

Hunterdon County

Division of Economic and Demographic Research

Office of Research & Information

New Jersey Department of Labor and Workforce Development

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**WHO ARE
WE?**

New Jersey Department of Labor
Office of Research and Information



Division of Economic and Demographic
Research

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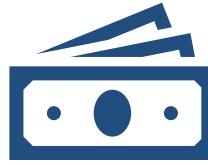
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The purpose of this report is to highlight the key demographic and economic trends in the county



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



Hunterdon County's real GDP ranks 16th among all New Jersey counties. **Unemployment** follows state trends but stays slightly below the New Jersey average.



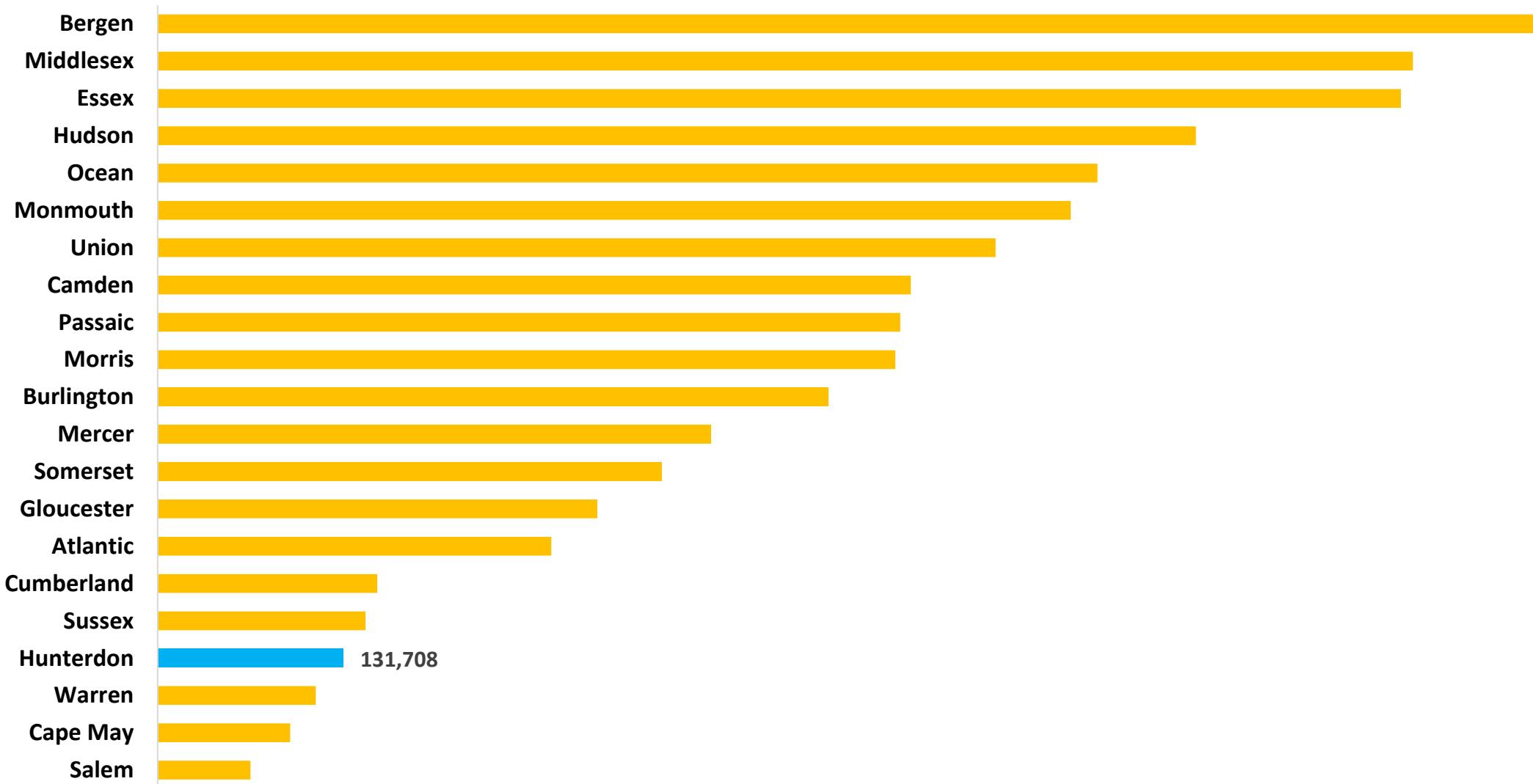
The **top** occupations in demand include Registered Nurses, Software Developers, Home Health and Personal Care Aides, Customer Service, and Retail Salespersons.



DEMOGRAPHIC AND HOUSING CHARACTERISTICS

Hunterdon County's population was 131,708 in 2024.

Population Estimates by County in New Jersey, 2024



Hunterdon County's population is much older and far less diverse than the state overall.

Demographic Characteristics

Indicator	Hunterdon County	New Jersey
Median Age	46.3	40.4
% of Older Population (65+)	21.8%	18.0%
% of Language Other Than English Spoken at Home	13.7%	34.3%
% of Foreign-Born Population	10.0%	25.0%
% of Hispanic or Latino (of Any Race)	10.1%	23.5%

The share of Hunterdon County residents with a bachelor's degree or higher is 13.2 percentage points above the state average.

Educational Attainment (Population 25 Years and Older)

Indicator	Hunterdon County	New Jersey
High School or Equivalent Degree	18.9%	24.7%
Some College, No Degree	14.2%	14.5%
Associate's Degree	6.2%	6.6%
Bachelor's Degree or Higher	57.7%	44.5%
High School Degree or Higher	97.0%	90.4%

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

Income & Poverty		
Indicator	Hunterdon County	New Jersey
Median Household Income	\$136,901	\$104,294
% of Poverty	4.2%	9.2%

Note: Median Household Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars)

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

Housing Characteristics

Indicator	Hunterdon County	New Jersey
Total Households	51,645	3,543,944
Median Gross Rent	\$1,780	\$1,800
Homeownership Rate	82.2%	63.9%
% of Housing Value of Owner Occupied ($\geq \\$300,000$)	89.5%	80.7%

Hunterdon County residents have longer commute times, and a higher percentage of remote workers compared to the state average.

