maroon triangle, and a maroon square with white diagonal stripes. A small white circle is located at the top of the maroon triangle.

# JOB POSTINGS



# Job Postings

## Cape May County vs. New Jersey

Source: Lightcast

Lightcast collects raw data on postings from more than 160,000 online sources, then synthesizes and interprets those findings to provide meaningful insight in near real time. Job posting analytics can identify supply and demand for workers, skills, and jobs all over the world, as well as important contextual details like compensation trends.

Limitations: One job posting does not necessarily equal one actual job opening. Some companies may post jobs to signal growth to investors or advertise positions in multiple states. Additionally, a decline in job postings doesn't always indicate reduced demand; it could simply mean that companies have already filled their positions and are no longer actively recruiting. We treat this data as directional, offering insights into employer demand rather than exact measurements.



## **Top 5 Hiring Companies Cape May County, 2024**

- **CVS Health**
- **Cape Resorts**
- **BAYADA Home Health Care**
- **Albertson's**
- **Cape Regional Medical Center**

## Top 5 Occupations Cape May County, 2024

- **Retail Salespersons**
- **Registered Nurse**
- **First-Line Supervisors of Retail Sales Workers**
- **Home Health and Personal Care Aides**
- **Merchandise Displayers and Window Trimmers**





## **Top 5 Specialized Skills Cape May County, 2024**

- **Merchandising**
- **Nursing**
- **Cash Register/Handling**
- **Inventory Management**
- **Selling Techniques**

## Top 5 Software Skills in Cape May County

- Microsoft Office (e.g., Excel, and PowerPoint)
- Programming Language (e.g., R)
- Inventory Management Systems
- Project Management Software
- Human Resources Information System (HRIS)





## **Top 5 Soft Skills**

### **Cape May County, 2024**

- **Customer Service**
- **Communication**
- **Sales**
- **Management**
- **Operations**

