

# Salem 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**

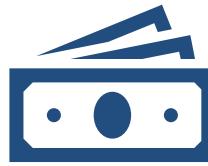
**BLS**

**LMI**

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



Salem 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.



Salem County's real GDP ranks 19th among all New Jersey counties. **Unemployment** follows state trends but stays above the New Jersey average.



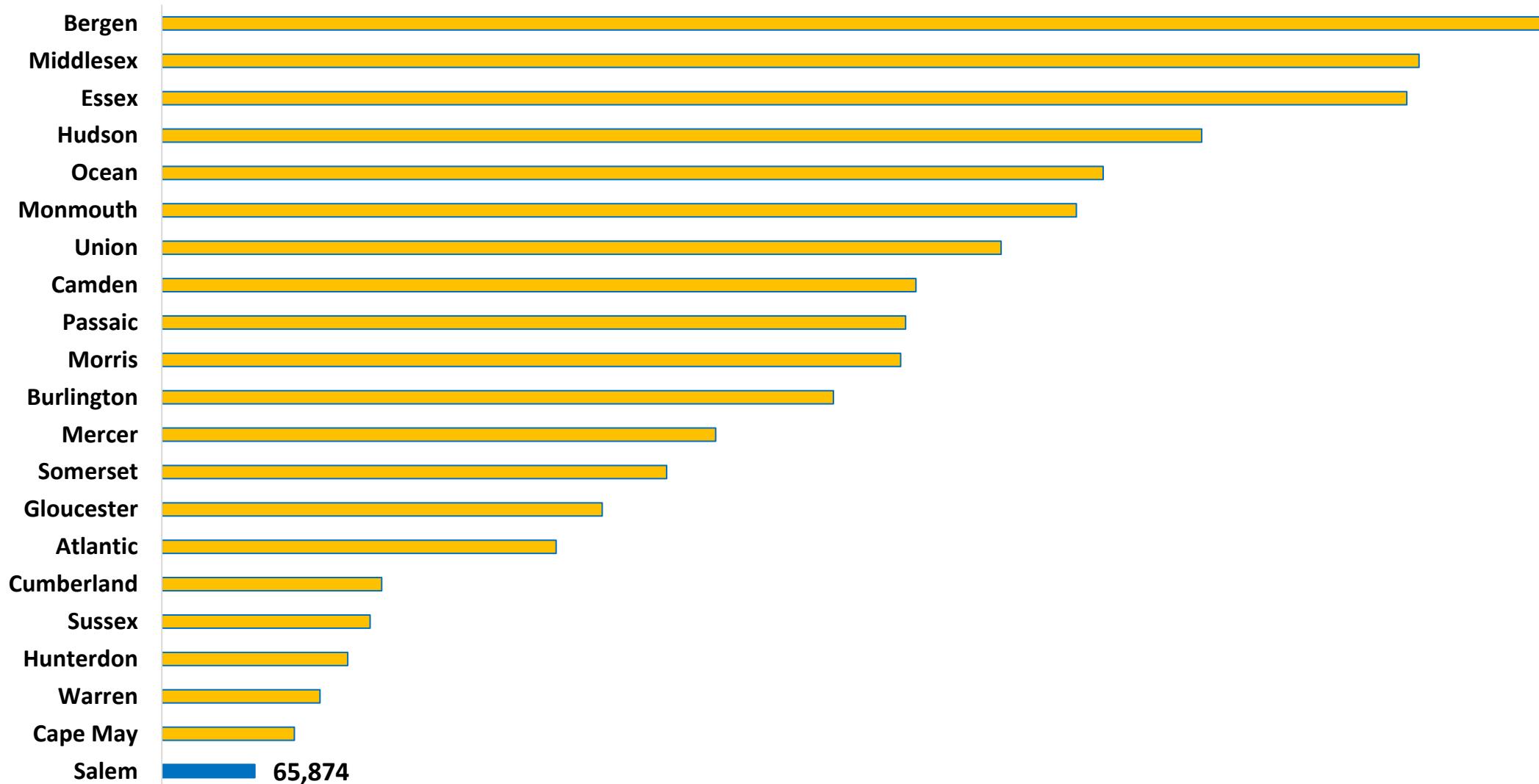
The **top** occupations in demand include Registered Nurses, Nuclear Engineers, Home Health and Personal Care Aides, Retail Salespersons and Heavy and Tractor-Trailer Truck Drivers.



# **DEMOGRAPHIC AND HOUSING CHARACTERISTICS**

**Salem County's population was 65,874 in 2024.**

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



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

### **Demographic Characteristics**

<b>Indicator</b>	<b>Salem County</b>	<b>New Jersey</b>
<b>Median Age</b>	41.1	40.1
<b>% of Older Population (65+)</b>	20.2%	18.0%
<b>% of Language Other Than English Spoken at Home</b>	N/A	34.3%
<b>% of Foreign-Born Population</b>	2.0%	25.0%
<b>% of Hispanic or Latino (of Any Race)</b>	12.5%	23.5%

**The share of Salem County residents with an associate's degree is 4.4 percentage points above the state average.**

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

<b>Indicator</b>	<b>Salem County</b>	<b>New Jersey</b>
<b>High School or Equivalent Degree</b>	37.0%	24.7%
<b>Some College, No Degree</b>	19.0%	14.5%
<b>Associate's Degree</b>	11.0%	6.6%
<b>Bachelor's Degree or Higher</b>	24.4%	44.5%
<b>High School Degree or Higher</b>	91.4%	90.3%

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

### **Income & Poverty**

<b>Indicator</b>	<b>Salem County</b>	<b>New Jersey</b>
<b>Median Household Income</b>	\$83,376	\$104,294
<b>% of Poverty</b>	14.9%	9.2%

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

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

### **Housing Characteristics**

<b>Indicator</b>	<b>Salem County</b>	<b>New Jersey</b>
<b>Total Households</b>	24,355	3,543,944
<b>Median Gross Rent</b>	\$1,402	\$1,800
<b>Homeownership Rate</b>	75.1%	63.9%
<b>% of Housing Value of Owner Occupied (<math>\geq \\$300,000</math>)</b>	43.7%	80.7%

