

Ocean County

Division of Economic and Demographic Research

Office of Research & Information

New Jersey Department of Labor and Workforce Development

February 2026

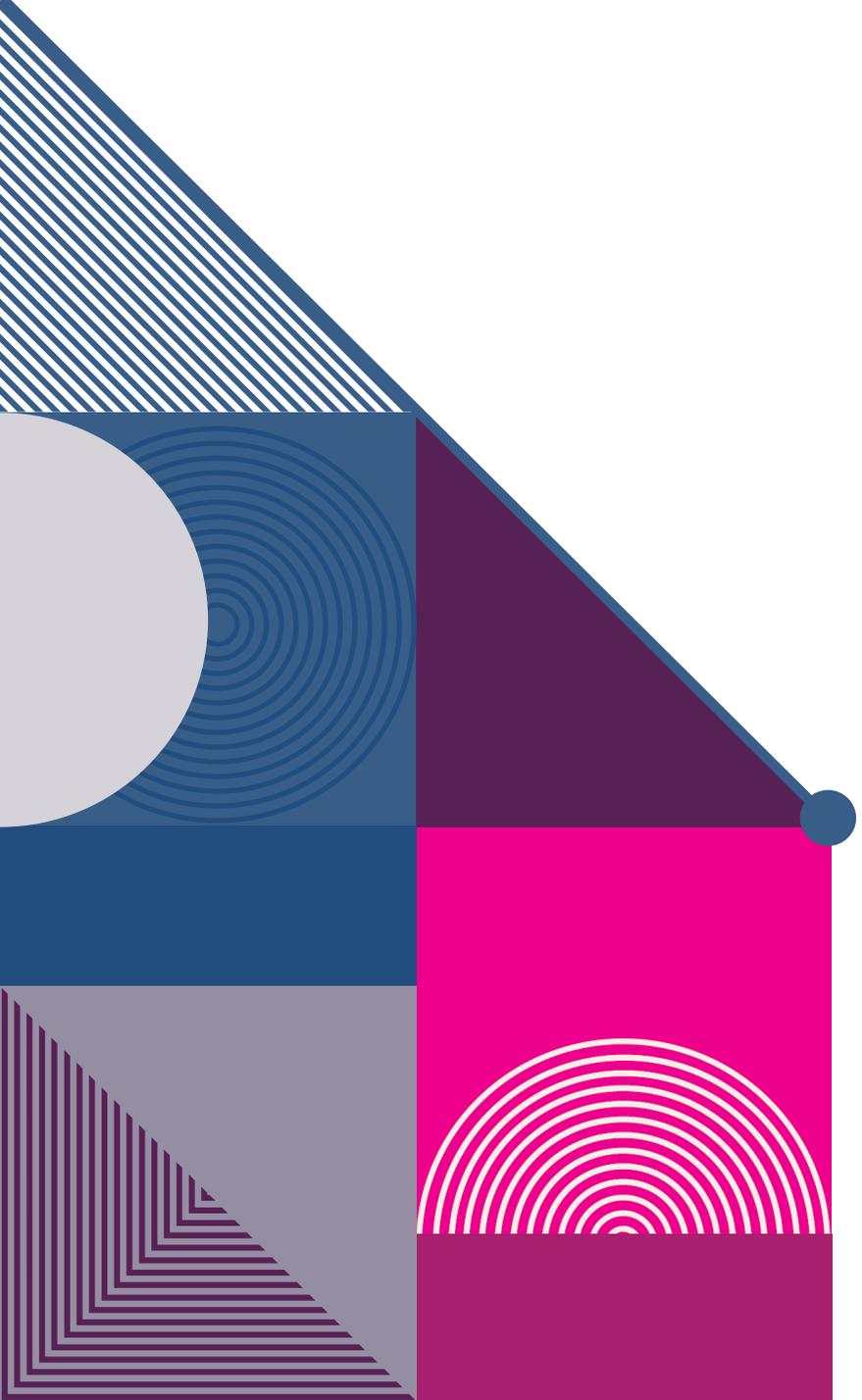
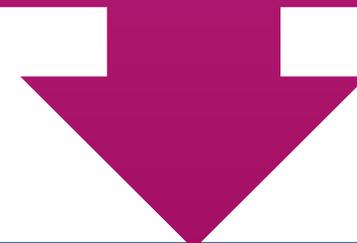


TABLE OF CONTENTS

Who Are We?	3
Purpose and Highlights	4
Demographic and Housing Characteristics	5
Economy	15
Job Postings	25
Takeaways	38
2025-2026 NJDOL Publications	44
Join Our List	45

**WHO ARE
WE?**

New Jersey Department of Labor
Office of Research and Information



Division of Economic and Demographic
Research

SDC

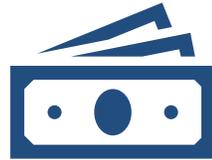
BLS

LMI

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



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



Ocean County's real GDP ranks 12th among all New Jersey counties. **Unemployment rate** follows state trends but has been slightly above the New Jersey average.



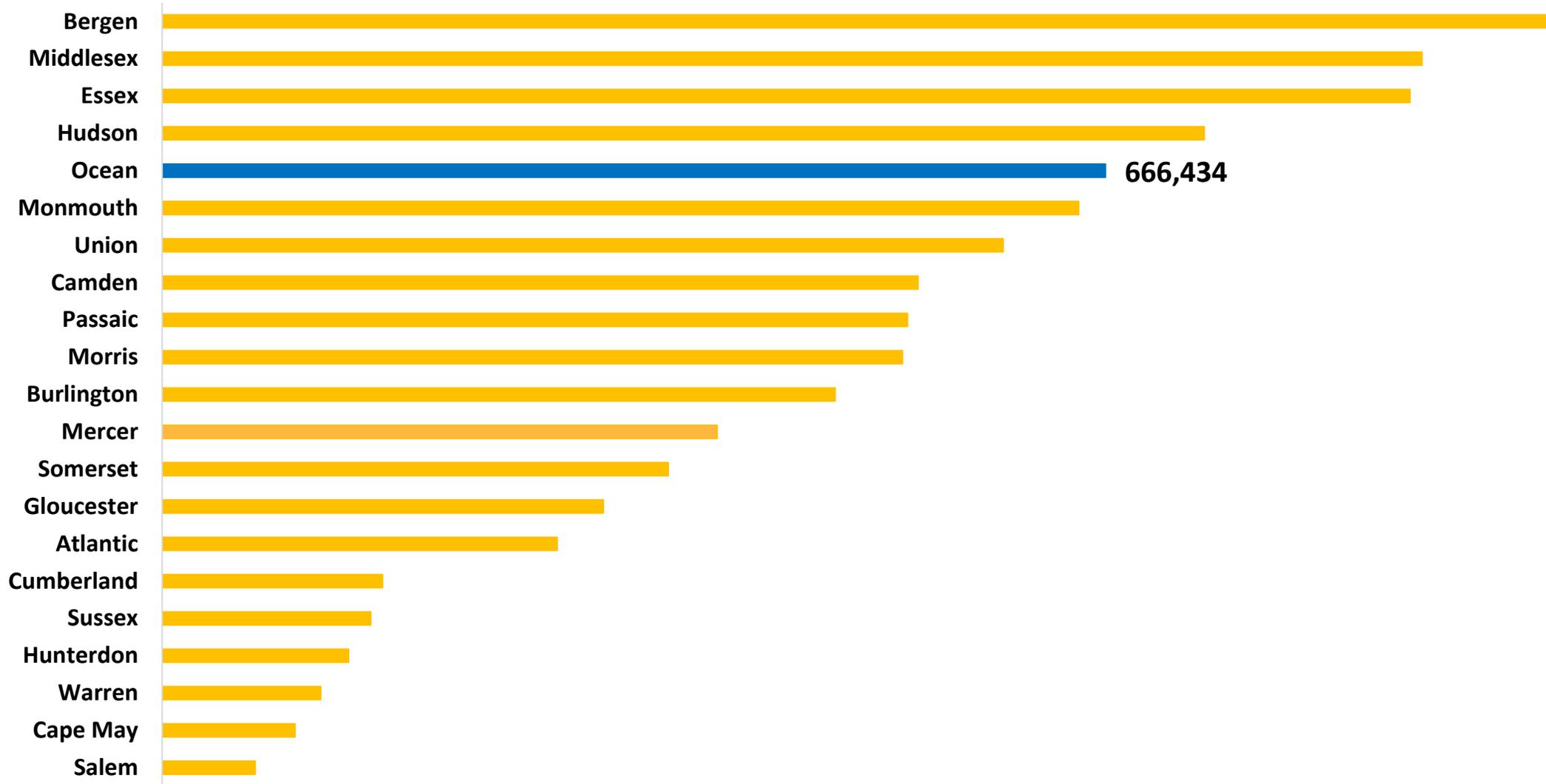
The **top** occupations in demand include Registered Nurses, Retail Salespersons and Home Health Aides.