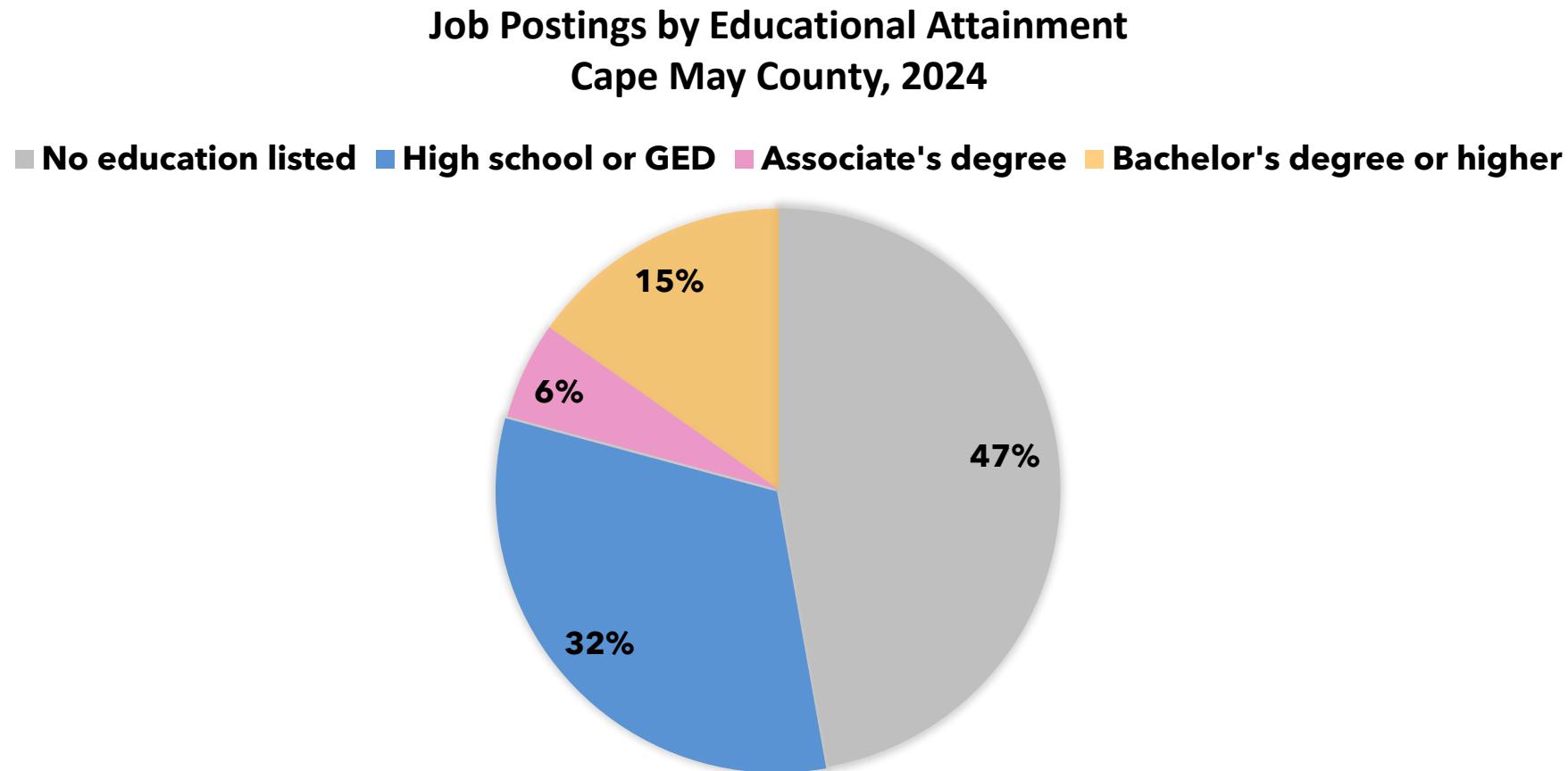


## Top 5 Certificates in Cape May County

- **Valid Driver's License**
- **Registered Nurse (RN)**
- **Licensed Practical Nurse (LPN)**
- **Basic Life Support (BLS) Certification**
- **Cardiopulmonary Resuscitation (CPR) Certification**



**One-third of postings in Cape May County require a high school degree or GED.**



*Note:* Bachelor's degree or higher includes Bachelor's Degree, Master. Ph.D. or Professional Degree. While 47% of job postings did not specify educational attainment, this does not necessarily mean there are no requirements for it.



# AI-related Job Postings

## Cape May County vs. New Jersey

Source: Lightcast

To identify AI-related job postings, ORI-EDR compiled a curated list of 130 specific terms. A job listing is deemed AI-related if any of these terms appear in the skills section. A job listing is classified as AI-related if any of these terms are present in the skills section. This includes, but is not limited to, terms such as "AI/ML Inference," "Conversational AI," "Machine Learning Algorithms," "Supervised Learning," and "Deep Learning."

Limitations: One job posting does not necessarily equal one actual job opening. Some companies may post jobs to signal growth to investors or advertise positions in multiple states. Additionally, a decline in job postings doesn't always indicate reduced demand; it could simply mean that companies have already filled their positions and are no longer actively recruiting. We treat this data as directional, offering insights into employer demand rather than exact measurements.