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

### Commuting Characteristics

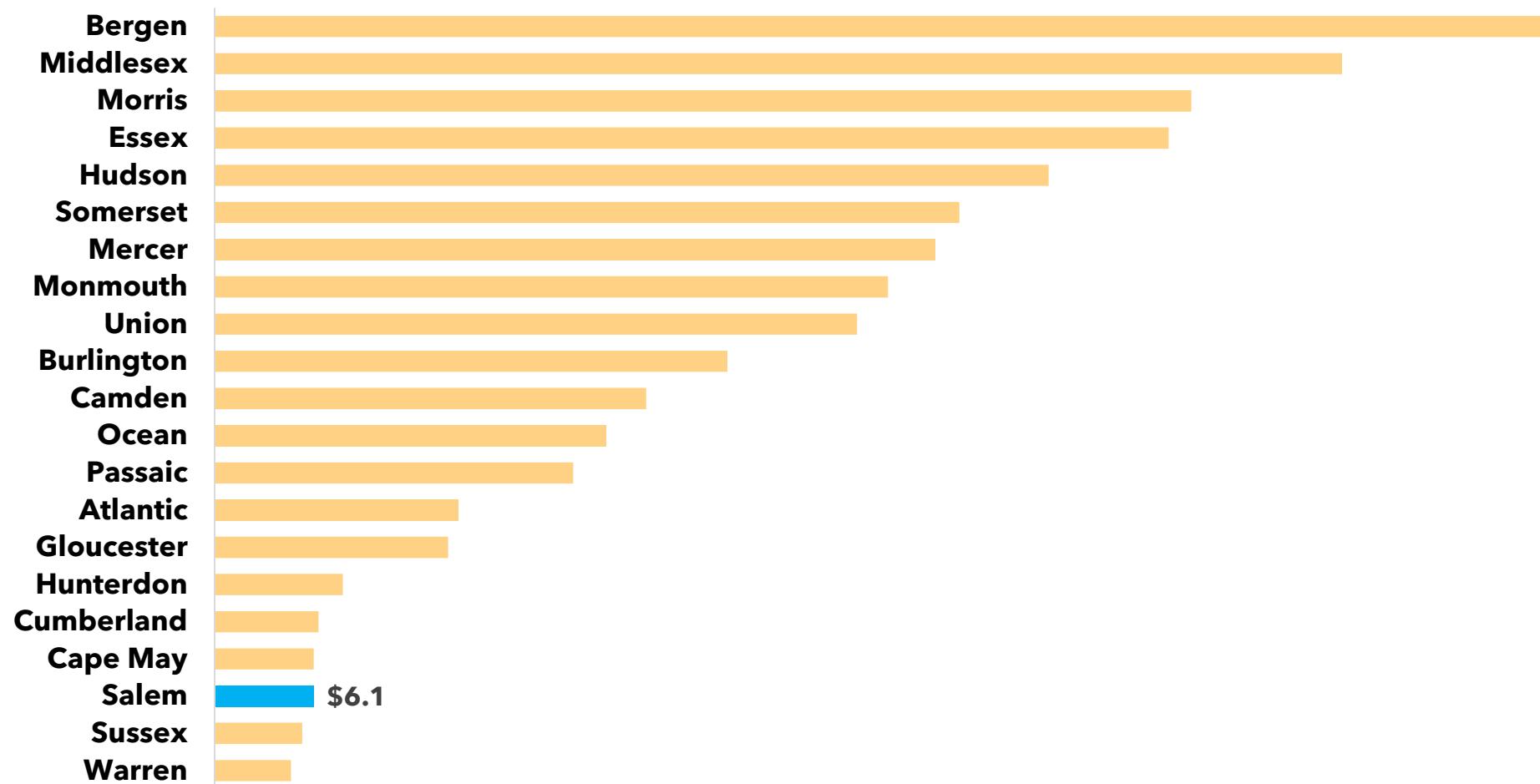
Indicator	Salem County	New Jersey
Average Travel Time to Work (in Minutes)	28.5	31.9
% of Public Transportation	1.0%	9.7%
% of Working From Home	7.3%	13.5%

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 triangles is a grey circle with blue concentric lines. To the right of the grey circle is a blue square with pink diagonal stripes. Below the blue square is a red square with grey diagonal stripes. The bottom left corner of the red square is cut off by a diagonal line.

# ECONOMY

In 2023, Salem County's real GDP was \$6.1 billion, ranking 19th among all New Jersey counties.