DEMOGRAPHIC AND HOUSING CHARACTERISTICS

Ocean County's population was 666,434 in 2024.

Population Estimates by County in New Jersey, 2024



Ocean County's population is older and less Hispanic or Latino (of Any Race) than the state overall.

Demographic Characteristics

Indicator	Ocean County	New Jersey
Median Age	40.8	40.1
% of Older Population (65+)	23.3%	18.0%
% of Language Other Than English Spoken at Home	12.8%	34.3%
% of Foreign-Born Population	7.5%	25.0%
% of Hispanic or Latino (of Any Race)	11.4%	23.5%

The share of Ocean County residents with a bachelor's degree or higher is 8.3 percentage points below the state average.

Educational Attainment (Population 25 Years and Older)

Indicator	Ocean County	New Jersey
High School or Equivalent Degree	31.0%	24.7%
Some College, No Degree	18.8%	14.5%
Associate's Degree	7.6%	6.6%
Bachelor's Degree or Higher	36.2%	44.5%
High School Degree or Higher	93.7%	90.4%

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

Income & Poverty

Indicator	Ocean County	New Jersey
Median Household Income	\$96,430	\$104,294
% of Poverty	9.1%	9.2%

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

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

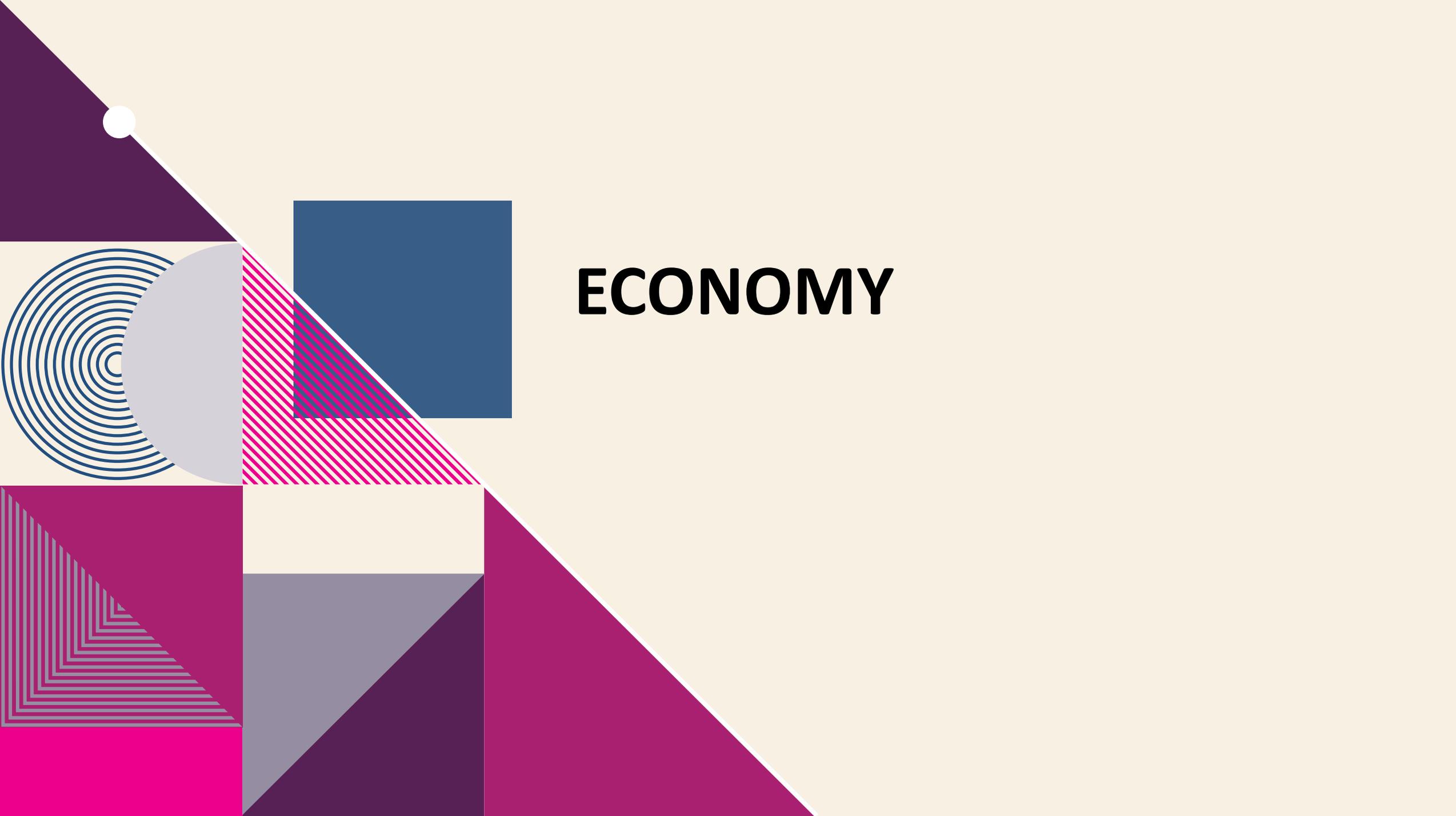
Housing Characteristics

Indicator	Ocean County	New Jersey
Total Households	247,985	3,543,944
Median Gross Rent	\$1,804	\$1,800
Homeownership Rate	83.1%	63.9%
% of Housing Value of Owner Occupied (\geq \$300,000)	76.8%	80.7%

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

Commuting Characteristics

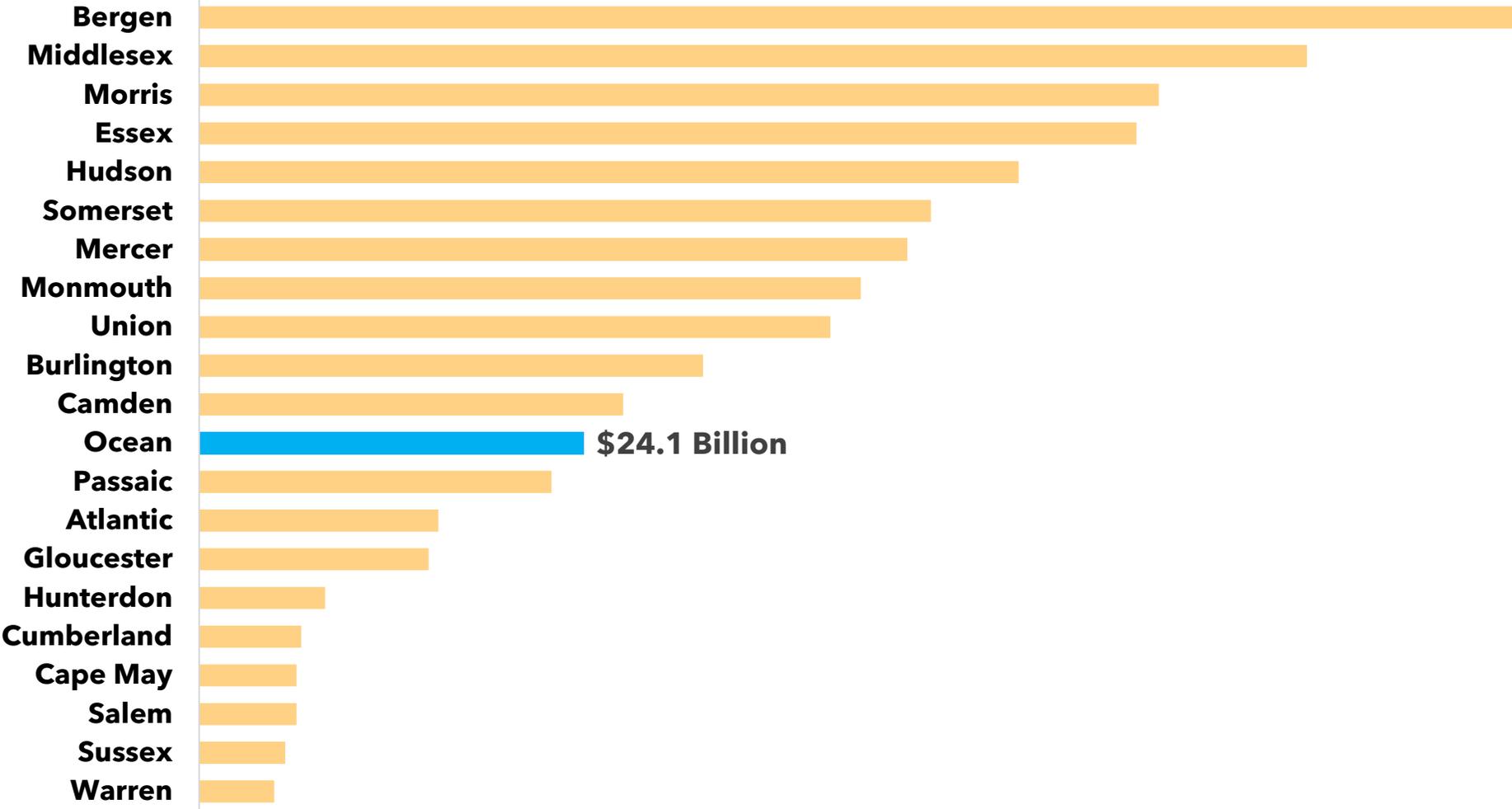
Indicator	Ocean County	New Jersey
Average Travel Time to Work (in Minutes)	31.1	31.9
% of Public Transportation	0.8%	9.7%
% of Working From Home	10.7%	13.5%