Commuting Characteristics

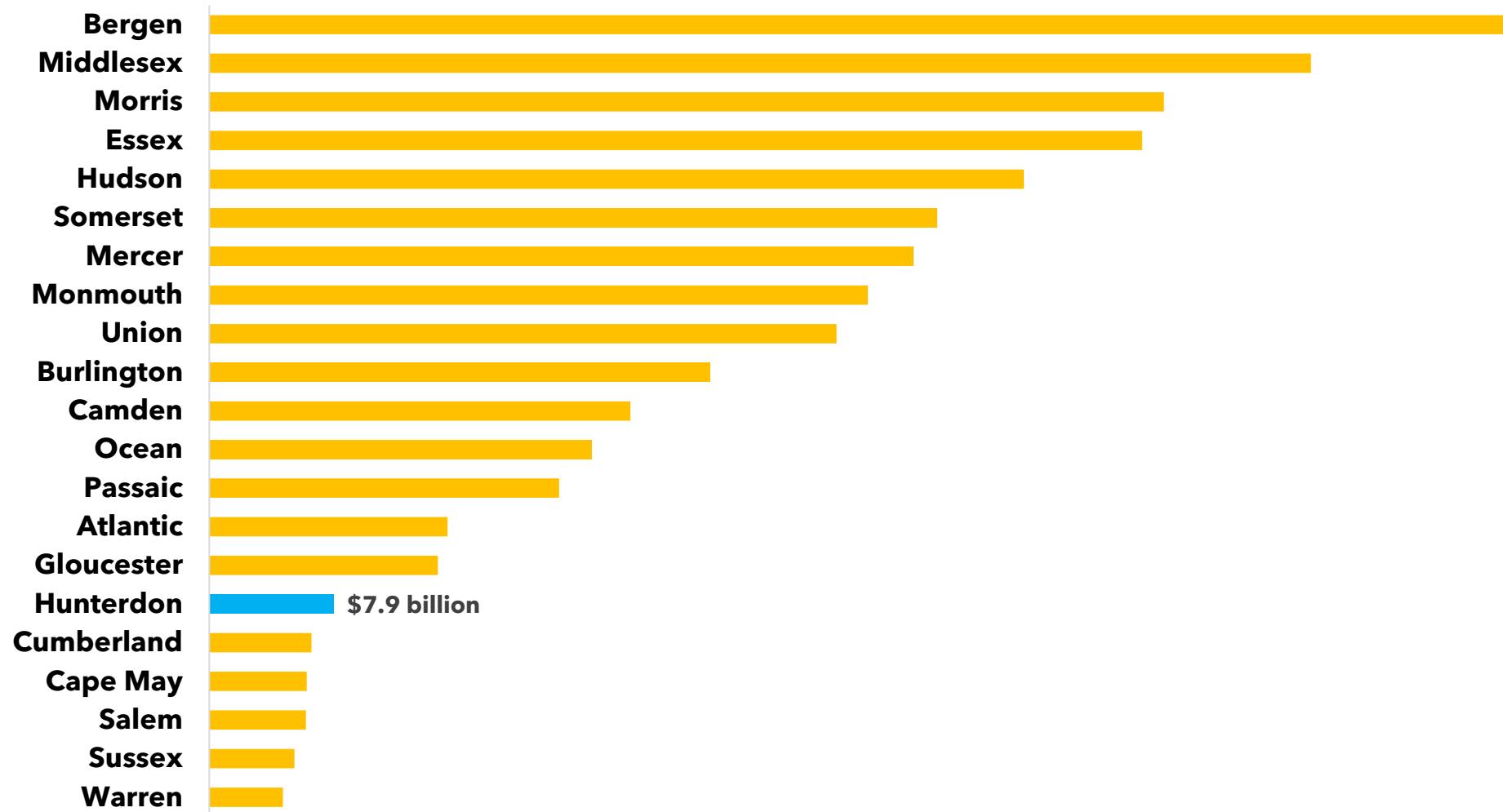
Indicator	Hunterdon County	New Jersey
Average Travel Time to Work (in Minutes)	33.7	31.9
% of Public Transportation	1.8%	9.7%
% of Working From Home	19.3%	13.5%

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, Hunterdon County's real GDP was \$7.9 billion, ranking 16th among all New Jersey counties.

Real Gross Domestic Product (GDP) by County in New Jersey, 2023





Establishments and Employment

Hunterdon County

Source: Quarterly Census of Employment and Wages (QCEW) program, 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.

14.3% of Hunterdon County establishments are in the health care and social assistance.

Hunterdon County Establishments, Ranked by Percent of the Total Establishments
Private Ownerships

Industry	Total Number of Establishments	Total Number of Employees	% of Total Establishments
Health care and social assistance	561	6,377	14.3%
Professional and technical services	550	3,734	14.0%
Construction	440	3,531	11.2%
Retail trade	392	5,954	10.0%
Other services, except public administration	348	2,102	8.8%
Administrative and waste services	296	2,009	7.5%
Accommodation and food services	285	3,497	7.2%
Manufacturing	146	2,931	3.7%
Wholesale trade	144	1,403	3.7%
Agriculture, forestry, fishing and hunting	84	1,095	2.1%
Real estate and rental and leasing	82	299	2.1%
Arts, entertainment, and recreation"	76	1,126	1.9%
Transportation and warehousing	58	812	1.5%
Educational services	56	852	1.4%
Information	54	302	1.4%

Note: Full list of establishments in Hunterdon County is available in [Appendix](#).