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





# Establishments and Employment

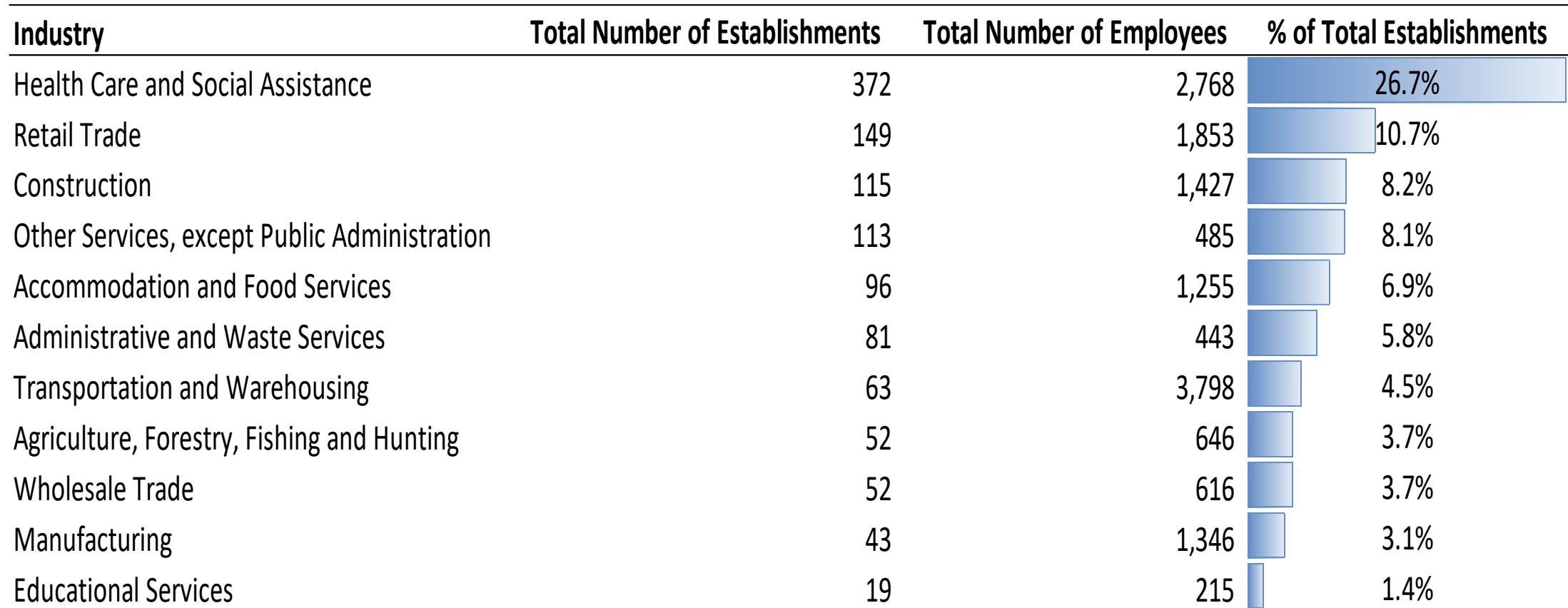
## Salem County

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.

**26.7% of Salem County establishments are in health care and social assistance.**

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



In Salem County, transportation and warehousing has the highest employment share difference compared to state averages.

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

Industry	Salem County		New Jersey		Difference between
	Employment	% of Total	Employment	% of Total	
Construction	1,427	8.1%	164,014	4.5%	3.6%
Manufacturing	1,346	7.6%	253,054	6.9%	0.7%
Wholesale Trade	616	3.5%	213,549	5.8%	-2.3%
Retail Trade	1,853	10.5%	427,521	11.6%	-1.2%
Transportation and Warehousing	3,798	21.5%	233,943	6.4%	15.1%
Administrative and Waste Services	443	2.5%	286,750	7.8%	-5.3%
Educational Services	215	1.2%	90,018	2.4%	-1.2%
Health Care and Social Assistance	2,768	15.6%	656,356	17.8%	-2.2%
Accommodation and Food Services	1,255	7.1%	328,905	8.9%	-1.9%
Other Services, Ex. Public Administration	485	2.7%	144,086	3.9%	-1.2%

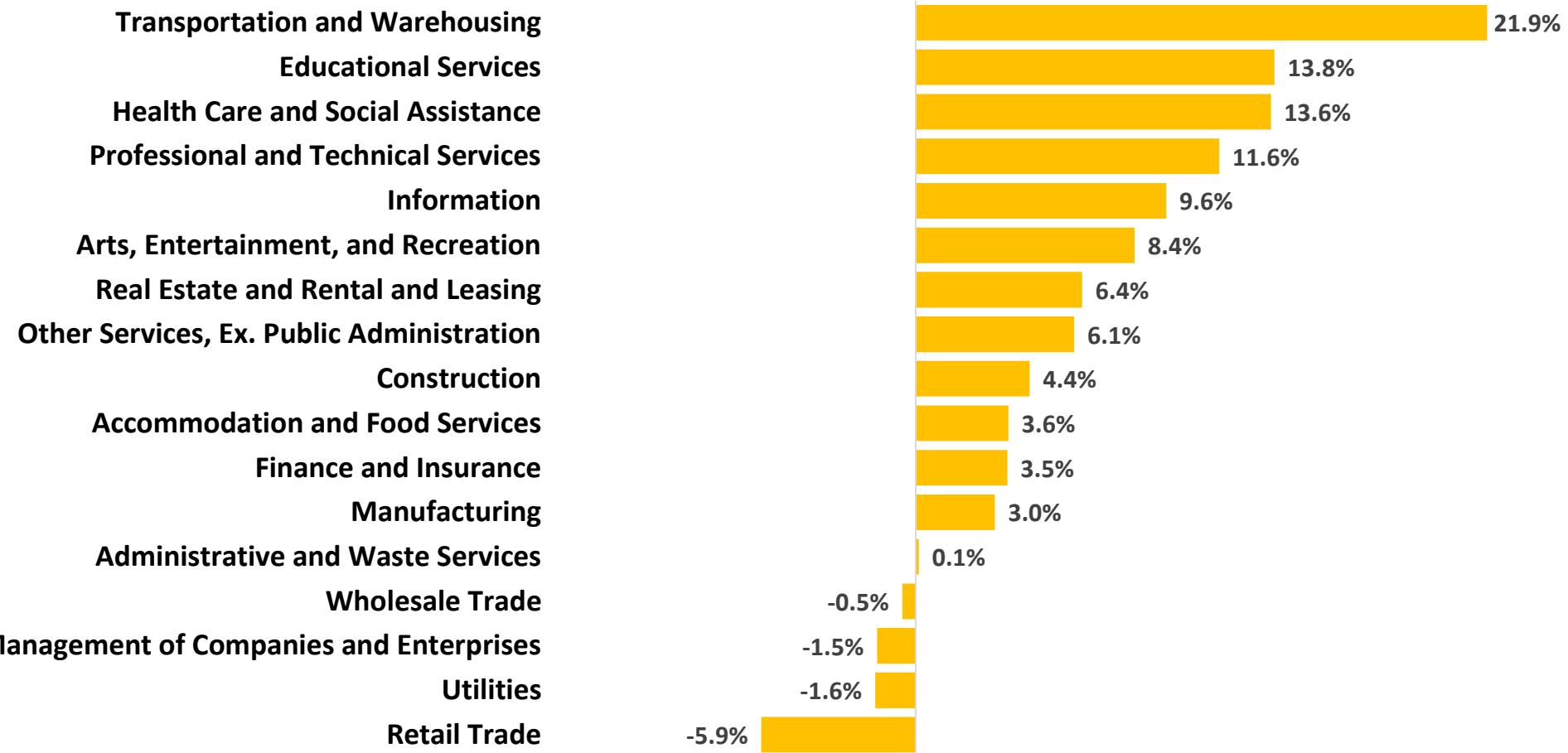
Between 2018 and 2024, transportation and warehousing saw the largest and fastest employment growth in Salem County, increasing by 95.6% or 1,856 jobs.