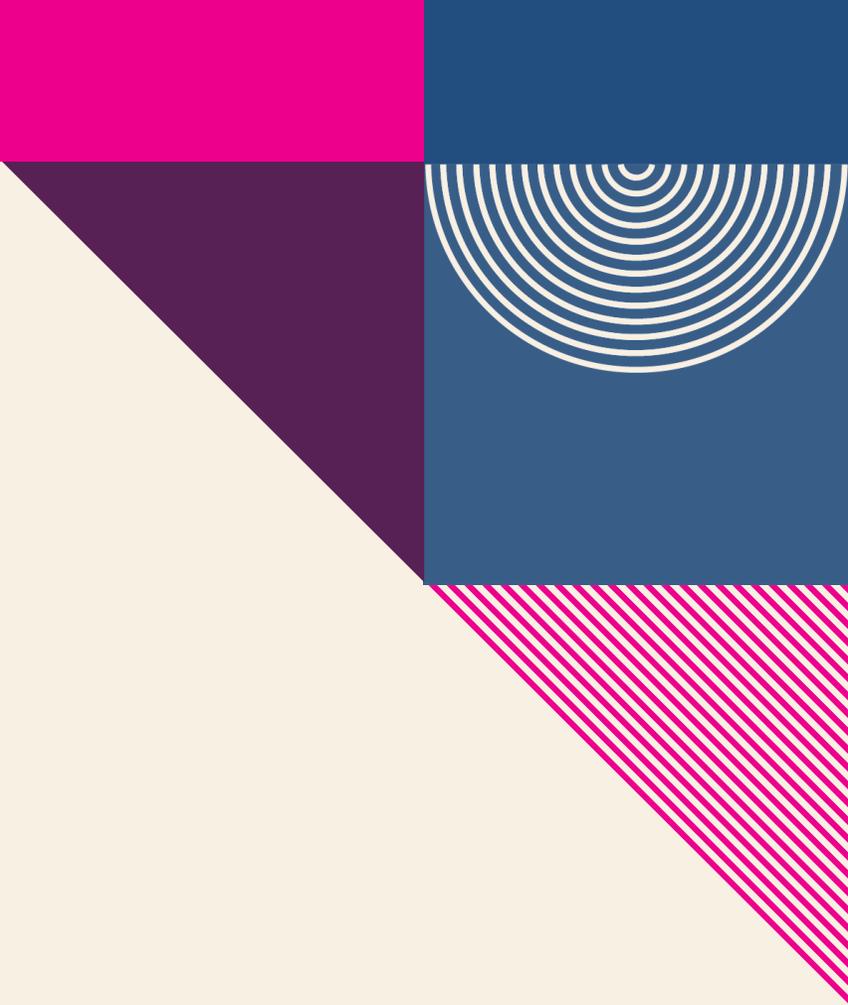
ECONOMY

In 2023, Ocean County's real GDP was \$24.1 billion, ranking 12th among all New Jersey counties.

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



Source: U.S. Bureau of Economic Analysis, "[CAGDP1 County and MSA gross domestic product \(GDP\) summary](#)" (accessed Wednesday, April 2, 2025).



Establishments and Employment

Ocean County

Source: Quarterly Census of Employment and Wages (QCEW) program, Q3 2024

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.

18.4% of Ocean County establishments are in the health care and social assistance.

Ocean 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	2,885	43,513	18.4%
Construction	1,814	11,081	11.6%
Retail Trade	1,771	27,131	11.3%
Professional and Technical Services	1,434	9,112	9.2%
Other Services, Ex. Public Admin	1,306	7,981	8.3%
Accommodation and Food Services	1,299	18,325	8.3%
Administrative and Waste Services	981	8,527	6.3%
Unclassified	793	896	5.1%
Real Estate and Rental and Leasing	772	3,975	4.9%
Wholesale Trade	554	4,624	3.5%
Finance and Insurance	540	3,442	3.4%
Manufacturing	361	5,973	2.3%
Arts, Entertainment, and Recreation	289	5,373	1.8%
Educational Services	279	8,349	1.8%
Transportation and Warehousing	273	3,378	1.7%
Information	149	1,027	1.0%

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

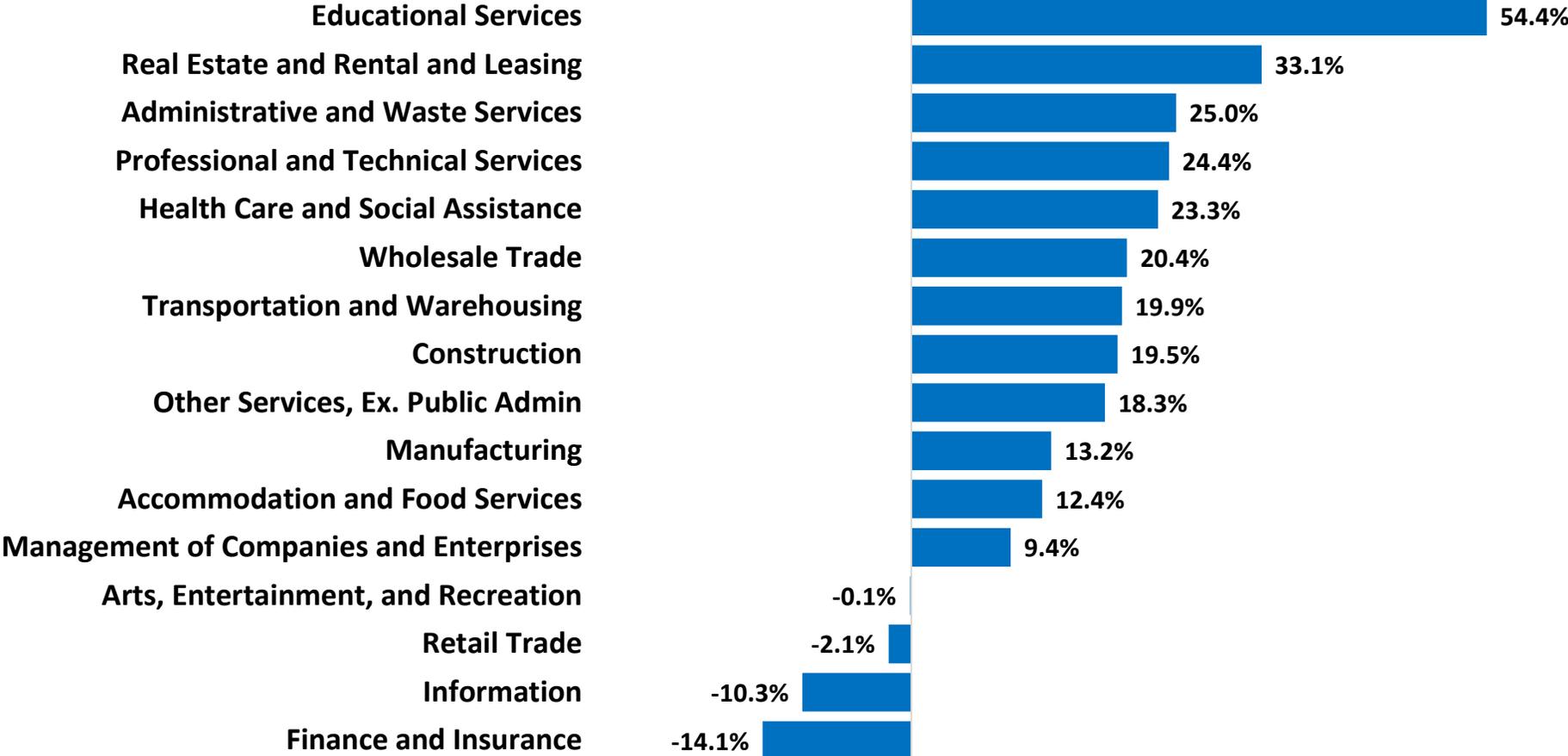
In Ocean County, health care and social assistance has a higher employment share compared to state averages.