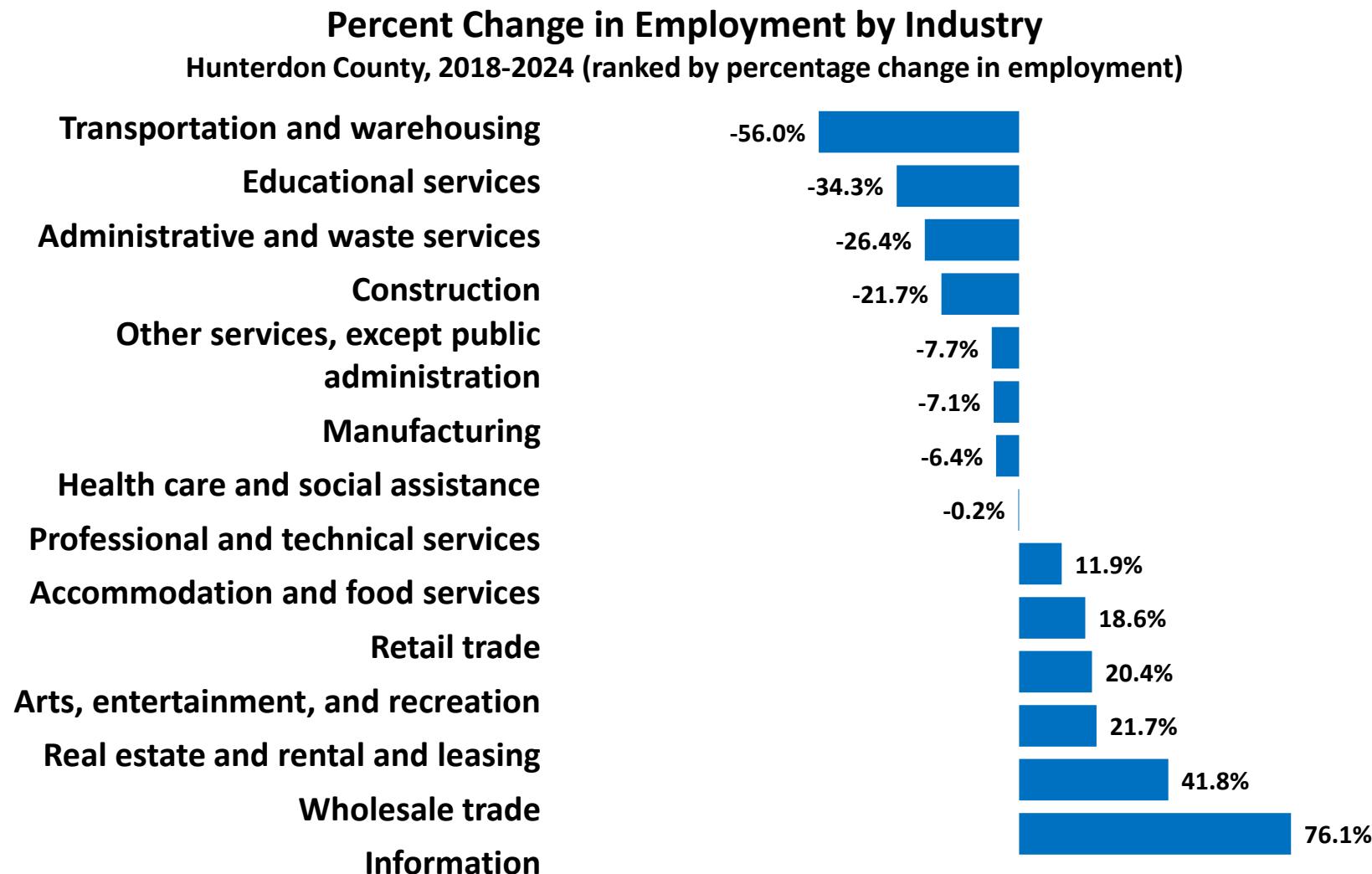
In Hunterdon County, private professional and technical services and retail trade have higher employment shares compared to state average.

Employment by Private Industry
Hunterdon County vs. New Jersey, 2024

Industry	Hunterdon County		New Jersey		Difference between
	Employment	% of Total	Employment	% of Total	
Construction	3,531	8.7%	164,014	4.5%	4.3%
Manufacturing	2,931	7.3%	253,054	6.9%	0.4%
Wholesale trade	1,403	3.5%	213,549	5.8%	-2.3%
Retail trade	5,954	14.7%	427,521	11.6%	3.1%
Transportation and warehousing	812	2.0%	233,943	6.4%	-4.3%
Information	302	0.7%	76,199	2.1%	-1.3%
Real estate and rental and leasing	299	0.7%	189,987	5.2%	-4.4%
Professional and technical services	3,734	9.2%	63,263	1.7%	7.5%
Management of companies and enterprises	868	2.1%	336,105	9.1%	-7.0%
Administrative and waste services	2,009	5.0%	82,588	2.2%	2.7%
Educational services	852	2.1%	286,750	7.8%	-5.7%
Health care and social assistance	6,377	15.8%	656,356	17.8%	-2.0%
Arts, entertainment, and recreation"	1,126	2.8%	73,699	2.0%	0.8%
Accommodation and food services	3,497	8.7%	328,905	8.9%	-0.3%
Other services, except public administration	2,102	5.2%	144,086	3.9%	1.3%