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



**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)





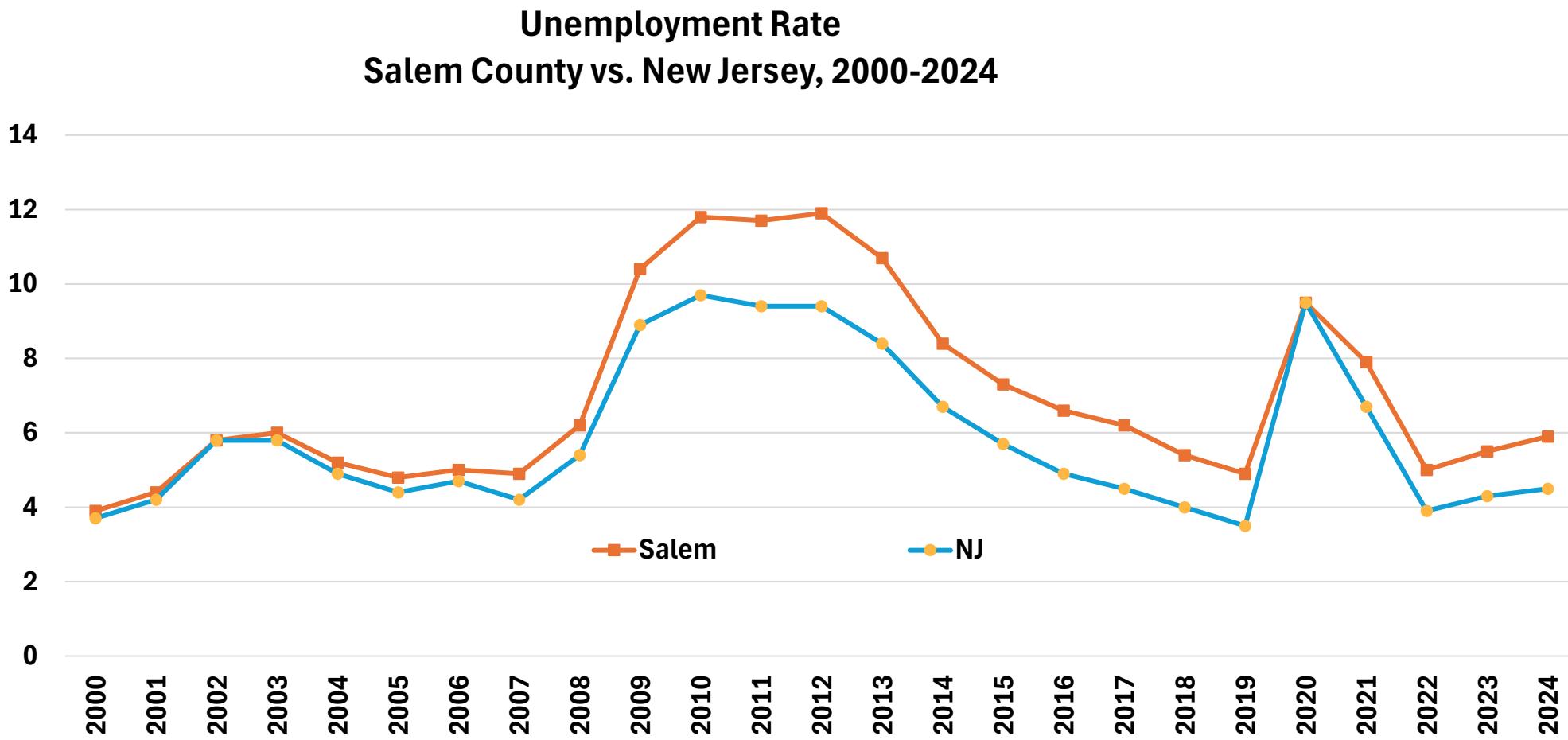
# Unemployment Trend

## Salem 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 Salem County follows state trends but stays above the New Jersey average.**





# Occupational Employment and Wages

## Salem 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.

**21.6% Salem County's total employment is concentrated in the top 10 occupations.**

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

Occupation	Employment	% of Total Employment	Median Hourly Wage
Laborers and Freight, Stock, and Material Movers, Hand	690	3.2%	\$21.99
Heavy and Tractor-Trailer Truck Drivers	620	2.9%	\$28.20
Stockers and Order Fillers	600	2.8%	\$22.49
Home Health and Personal Care Aides	480	2.3%	\$18.54
Cashiers	480	2.3%	\$15.13
Registered Nurses	390	1.8%	\$49.77
Office Clerks, General	360	1.7%	\$22.76
Security Guards	330	1.6%	N/A
Secretaries & Administrative Assistants	330	1.6%	\$22.66
Elementary School Teachers, Except Special Education	320	1.5%	N/A
<b>Top 10 Occupations, Total</b>	<b>4,600</b>	<b>21.6%</b>	
<b>All Occupations, Total</b>	<b>21,270</b>	<b>100.0%</b>	<b>\$24.92</b>