Private Employment Ocean County vs. New Jersey, 2024

Industry	Ocean County		New Jersey		Difference between
	Employment	% of Total	Employment	% of Total	
Construction	11,081	6.8%	164,014	4.5%	2.3%
Manufacturing	5,973	3.6%	253,054	6.9%	-3.2%
Wholesale Trade	4,624	2.8%	213,549	5.8%	-3.0%
Retail Trade	27,131	16.5%	427,521	11.6%	4.9%
Transportation and Warehousing	3,378	2.1%	233,943	6.4%	-4.3%
Information	1,027	0.6%	76,199	2.1%	-1.4%
Finance and Insurance	3,442	2.1%	189,987	5.2%	-3.1%
Real Estate and Rental and Leasing	3,975	2.4%	63,263	1.7%	0.7%
Professional and Technical Services	9,112	5.6%	336,105	9.1%	-3.6%
Management of Companies and Enterprises	536	0.3%	82,588	2.2%	-1.9%
Administrative and Waste Services	8,527	5.2%	286,750	7.8%	-2.6%
Health Care and Social Assistance	43,513	26.5%	656,356	17.8%	8.7%
Arts, Entertainment and Recreation	5,373	3.3%	73,699	2.0%	1.3%
Accommodation and Food Services	18,325	11.2%	328,905	8.9%	2.2%
Other Services	7,981	4.9%	144,086	3.9%	0.9%

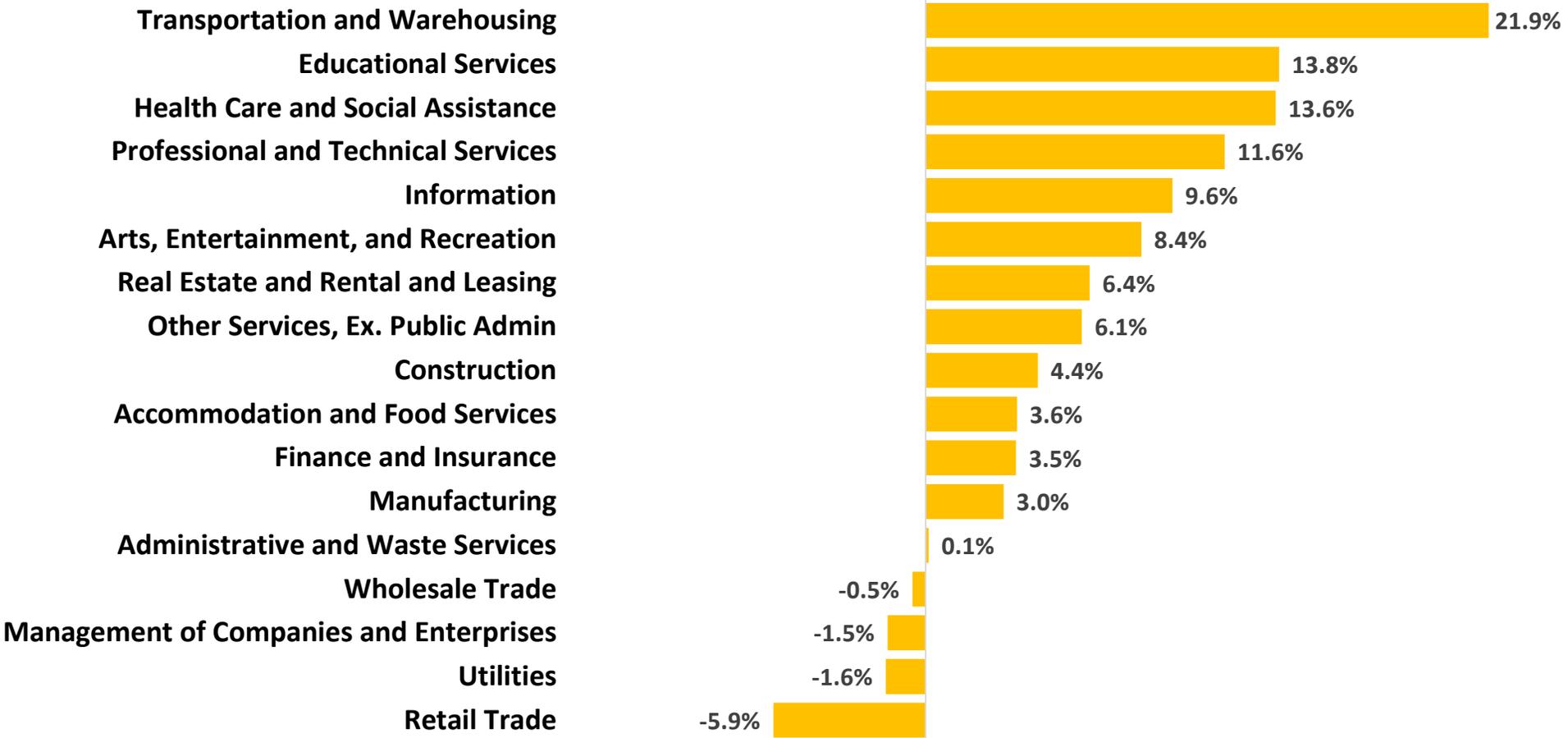
Between 2018 and 2024, educational services saw the largest employment growth in Ocean County, increasing by 54.4%.

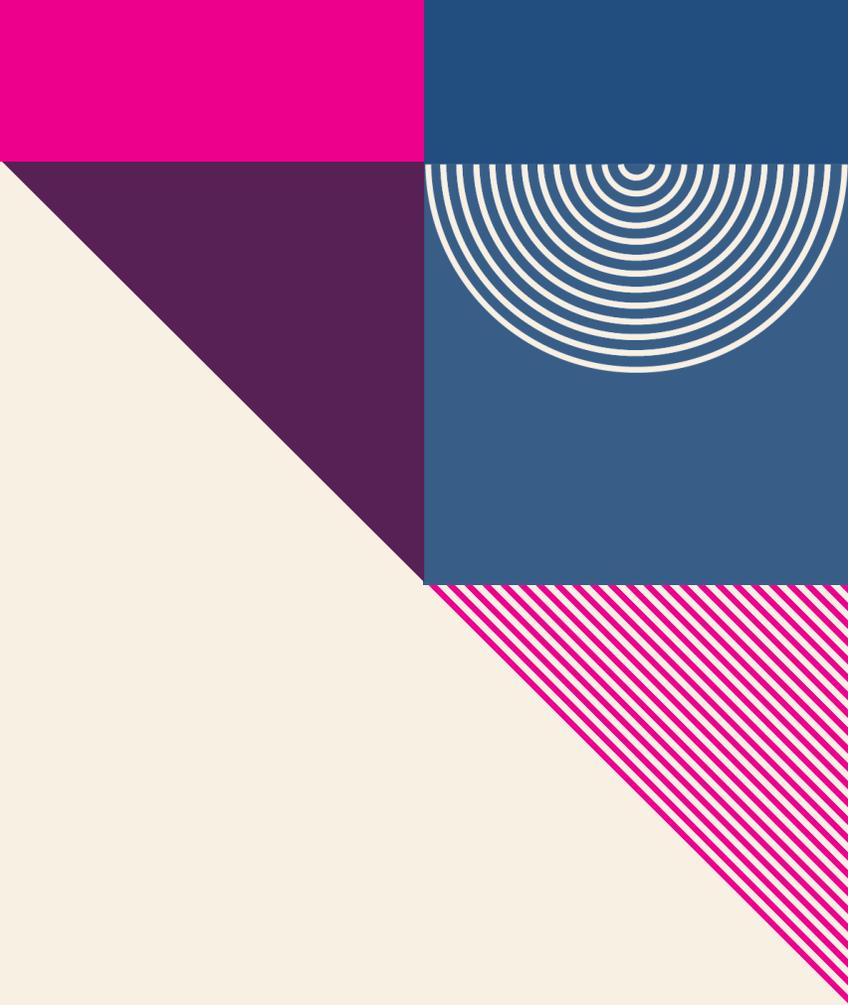
Percent Change in Employment by Industry
Ocean County, 2018-2024 (ranked by percentage change in employment)