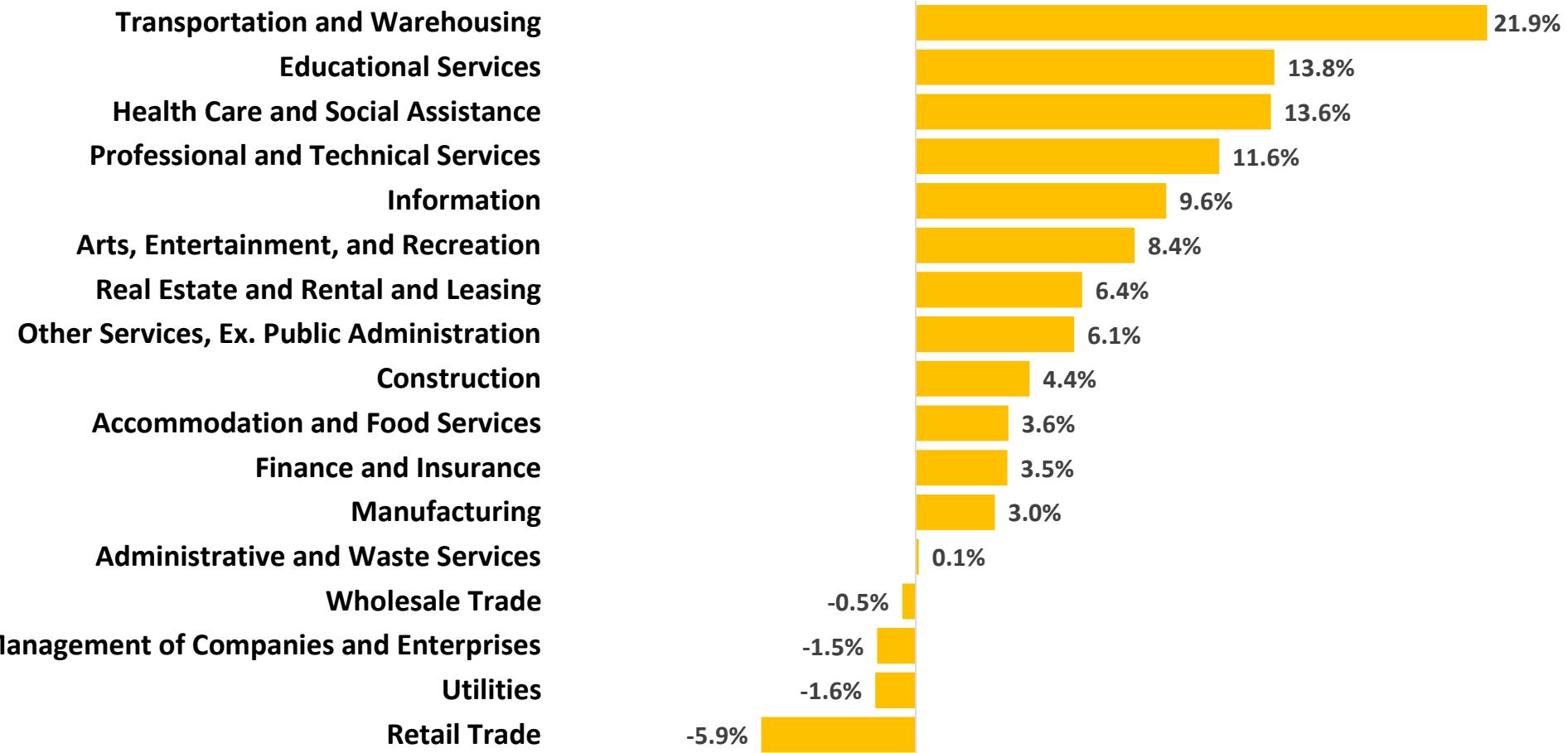
Full list of employment by industry is available in [Appendix](#).

Between 2018 and 2024, the information sector saw the largest employment growth in Hunterdon County, increasing by 76.1%.



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)





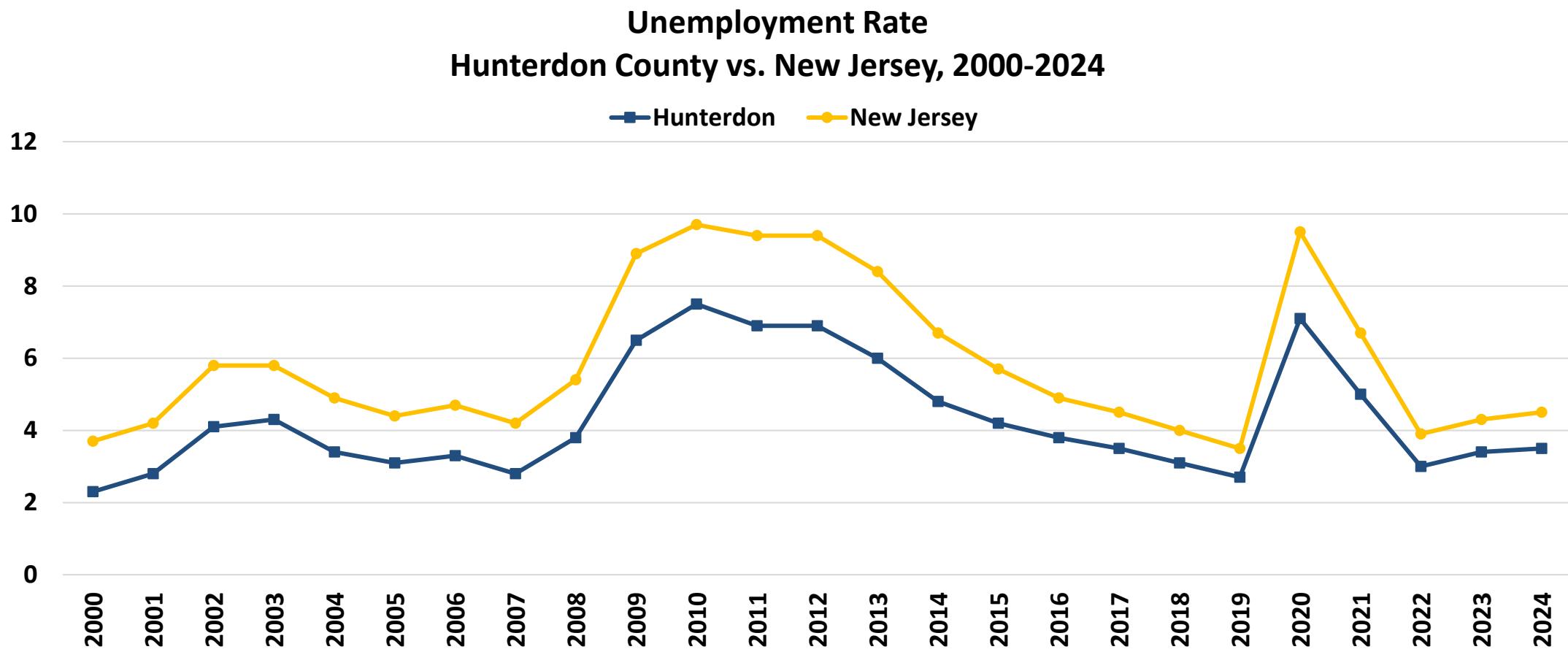
Unemployment Trend

Hunterdon County vs. New Jersey

Source: Local Area Unemployment Statistics (LAUS), 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 Hunterdon County follows state trends but was slightly lower than the New Jersey average.