*Note:* OEWS 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**

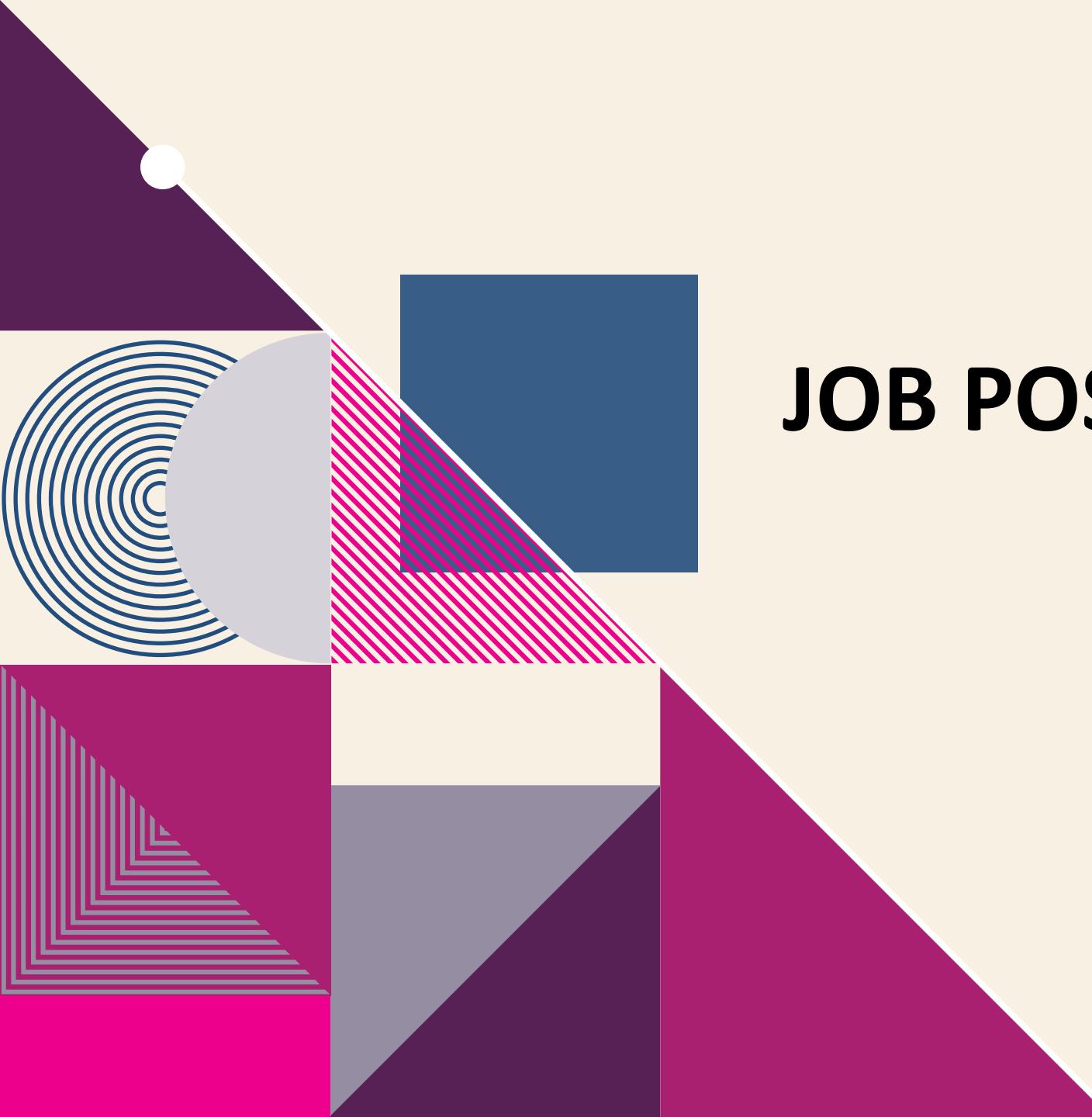
Occupation	Employment	% of Total Employment	Median Hourly Wage
Home Health and Personal Care Aides	105,460	2.5%	\$17.83
Laborers and Freight, Stock, and Material Movers	101,720	2.4%	\$18.78
Registered Nurses	95,150	2.2%	\$49.39
Cashiers	93,270	2.2%	\$15.96
Retail Salespersons	87,760	2.1%	\$17.13
Fast 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 Salem County, the transportation and material moving occupational group is projected to see the largest and fastest growth (+600 and 15.6%).

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

Occupational Group	2022	2032	Net	Percent
	Actual	Projected	Change	Change
Transportation and Material Moving	3,850	4,450	600	15.6%
Office and Administrative Support	3,000	2,900	-100	-3.3%
Educational Instruction and Library	1,850	1,850	0	0.0%
Sales and Related	1,550	1,550	0	0.0%
Management	1,400	1,450	50	3.6%
Installation, Maintenance, and Repair	1,400	1,400	0	0.0%
Food Preparation and Serving Related	1,250	1,250	0	0.0%
Construction and Extraction	1,250	1,250	0	0.0%
Production	1,200	1,100	-100	-8.3%
Business and Financial Operations	1,000	1,000	0	0.0%



# JOB POSTINGS



# Job Postings

## Salem 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 Salem County, 2024**

- **Public Service Enterprise Group**
- **Inspira Health Network**
- **BAYADA Home Health Care**
- **Walmart**
- **Pilot Company**

## Top 5 Occupations Salem County, 2024

- Registered Nurses
- Nuclear Engineers
- Home Health and Personal Care Aides
- Retail Salespersons
- Heavy and Tractor-Trailer Truck Drivers



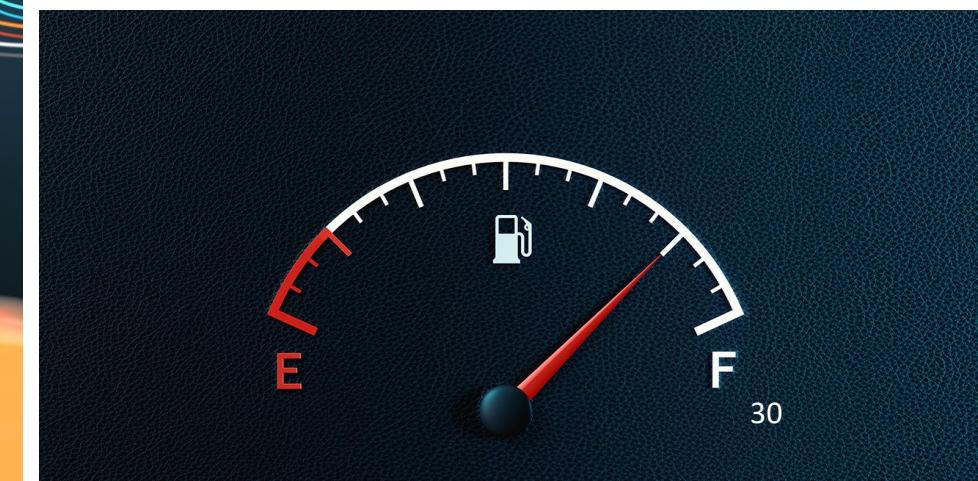


## **Top 5 Specialized Skills Salem County, 2024**

- **Nursing**
- **Project Management**
- **Warehousing**
- **Merchandising**
- **Emergency Response**