Transportation and warehousing 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

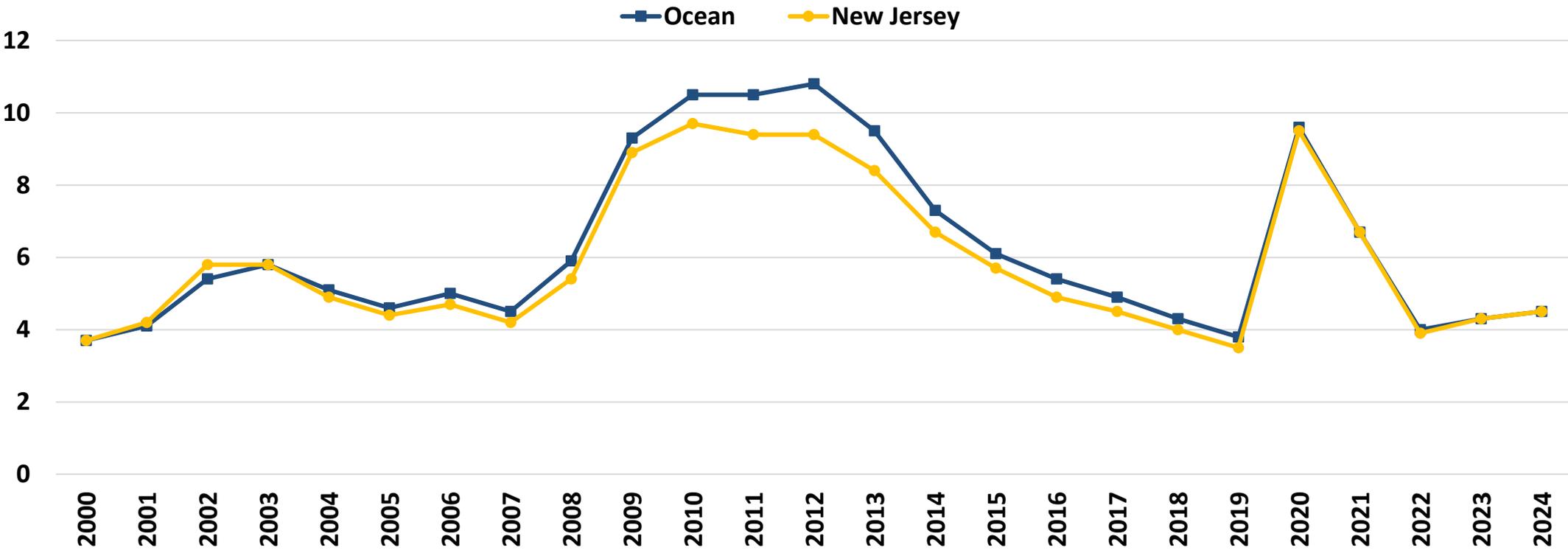
Ocean County vs. New Jersey

Source: Local Area Unemployment Statistics (LAUS), 2024

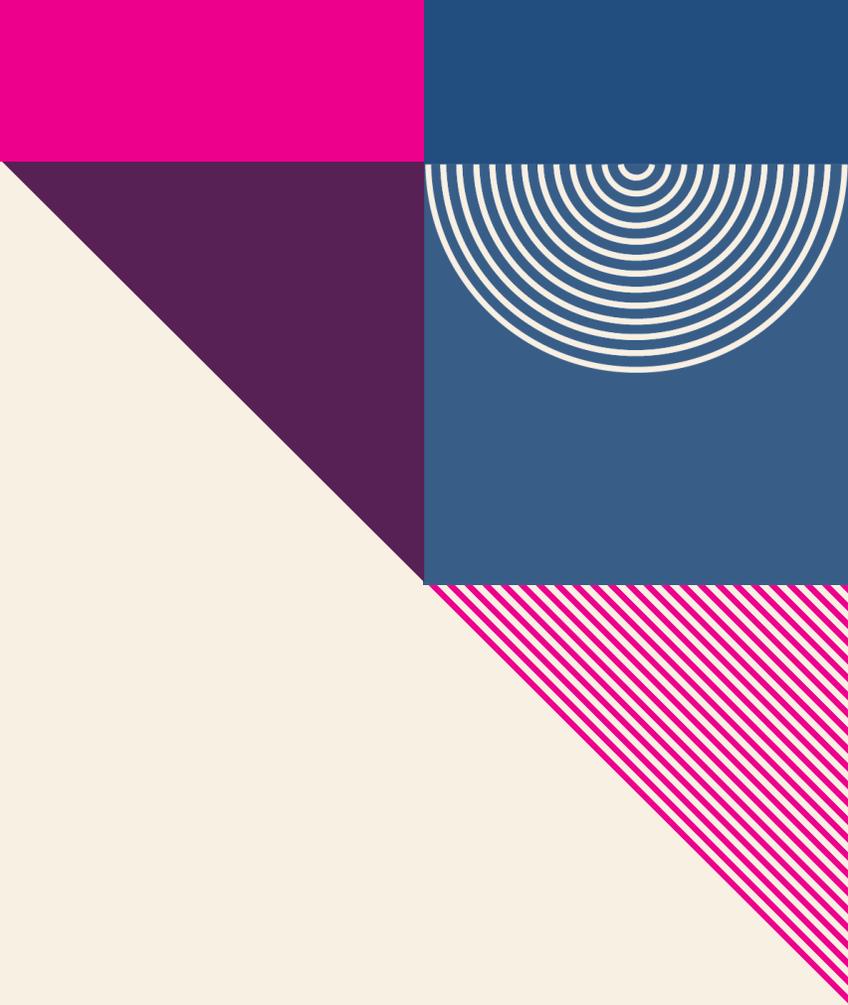
The Local Area Unemployment Statistics (LAUS) program produces monthly and annual employment, unemployment, and labor force data for Census regions and divisions, States, counties, metropolitan areas, and many cities, by place of residence.

Unemployment rate in Ocean County follows state trends but was slightly higher than the New Jersey average from 2004 to 2019.

Unemployment Rate
Ocean County vs. New Jersey, 2000-2024



Source: ORI-EDR, Local Area Unemployment Statistics (LAUS) program, 2024



Occupational Employment and Wages

Ocean 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.

23.6% of Ocean County's total employment is concentrated in the top 10 occupations.

Top 10 Occupations, Ranked by Employment Ocean County, 2024

Occupation	Employment	% of Total Employment	Median Hourly Wage
Home Health and Personal Care Aides	6,850	3.6%	\$18.37
Cashiers	5,940	3.1%	\$16.12
Retail Salespersons	5,280	2.8%	\$17.38
Fast Food and Counter Workers	5,030	2.6%	\$16.26
Registered Nurses	4,590	2.4%	\$49.84
Office Clerks, General	3,810	2.0%	\$23.37
Stockers and Order Fillers	3,770	2.0%	\$17.30
Waiters and Waitresses	3,440	1.8%	\$20.99
Secretaries and Administrative Assistants	3,120	1.6%	\$23.39
Receptionists and Information Clerks	3,010	1.6%	\$18.93
Top 10 Occupations, Total	44,840	23.6%	
All Occupations, Total	190,040	100.0%	\$35.17

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%	\$18.30
Laborers and Freight, Stock, and Material Movers	101,720	2.4%	\$20.17
Registered Nurses	95,150	2.2%	\$51.44
Cashiers	93,270	2.2%	\$16.66
Retail Salespersons	87,760	2.1%	\$19.87
Fast Food and Counter Workers	86,980	2.0%	\$16.42
Packers and Packagers, Hand	76,060	1.8%	\$19.42
Office Clerks, General	71,140	1.7%	\$24.23
Stockers and Order Fillers	70,780	1.7%	\$18.87
Janitors and Cleaners	67,590	1.6%	\$19.23
Top 10 Occupations, Total	855,910	20.1%	
All Occupations, Total	4,250,430	100.0%	\$36.69

Note: OEWS collects the data for 2024.