Occupational Employment and Wages

Hunterdon County vs. New Jersey

Source: 2024 National Occupational Employment and Wage Estimates (OEWS)

The Occupational Employment and Wage Statistics (OEWS) program produces employment, and wage estimates annually for approximately 830 occupations. These estimates are available for the nation, for individual states, and for metropolitan and nonmetropolitan areas; national occupational estimates for specific industries are also available.

18.9% of Hunterdon County's total employment is concentrated in the top 10 occupations.

**Top 10 Occupations, Ranked by Employment
Hunterdon County, 2024**

Occupation	Employment	% of Total Employment	Median Hourly Wage
Cashiers	1,090	2.3%	\$16.49
Retail Salespersons	1,050	2.2%	\$17.76
Fast Food and Counter Workers	1,000	2.1%	\$16.26
Home Health and Personal Care Aides	990	2.1%	\$19.70
Stockers and Order Fillers	960	2.0%	\$18.03
Office Clerks, General	880	1.9%	\$23.94
General and Operations Managers	780	1.6%	\$65.57
Secretaries and Administrative Assistants, Except Legal, Medical, and E	770	1.6%	\$24.92
Receptionists and Information Clerks	750	1.6%	\$18.57
Laborers and Freight, Stock, and Material Movers, Hand	730	1.5%	\$19.24
Top 10 Occupations, Total	9,000	18.9%	
All Occupations, Total	47,520	100.0%	\$27.69

Note: OES collects the data for 2024.

In New Jersey, the top 10 occupations account for 20.1% 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
Top 10 Occupations, Total	855,910	20.1%	
All Occupations, Total	4,250,430	100.0%	\$27.51

Note: OEWS collects the data for 2024.

Between 2022 and 2032 in Hunterdon County, the food preparation and serving related occupations group is projected to see the largest net growth (+550).

Actual and Projected Employment by Occupation Group, Hunterdon County
Top 10 Occupation groups ranked by 2032 Employment Projections

Occupational Group	2022 Actual	2032 Projected	Net Change	Percent Change
Office and Administrative Support Occupations	6,650	6,100	-550	-8.3%
Sales and Related Occupations	5,150	5,200	50	1.0%
Management Occupations	3,900	4,100	200	5.1%
Transportation and Material Moving Occupations	3,850	4,100	250	6.5%
Food Preparation and Serving Related Occupations	3,300	3,850	550	16.7%
Business and Financial Operations Occupations	3,650	3,700	50	1.4%
Educational Instruction and Library Occupations	3,500	3,650	150	4.3%
Healthcare Practitioners and Technical Occupations	2,700	2,850	150	5.6%
Construction and Extraction Occupations	2,550	2,700	150	5.9%
Personal Care and Service Occupations	2,100	2,300	200	9.5%

Note: Employment data for Top 15 occupational groups is available in the [Appendix](#).

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 red triangle, and a red square with white diagonal stripes. The background of the graphic area is a light beige color.

JOB POSTINGS



Job Postings

Hunterdon 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 Hunterdon County, 2024

- Hunterdon Medical Center
- Chubb
- Quva Pharma
- Walmart
- Ciocca Automotive

Top 5 Occupations Hunterdon County, 2024

- **Retail Salespersons**
- **Registered Nurses**
- **Home Health and Personal Care Aides**
- **Customer Service Representatives**
- **Software Developers**





Top 5 Specialized Skills Hunterdon County, 2024

- **Merchandising**
- **Nursing**
- **Marketing**
- **Pharmaceuticals**
- **Project Management**

Top 5 Software Skills

- Microsoft Office (e.g., Excel, and PowerPoint)
- Programming Language (e.g., SQL, Python, and R)
- Application Programming Interface (API)
- Inventory Management
- Amazon Web Services