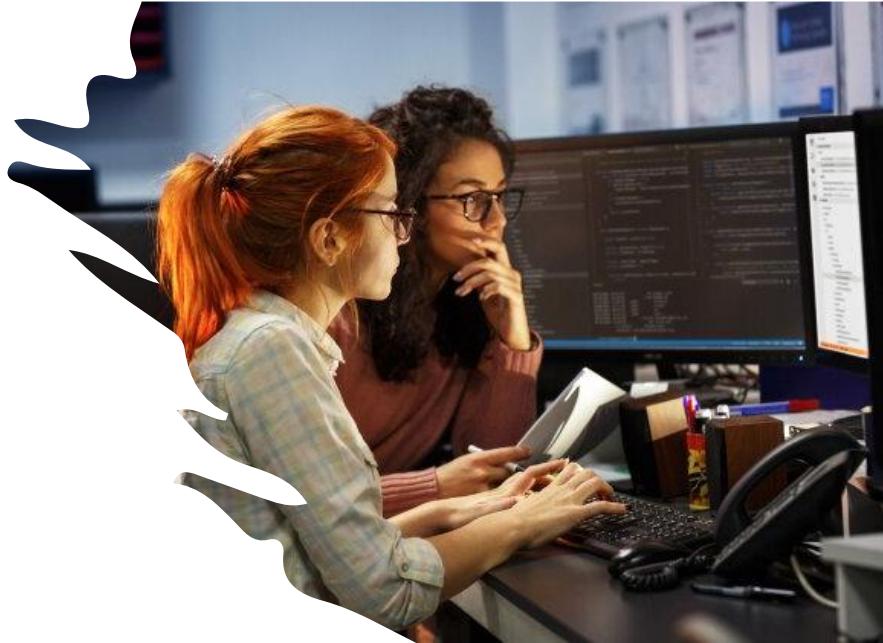
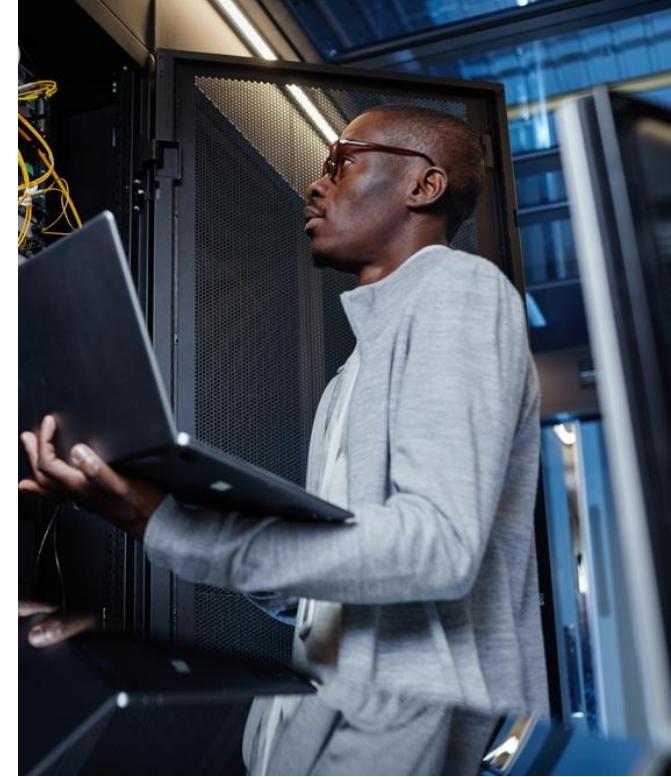
## **Top 5 AI-related Hiring Companies Cape May County, 2024**

- **BAYADA Home Health Care**
- **Genesis HealthCare**
- **United States Department of Homeland Security**
- **Aramark**
- **Pennoni**