Between 2022 and 2032 in Ocean County, health care support occupation group are projected to see the largest growth (+2,450).

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

Occupational Group	2022 Actual	2032 Projected	Net Change	Percent Change
Office and Administrative Support	24,650	24,050	-600	-2.5%
Sales and Related	19,950	19,500	-450	-2.0%
Educational Instruction and Library	17,400	19,300	1,900	11.0%
Food Preparation and Serving Related	16,450	17,400	950	5.7%
Transportation and Material Moving	15,700	17,050	1,350	8.5%
Healthcare Practitioners and Technical	14,150	15,750	1,600	11.3%
Management	13,150	14,450	1,300	10.1%
Healthcare Support	12,100	14,550	2,450	20.0%
Business and Financial Operations	9,600	10,300	700	7.3%
Personal Care and Service	9,200	10,450	1,250	13.9%

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



JOB POSTINGS



Job Postings

Ocean County vs. New Jersey

Source: Lightcast

Lightcast collect raw data on postings from more than 160,000 online sources, then synthesize and interpret 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 Ocean County, 2024

- **RWJ Barnabas Health**
- **Hackensack Meridian Health**
- **Bayada Home Health Care**
- **Tender Touch Rehab Services**
- **Deborah Heart and Lung Center**

Top 5 Occupations Ocean County, 2024

- Registered Nurses
- Retail Salespersons
- Home Health Aides
- First-Line Supervisors of Retail Sales
- Physical Therapists





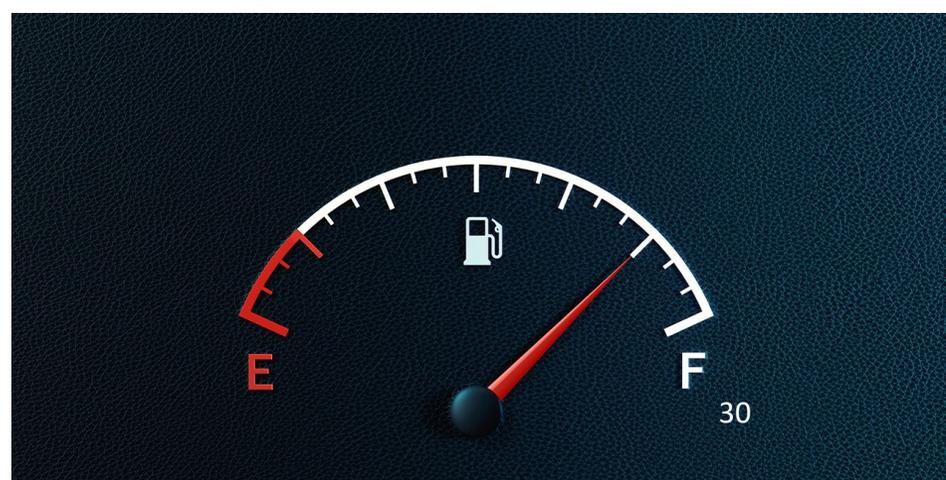
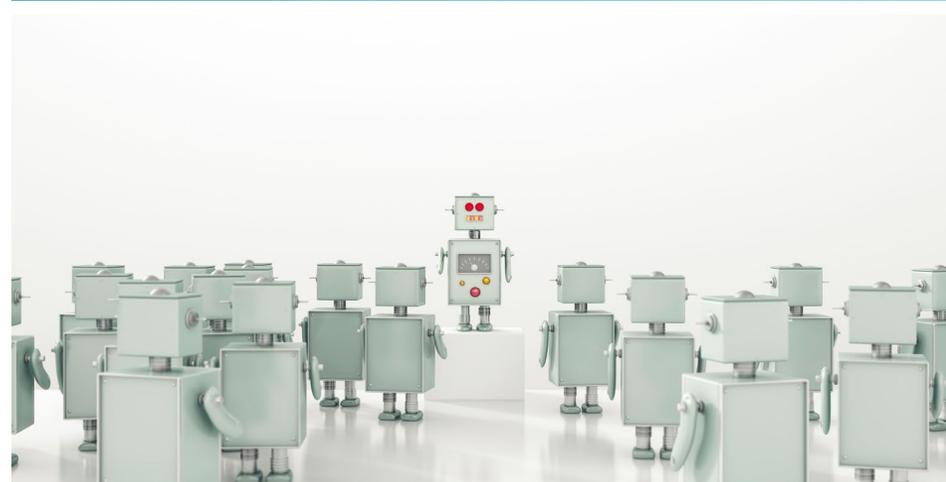
Top 5 Specialized Skills Ocean County, 2024

- **Nursing**
- **Merchandising**
- **Treatment Planning**
- **Selling Techniques**
- **Medication Administration**



Top 5 Software Skills

- Microsoft Office (e.g., Excel, and PowerPoint)
- Programming Language (e.g., SQL, Python, and R)
- Google Workspace
- Epic EMR
- Inventory Management System





Top 5 Soft Skills Ocean County, 2024

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





Top 5 Certificates

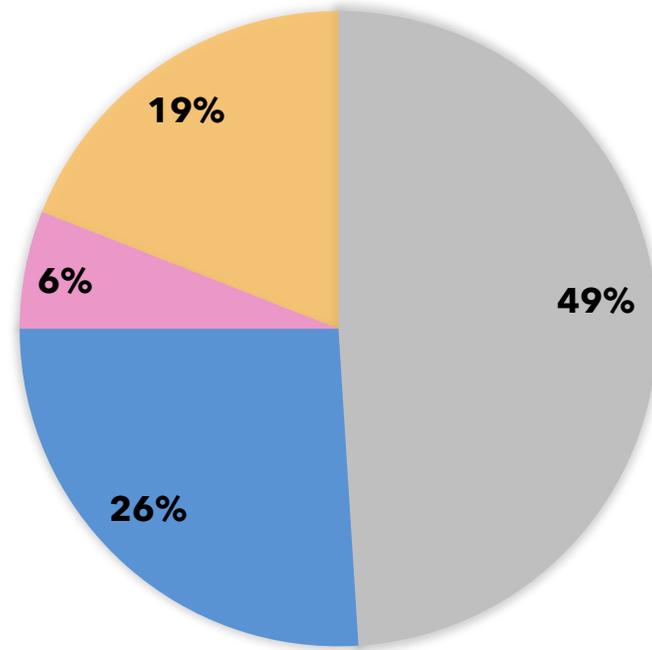
- **Valid Driver's License**
- **Registered Nurse (RN)**
- **Basic Life Support (BLS) Certification**
- **Cardiopulmonary Resuscitation (CPR) Certification**
- **Licensed Practical Nurse (LPN)**



19% of job postings in Ocean County require a bachelor's degree or higher.

Job Postings by Educational Attainment Ocean 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 49% of job postings did not specify educational attainment, this does not necessarily mean there are no requirements for it.



AI-related Job Postings

Ocean 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.