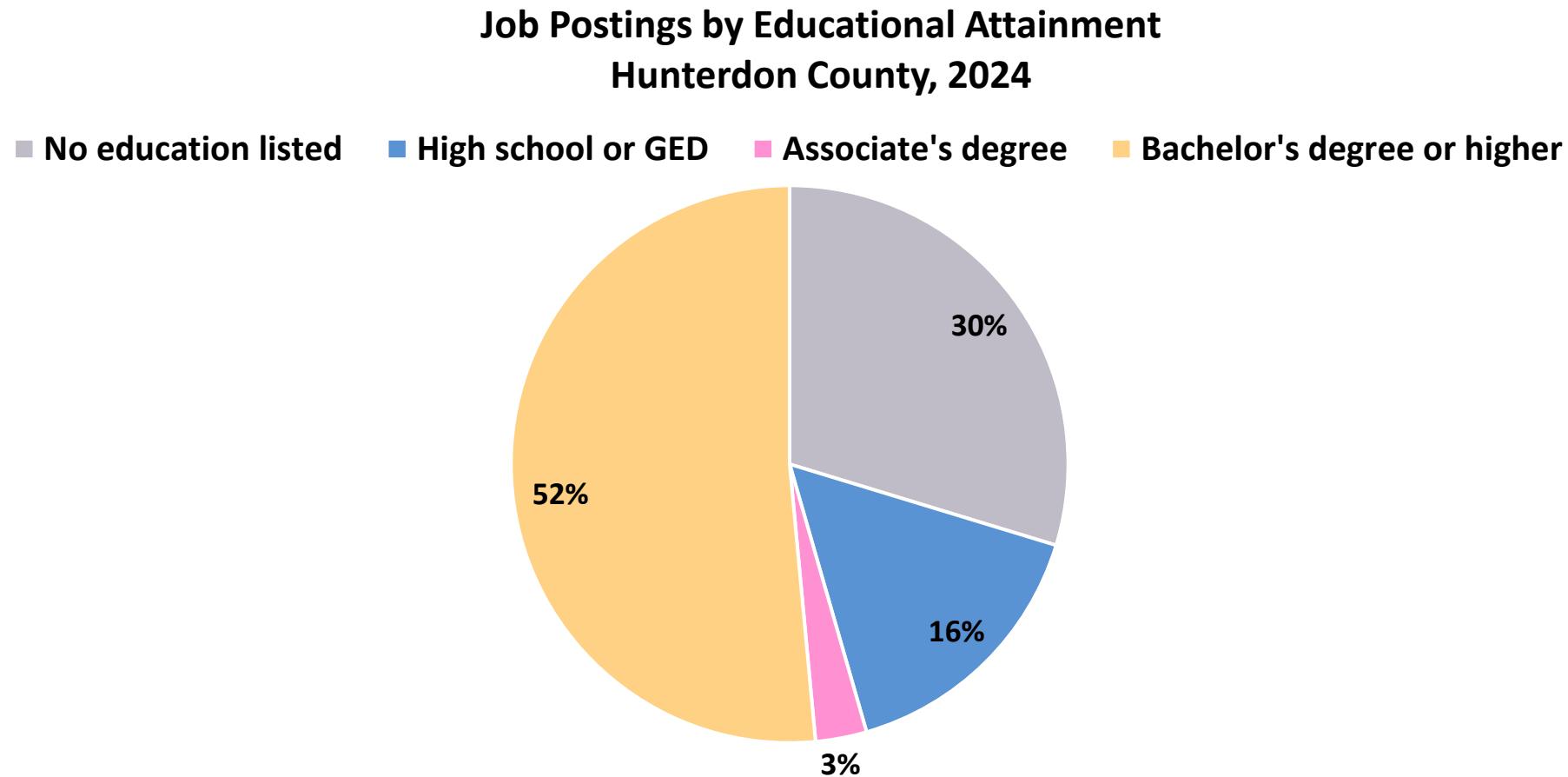
Top 5 Soft Skills

Hunterdon County, 2024

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



Half of all job postings in Hunterdon County require a bachelor's degree or higher.



Note: Bachelor's degree or higher includes Bachelor's Degree, Master. Ph.D. or Professional Degree. While 30% of job postings did not specify educational attainment, this does not necessarily mean there are no requirements for it.



AI-related Job Postings

Hunterdon 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.



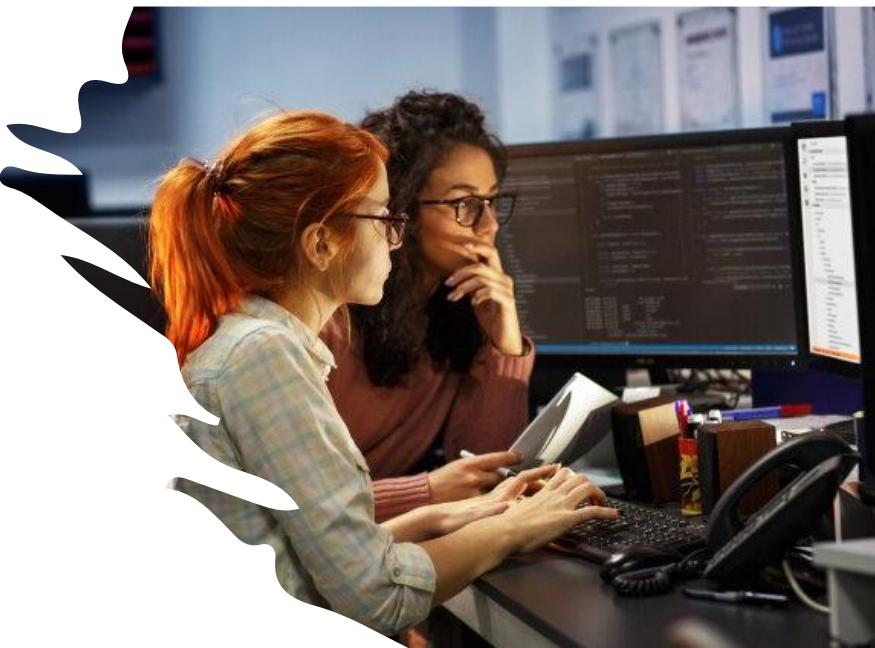
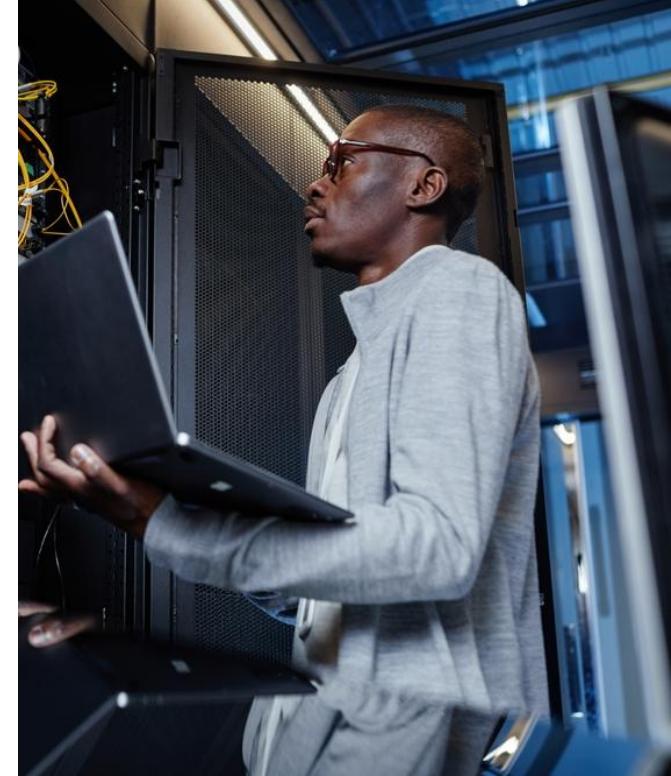
Top 5 AI-related Hiring Companies Hunterdon County, 2024