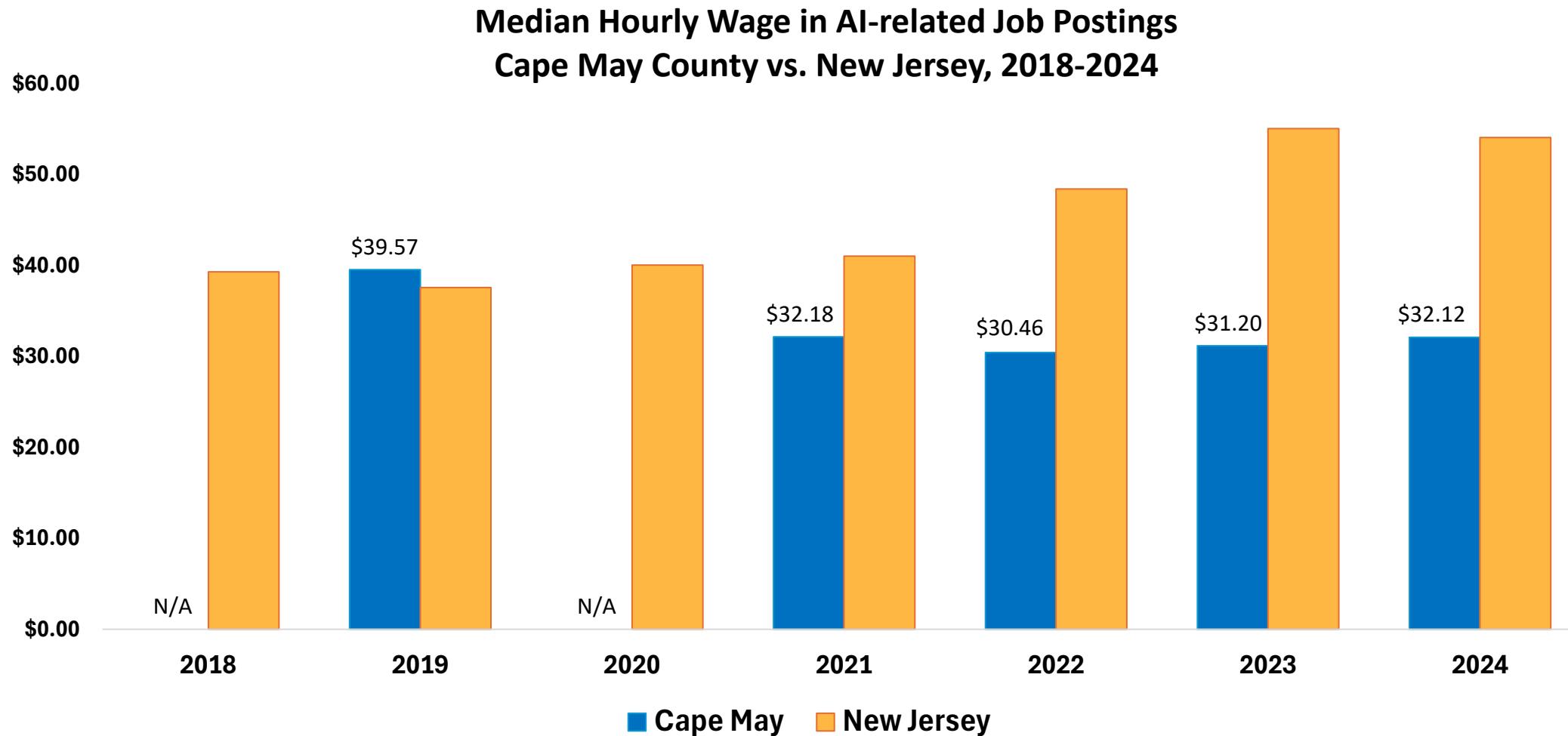
# Top 5 AI-related Occupations

## Cape May County, 2024

- Licensed Practical and Licensed Vocational Nurses
- Registered Nurses
- First-Line Supervisors of Retail Sales Workers
- Surveyors
- Respiratory Therapists



In Cape May County, the median hourly wage for AI-related job postings was higher than the state average in 2019. In two years, the data was unavailable.





# TAKEAWAYS



- **Key Economic and Workforce Insights: Cape May County**

- **Demographics**

- Cape May County's population is older and less diverse than the New Jersey average.
- Cape May County's education level is comparable to the state overall, but the proportion of residents with a bachelor's degree or higher is 6.2 percentage points lower than the state average.

- **Regional Variation**

- There are differences in economic and housing characteristics across Cape May County's municipalities.



- **Key Economic and Workforce Insights: Cape May County (Continued)**

- **Industry Composition**

- Over 21% of business establishments are in accommodations and food services.
- The accommodations and food services and retail trade sectors have higher employment shares in Cape May County compared to state average.