## Top 5 Software Skills in Salem County, 2024

- Microsoft Office (e.g., Excel, and PowerPoint)
- Programming Language (e.g., SQL, Python, and R)
- SAP Applications
- Inventory/Warehouse Management Systems
- Salesforce





## **Top 5 Soft Skills Salem County, 2024**

- **Communication**
- **Operations**
- **Customer Service**
- **Management**
- **Leadership**



## Top 5 Certificates in Salem County

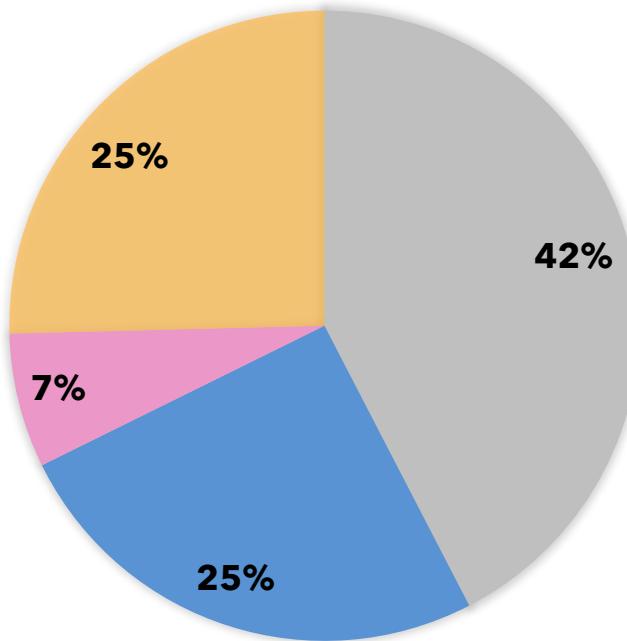
- **Valid Driver's License**
- **Registered Nurse (RN)**
- **Basic Life Support (BLS) Certification**
- **Licensed Practical Nurse (LPN)**
- **Cardiopulmonary Resuscitation (CPR) Certification**



**One-quarter of all job postings in Salem County require a bachelor's degree or higher.**

**Job Postings by Educational Attainment  
Salem County, 2024**

**No education listed** ■ **High school or GED** ■ **Associate's degree** ■ **Bachelor's degree or higher**



*Note:* Bachelor's degree or higher includes Bachelor's Degree, Master. Ph.D. or Professional Degree. While 42% of job postings did not specify educational attainment, this does not necessarily mean there are no requirements for it.



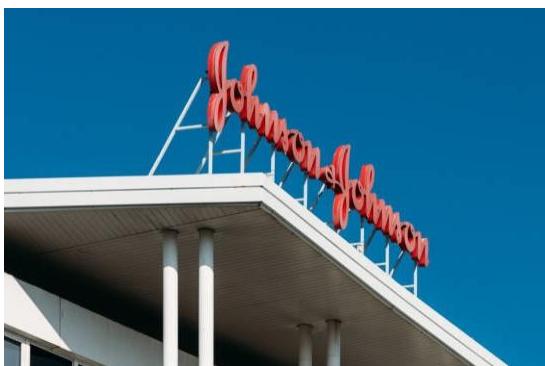
# AI-related Job Postings

## Salem 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.



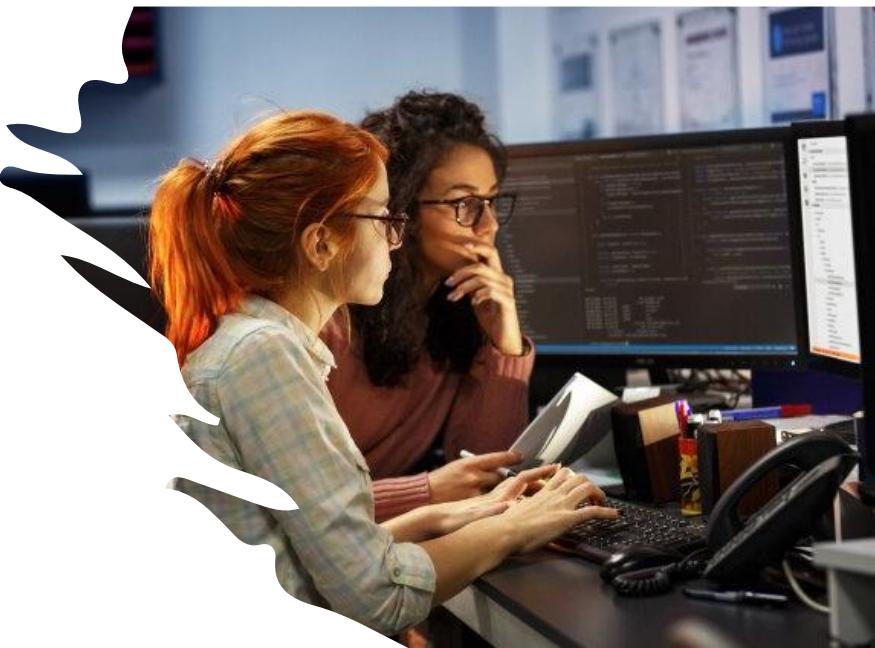
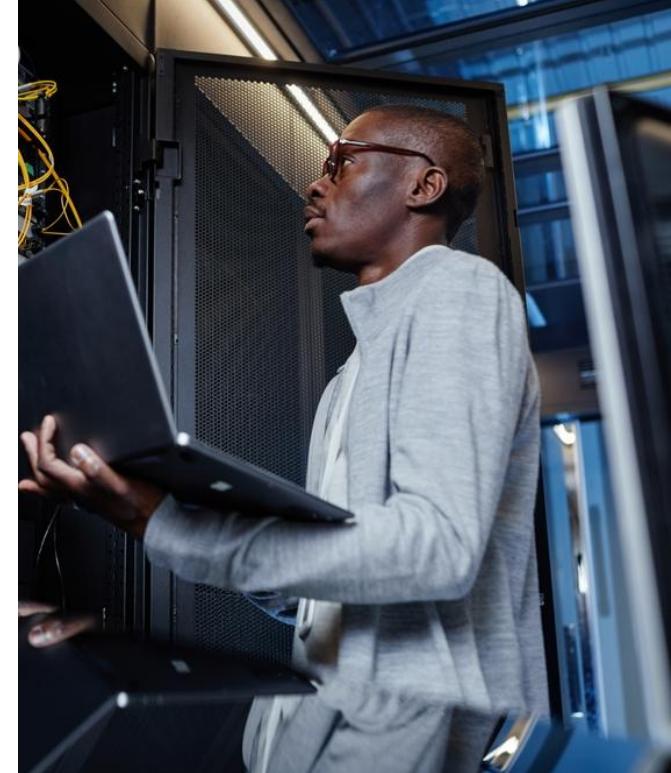
## **Top 5 AI-related Hiring Companies Salem County, 2024**