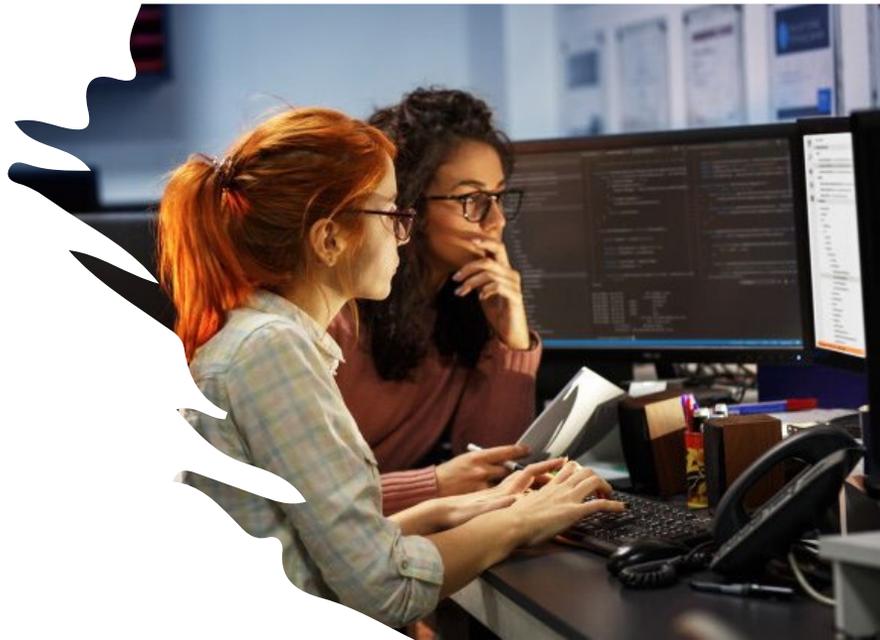
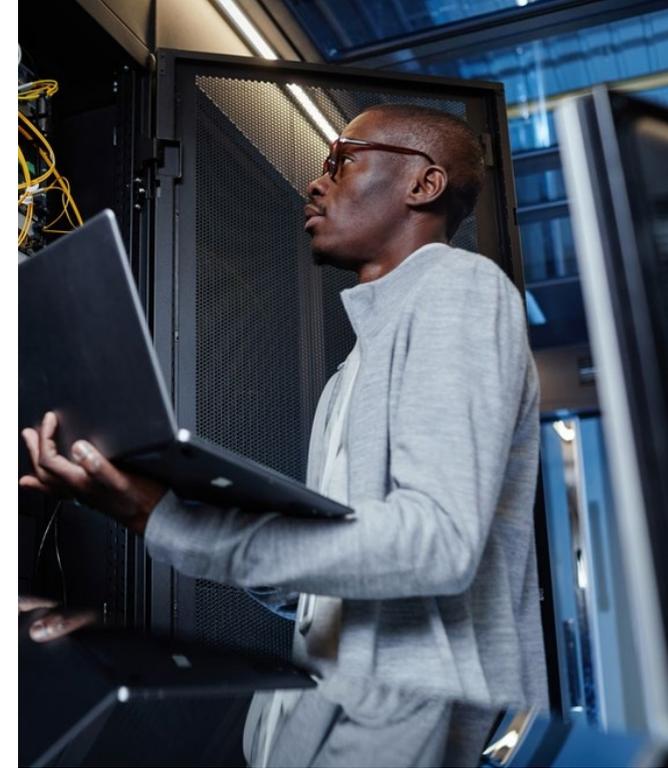


Top 5 AI-related Hiring Companies Ocean County, 2024

- **Fiserv**
- **Renaissance**
- **RWJ Barnabas Health**
- **Hackensack Meridian Health**
- **Bayada Home Health Care**

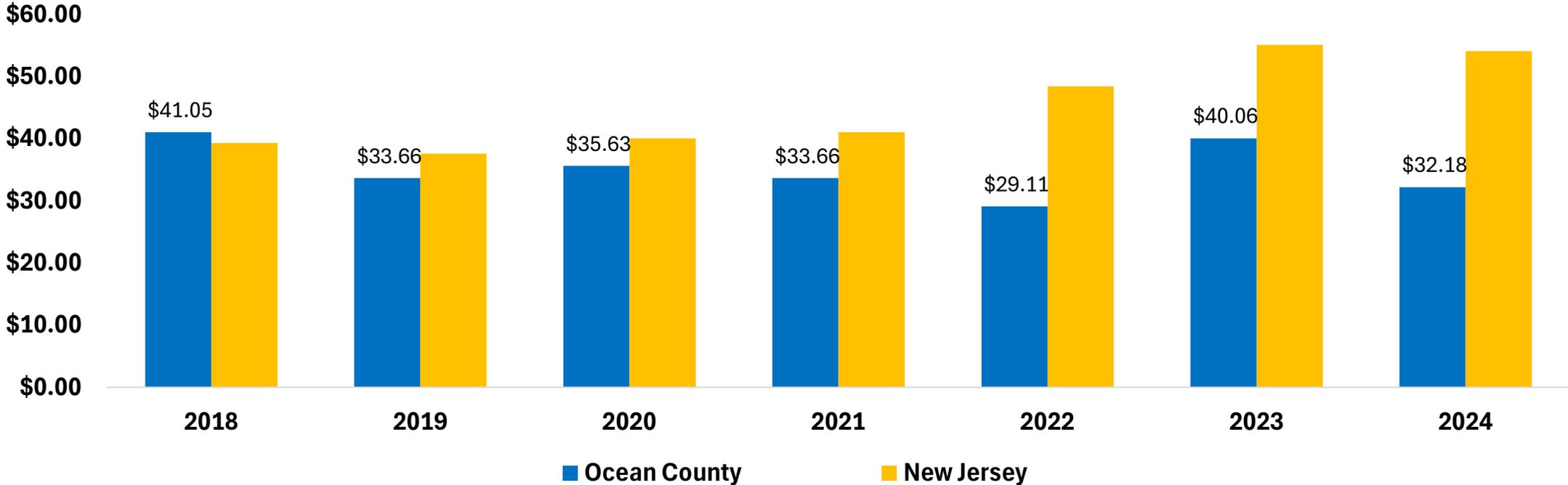
Top 5 AI-related Occupations Ocean County, 2024

- Project Management Specialists
- Software Developers
- Mixing and Blending Machine Setters and Operators
- Medical and Health Service Managers
- Construction Managers



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

Median Hourly Wage in AI-related Job Postings, Ocean County vs. New Jersey, 2018-2024





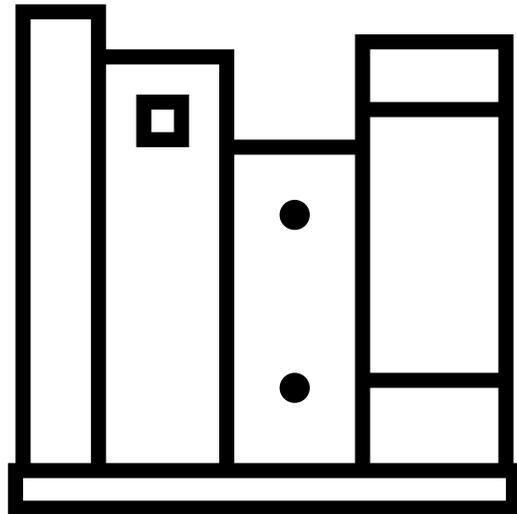
TAKEAWAYS



- **Key Economic and Workforce Insights: Ocean County**
 - **Demographics**
 - Ocean County's population is older and less diverse than the New Jersey average.
 - Ocean County's education level is lower than the state overall, the proportion of residents with a bachelor's degree or higher is 8.3 percentage points lower than the state average.

- 
- **Key Economic and Workforce Insights: Ocean County (Continued)**
 - **Industry Composition**
 - 18% of business establishments are in health care and social assistance.
 - Health care and social assistance and retail trade sectors have higher employment shares in Ocean County compared to state average.

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.