- **Key Economic and Workforce Insights: Cape May County (Continued)**

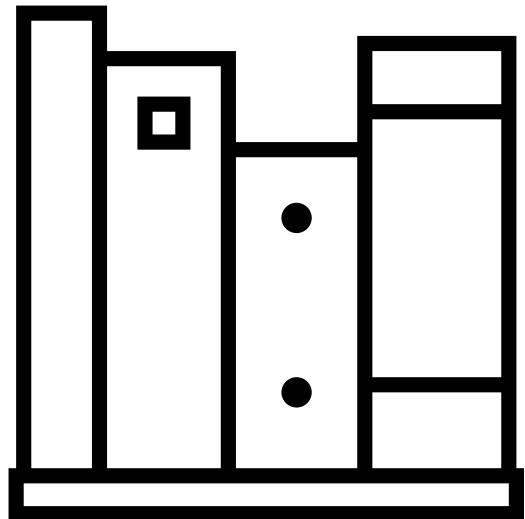
- **Occupational Demand in the County**

- **Top Projected Occupations by 2032**

- Food Preparation and Serving Related
- Sales and Related
- Office and Administrative Support
- Transportation and Material Moving
- Management

- **Key Economic and Workforce Insights: Cape May County (Continued)**
  - **Occupational Demand in the County**
    - **Top Occupations by Job Postings**
      - Retail Salespersons
      - Registered Nurse
      - First-Line Supervisors of Retail Sales Workers
      - Home Health and Personal Care Aides
      - Merchandise Displayers and Window Trimmers

# 2025 Report Overview and Subscription Information



This report was prepared by the Office of Research and Information, Division of Economic & Demographic Research. This division collects and disseminates vital data on employers, employees, and population demographics.

# 2025-2026 NJDOL PUBLICATIONS

- [Real-Time Insights: Analysis of Job Posting Data in New Jersey for 2025](#) (January 2026)
- [Identifying and Tracking Emerging Occupations in New Jersey's Key Sectors](#) (January 2026)
- [New Jersey's Manufacturing Sector](#) (Winter 2025)
- [County Brief: Labor Market Facts](#) (December 2025)
- [Labor Market Spotlight - Celebrating New Jersey's Veterans](#) (Issue No. 28, Volume 3: November 2025)
- [Labor Market Spotlight - New Jersey's Waterways Help Keep the Economy Flowing](#) (Issue No. 27, Volume 3: October 2025)
- [New Jersey Employment Situation](#) (September 2025)
- [Job Openings and Labor Turnover Survey \(JOLTS\)](#) (August 2025)
- [New Jersey Building Permits](#) (August 2025)
- [New Jersey's Life Sciences Sector](#) (Fall 2025)
- [Labor Market Spotlight - The Industries Powering New Jersey's Special Moments](#) (Issue No. 26, Volume 3: August 2025)
- [New Jersey's Health Care Sector](#) (June 2025)
- [New Jersey Business Employment Dynamics](#) (May 2025)
- [Survey of Occupational Injuries and Illnesses \(SOII\)](#) (April 2025)
- [Labor Market Spotlight - Fortune 500 Companies](#) (Issue No. 25, Volume 3: March 2025)
- [Labor Market Spotlight - Young Adult Workforce](#) (Issue No. 24, Volume 3: January 2025)