- **Public Service Enterprise Group**
- **Exelon**
- **Walmart**
- **BAYADA Home Health Care**
- **Ombudsman Educational Services**

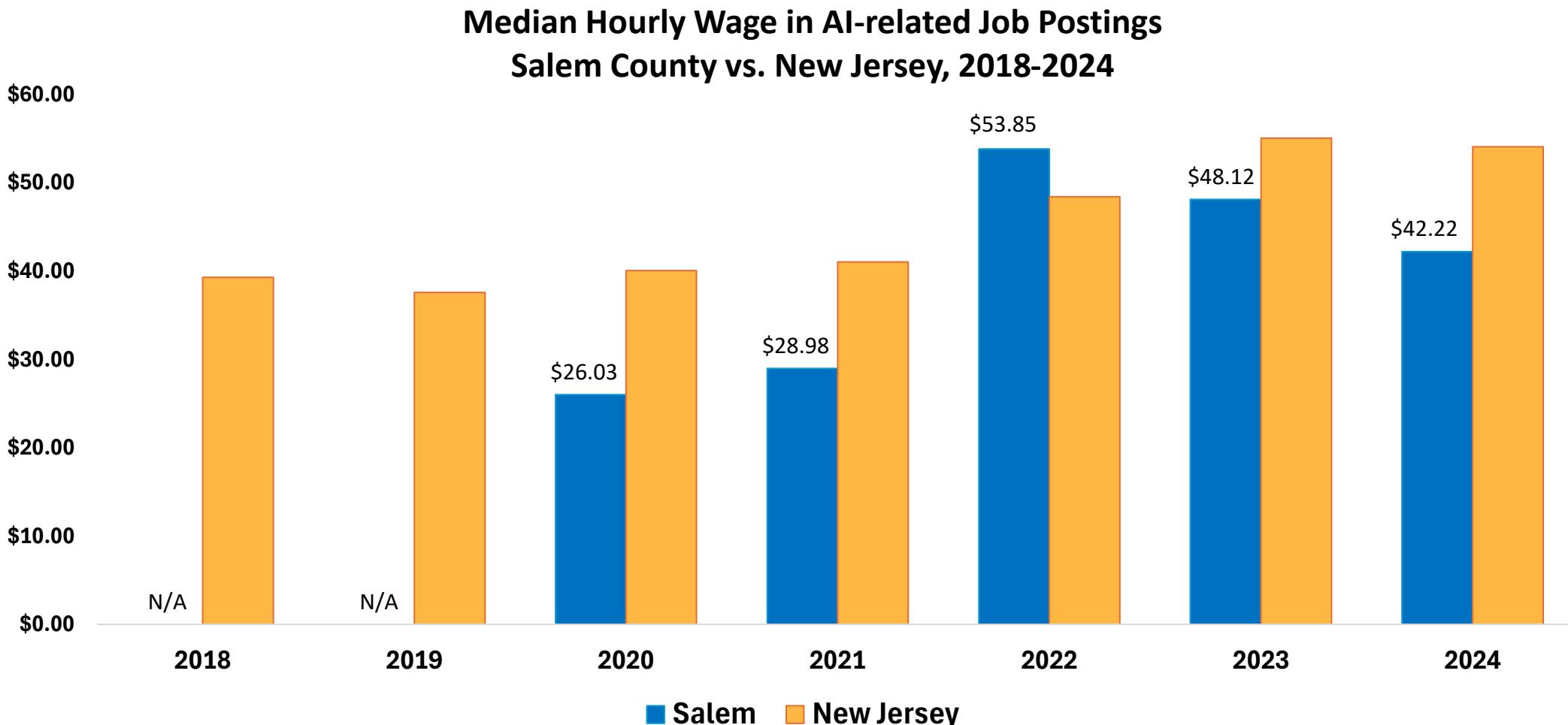
# Top 5 AI-related Occupations

## Salem County, 2024

- Nuclear Engineers
- Mechanical Engineers
- Project Management Specialists
- Industrial Engineers
- Registered Nurses



In Salem County, the median hourly wage for AI-related job postings was higher than the state average in 2022. In the first two years, the data was not available.





# TAKEAWAYS

- **Key Economic and Workforce Insights: Salem County**
  - **Demographics**
    - Salem County's population is older and less diverse than the New Jersey average.
    - Salem County's education level is comparable to the state overall, but the proportion of residents with a bachelor's degree or higher is 20.1 percentage points lower than the state average.
  - **Regional Variation**
    - There are differences in economic and housing characteristics across Salem County's municipalities.

- **Key Economic and Workforce Insights: Salem County (Continued)**
  - **Industry Composition**
    - Over 26% of business establishments are in health care and social assistance.
    - The transportation and warehousing and construction sectors have higher employment shares in Salem County compared to state averages.