- Chubb
- Quva Pharma
- New York Life
- Hunterdon Medical Center
- Combined Insurance

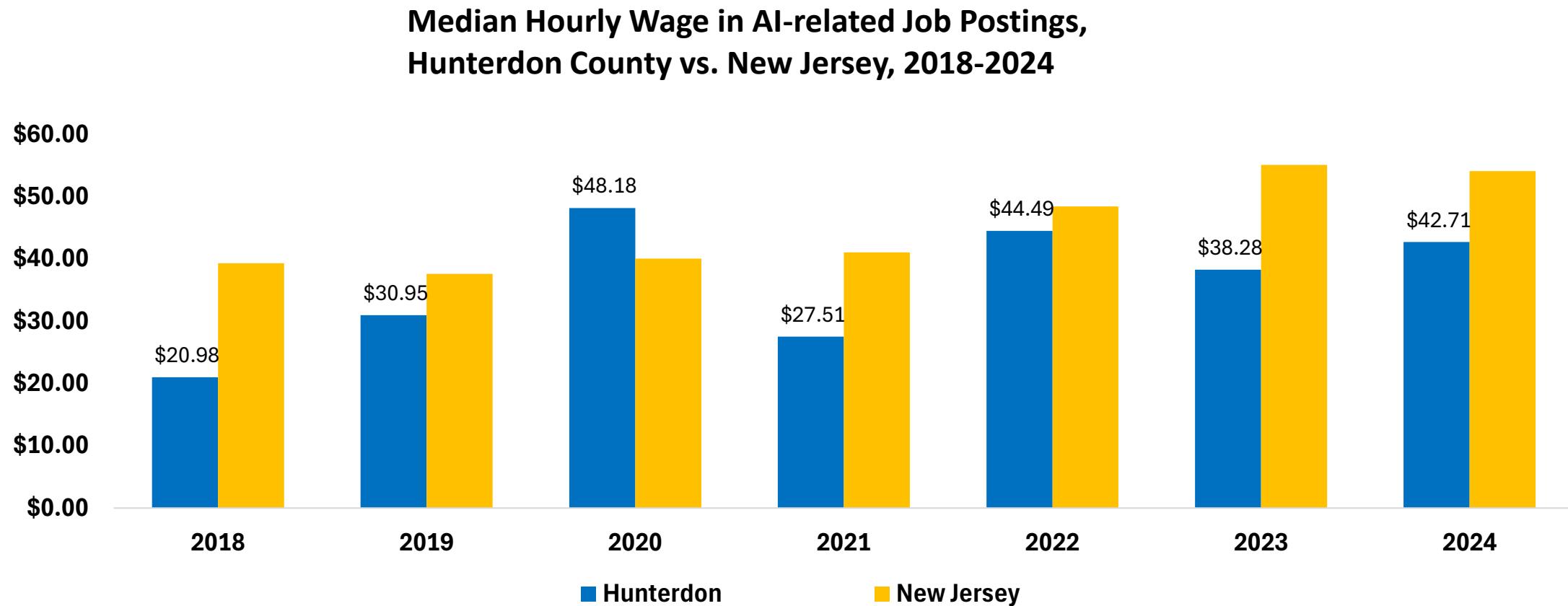
Top 5 AI-related Occupations

Hunterdon County, 2024

- Software Developers
- Data Scientists
- Project Management Specialists
- Actuaries
- Marketing Managers



In Hunterdon County, the median hourly wage for AI-related job postings is often lower than the state average.





TAKEAWAYS



- **Key Economic and Workforce Insights: Hunterdon County**

- **Demographics**

- Hunterdon County's population is older and less diverse than the New Jersey average.
- Hunterdon County's education level is much higher than the state overall, and the proportion of residents with a bachelor's degree or higher is 13.2 percentage points higher than the state average.

- **Regional Variation**

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



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

- **Industry Composition**

- More than 14% of business establishments are in health care and social assistance.
- Professional and technical services and retail trade sectors have higher employment shares in Hunterdon County compared to state average.



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

- **Occupational Demand in the County**

- **Top Projected Occupations by 2032 (Net Change)**

- Food Preparation and Serving Related
- Transportation and Material Moving Occupations
- Management
- Computer and Mathematical
- Healthcare Support



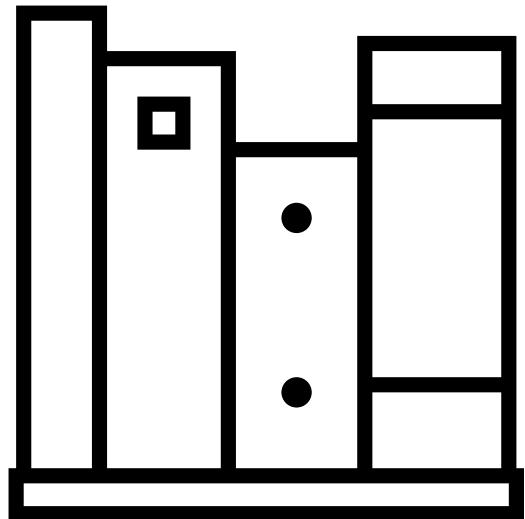
- **Key Economic and Workforce Insights: Hunterdon County (Continued)**

- **Occupational Demand in the County**

- **Top Occupations by Job Postings**

- Retail Salespersons
- Registered Nurses
- Home Health and Personal Care Aides
- Customer Service Representatives
- Software Developers

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)