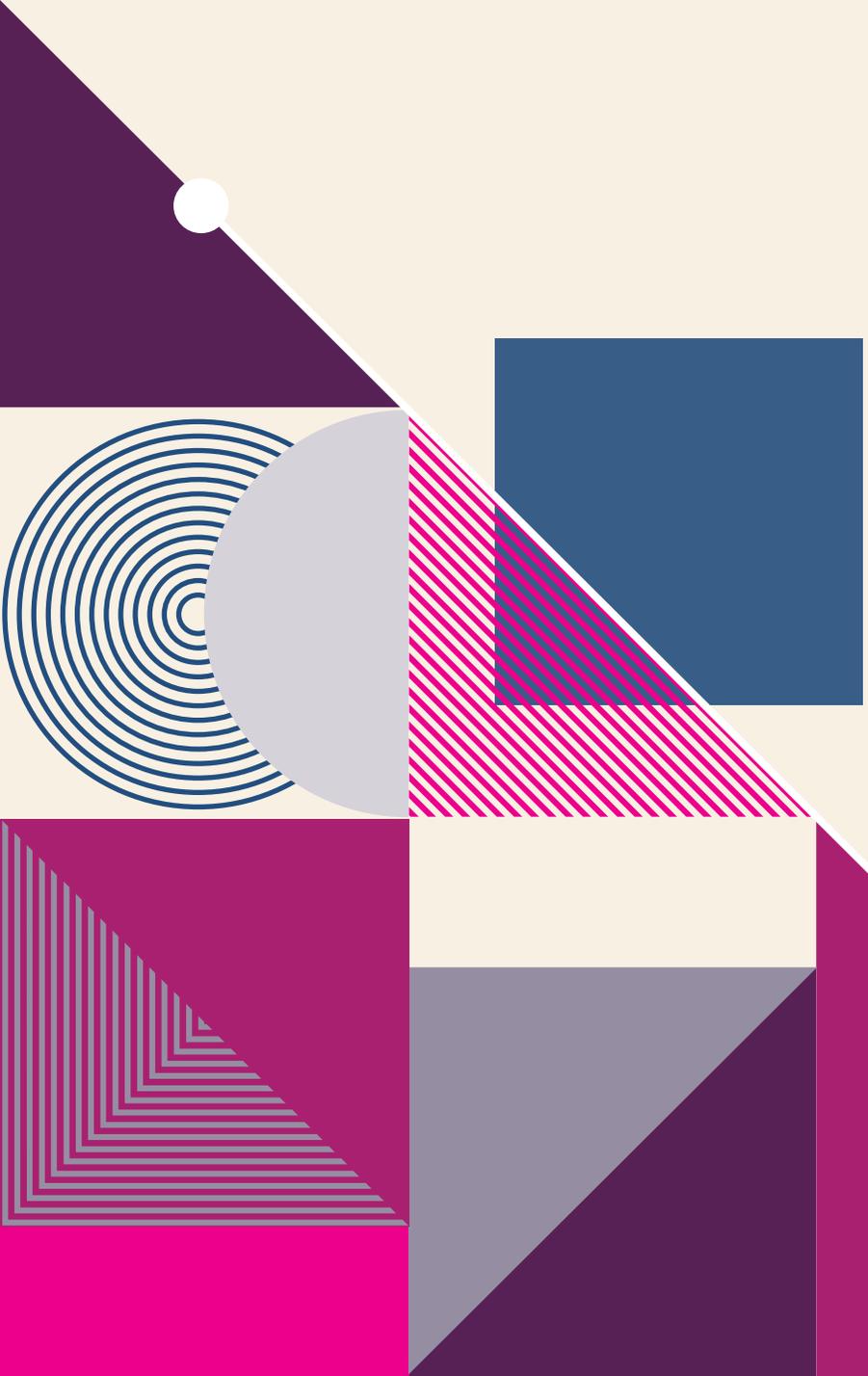
2025-2026 NJDOL PUBLICATIONS

- [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)

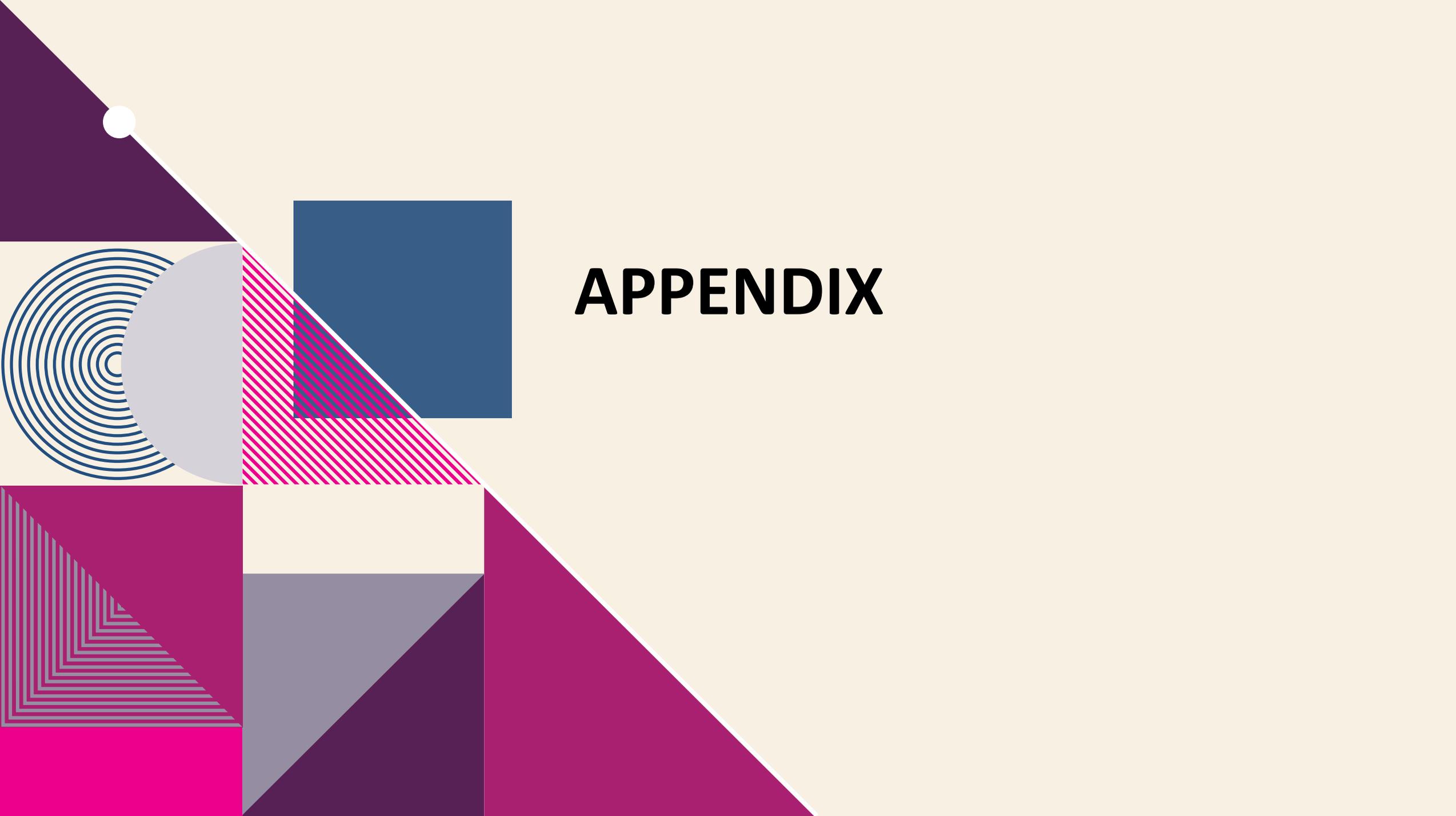
JOIN OUR LIST

Link: nj.gov/labor/subscribetoori





THANK YOU!



APPENDIX

Ocean County Establishments, Ranked by Percent of the Total Establishments Private

Industry	Total Number of Establishments	Total Number of Employees	% of Total Establishments
Health Care and Social Assistance	2,885	43,513	18.4%
Construction	1,814	11,081	11.6%
Retail Trade	1,771	27,131	11.3%
Professional and Technical Services	1,434	9,112	9.2%
Other Services, Ex. Public Admin	1,306	7,981	8.3%
Accommodation and Food Services	1,299	18,325	8.3%
Administrative and Waste Services	981	8,527	6.3%
Unclassified	793	896	5.1%
Real Estate and Rental and Leasing	772	3,975	4.9%
Wholesale Trade	554	4,624	3.5%
Finance and Insurance	540	3,442	3.4%
Manufacturing	361	5,973	2.3%
Arts, Entertainment, and Recreation	289	5,373	1.8%
Educational Services	279	8,349	1.8%
Transportation and Warehousing	273	3,378	1.7%
Information	149	1,027	1.0%
Management of Companies and Enterprises	66	536	0.4%
Agriculture, Forestry, Fishing & Hunting	44	187	0.3%
Utilities	38	621	0.2%
Total	15,655	164,134	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, Ocean County
Top 15 Occupations ranked by 2032 Employment Projections

Occupational Group	2022 Actual	2032 Projected	Net Change	Percent Change
Office and Administrative Support	24,650	24,050	-600	-2.5%
Sales and Related Occupations	19,950	19,500	-450	-2.0%
Educational Instruction and Library	17,400	19,300	1,900	11.0%
Food Preparation and Serving Related	16,450	17,400	950	5.7%
Transportation and Material Moving	15,700	17,050	1,350	8.5%
Healthcare Practitioners and Technical	14,150	15,750	1,600	11.3%
Management	13,150	14,450	1,300	10.1%
Healthcare Support	12,100	14,550	2,450	20.0%
Business and Financial Operations	9,600	10,300	700	7.3%
Personal Care and Service	9,200	10,450	1,250	13.9%
Construction and Extraction	8,800	9,050	250	2.9%
Installation, Maintenance, and Repair	7,150	7,700	550	7.4%
Building and Grounds Cleaning and Maintenance	6,400	6,950	550	8.2%
Production	5,550	5,700	150	3.1%
Protective Service	5,450	5,650	200	4.2%