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

- **Occupational Demand in the County**

- **Top Projected Occupations by 2032**

- Transportation and Material Moving
- Office and Administrative Support
- Educational Instruction and Library
- Sales and Related
- Management



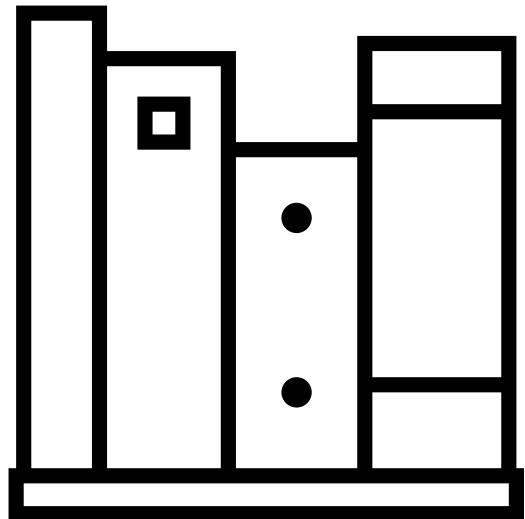
- **Key Economic and Workforce Insights: Salem County (Continued)**

- **Occupational Demand in the County**

- **Top Occupations by Job Postings**

- Registered Nurses
- Nuclear Engineers
- Home Health and Personal Care Aides
- Retail Salespersons
- Heavy and Tractor-Trailer Truck Driver

# 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)

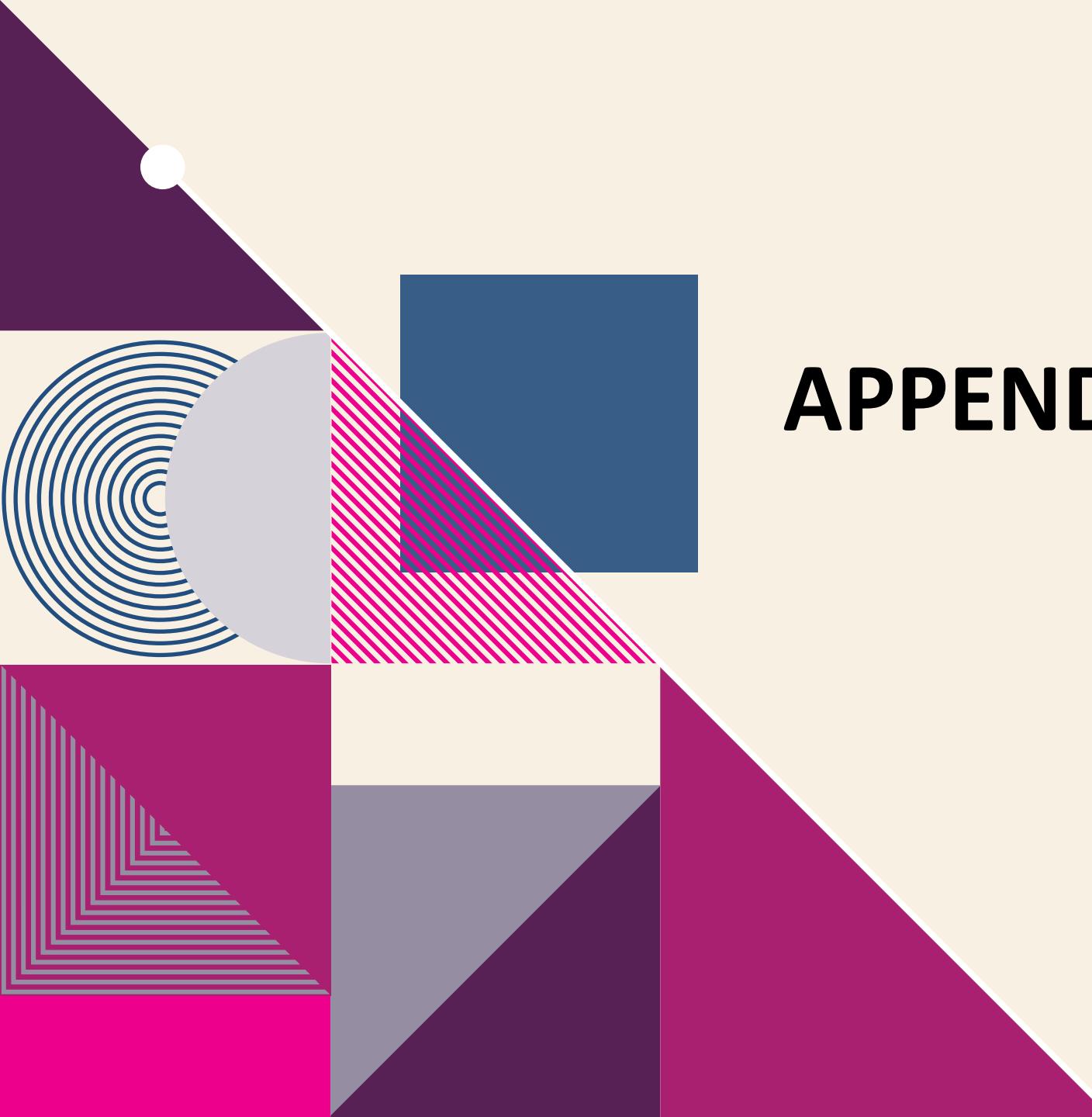
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THANK YOU!



# APPENDIX

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

<b>Occupational Group</b>	<b>2022</b>	<b>2032</b>	<b>Net Change</b>	<b>Percent Change</b>
	<b>Actual</b>	<b>Projected</b>		
Transportation and Material Moving	3,850	4,450	600	15.6%
Office and Administrative Support	3,000	2,900	-100	-3.3%
Educational Instruction and Library	1,850	1,850	0	0.0%
Sales and Related	1,550	1,550	0	0.0%
Management	1,400	1,450	50	3.6%
Installation, Maintenance, and Repair	1,400	1,400	0	0.0%
Food Preparation and Serving Related	1,250	1,250	0	0.0%
Construction and Extraction	1,250	1,250	0	0.0%
Production	1,200	1,100	-100	-8.3%
Business and Financial Operations	1,000	1,000	0	0.0%
Healthcare Support	850	950	100	11.8%
Healthcare Practitioners and Technical	850	900	50	5.9%
Personal Care and Service	850	900	50	5.9%
Protective Service	700	700	0	0.0%
Building and Grounds Cleaning and Maintenance	550	550	0	0.0%