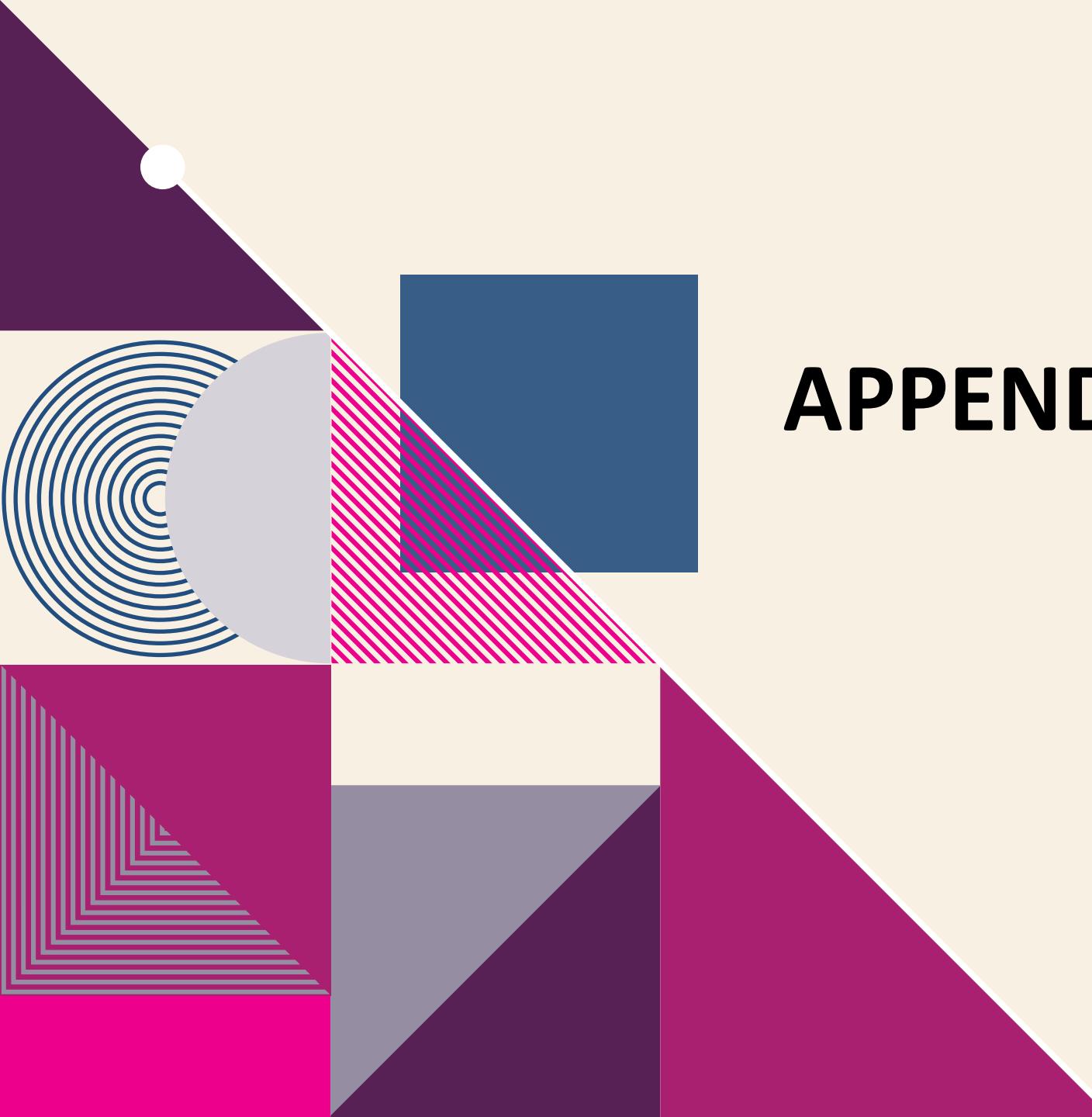
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THANK YOU!



# APPENDIX

**Actual and Projected Employment by Occupation Group, Cape May County**  
**Top 15 Occupations Ranked by 2032 Employment Projections**

<b>Occupational Group</b>	<b>2022</b>	<b>2032</b>	<b>Net</b>	<b>Percent</b>
	<b>Actual</b>	<b>Projected</b>	<b>Change</b>	<b>Change</b>
<b>Food Preparation and Serving Related</b>	8,950	9,050	100	1.1%
<b>Sales and Related</b>	4,950	4,850	-100	-2.0%
<b>Office and Administrative Support</b>	5,150	4,800	-350	-6.8%
<b>Transportation and Material Moving</b>	3,350	3,550	200	6.0%
<b>Management</b>	2,900	3,050	150	5.2%
<b>Personal Care and Service</b>	2,300	2,550	250	10.9%
<b>Educational Instruction and Library</b>	2,400	2,500	100	4.2%
<b>Construction and Extraction</b>	2,350	2,500	150	6.4%
<b>Healthcare Practitioners and Technical</b>	2,000	2,100	100	5.0%
<b>Business and Financial Operations</b>	1,850	1,900	50	2.7%
<b>Protective Service</b>	1,800	1,800	0	0.0%
<b>Installation, Maintenance, and Repair</b>	1,650	1,750	100	6.1%
<b>Building and Grounds Cleaning and Maintenance</b>	1,600	1,650	50	3.1%
<b>Healthcare Support</b>	1,450	1,550	100	6.9%
<b>Production</b>	1,150	1,150	0	0.0%