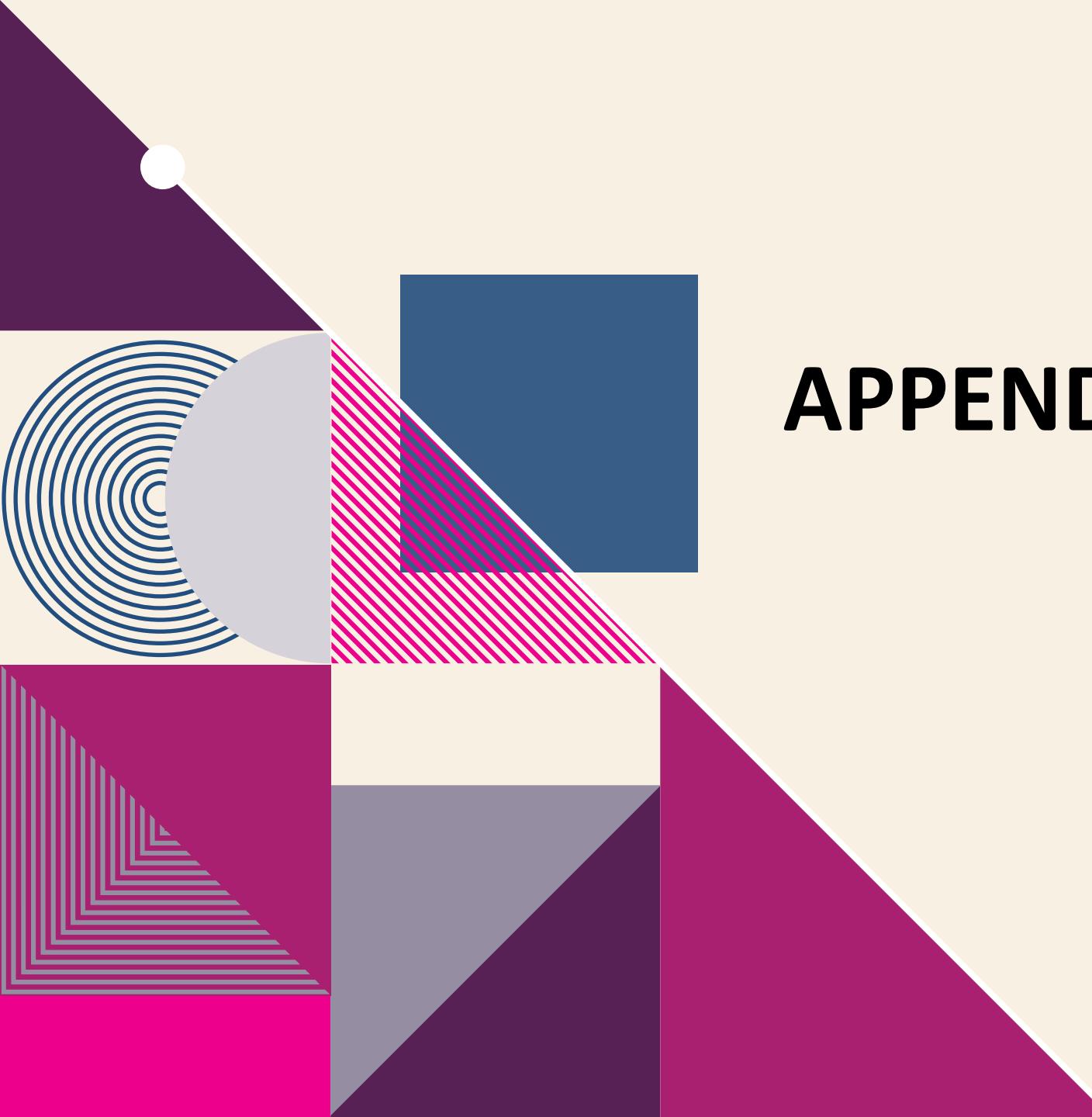
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THANK YOU!



APPENDIX

Hunterdon County Establishments, Ranked by Percent of the Total Establishments All Ownerships

Industry	Total Number of Establishments	Total Number of Employees	% of Total Establishments
Health care and social assistance	561	6,377	14.3%
Professional and technical services	550	3,734	14.0%
Construction	440	3,531	11.2%
Retail trade	392	5,954	10.0%
Other services, except public administration	348	2,102	8.8%
Administrative and waste services	296	2,009	7.5%
Accommodation and food services	285	3,497	7.2%
Manufacturing	146	2,931	3.7%
Wholesale trade	144	1,403	3.7%
Agriculture, forestry, fishing and hunting	84	1,095	2.1%
Real estate and rental and leasing	82	299	2.1%
Arts, entertainment, and recreation"	76	1,126	1.9%
Transportation and warehousing	58	812	1.5%
Educational services	56	852	1.4%
Information	54	302	1.4%
Management of companies and enterprise	20	868	0.5%
Mining	7	65	0.2%
Total	3,933	40,378	100.0%

Note: An establishment is considered unknown when there is insufficient detail to accurately determine its primary industry at that location. It will be assigned an industry code once the program can verify its main business activity.

Actual and Projected Employment by Occupation Group, Hunterdon County
Top 15 Occupations ranked by 2032 Employment Projections

Occupational Group	2022	2032	Net Change	Percent Change
	Actual	Projected		
Office and Administrative Support Occupations	6,650	6,100	-550	-8.3%
Sales and Related Occupations	5,150	5,200	50	1.0%
Management Occupations	3,900	4,100	200	5.1%
Transportation and Material Moving Occupations	3,850	4,100	250	6.5%
Food Preparation and Serving Related Occupations	3,300	3,850	550	16.7%
Business and Financial Operations Occupations	3,650	3,700	50	1.4%
Educational Instruction and Library Occupations	3,500	3,650	150	4.3%
Healthcare Practitioners and Technical Occupations	2,700	2,850	150	5.6%
Construction and Extraction Occupations	2,550	2,700	150	5.9%
Personal Care and Service Occupations	2,100	2,300	200	9.5%
Computer and Mathematical Occupations	1,900	2,100	200	10.5%
Healthcare Support Occupations	1,900	2,100	200	10.5%
Production Occupations	2,000	1,850	-150	-7.5%
Installation, Maintenance, and Repair Occupations	1,650	1,750	100	6.1%
Building and Grounds Cleaning and Maintenance Occupations	1,400	1,450	50	3.6%