

Salem County

Division of Economic and Demographic Research

Office of Research & Information

New Jersey Department of Labor and Workforce Development

February 2026

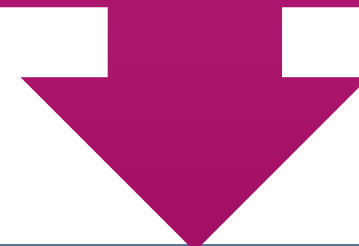


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**WHO ARE
WE?**

New Jersey Department of Labor
Office of Research and Information



Division of Economic and Demographic
Research

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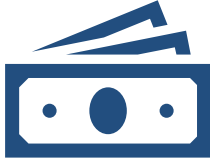
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The purpose of this report is to highlight the key demographic and economic trends in the county



Salem County has a **higher median age and a lesser share of foreign-born residents** than New Jersey.



Salem County's real GDP ranks 19th among all New Jersey counties.



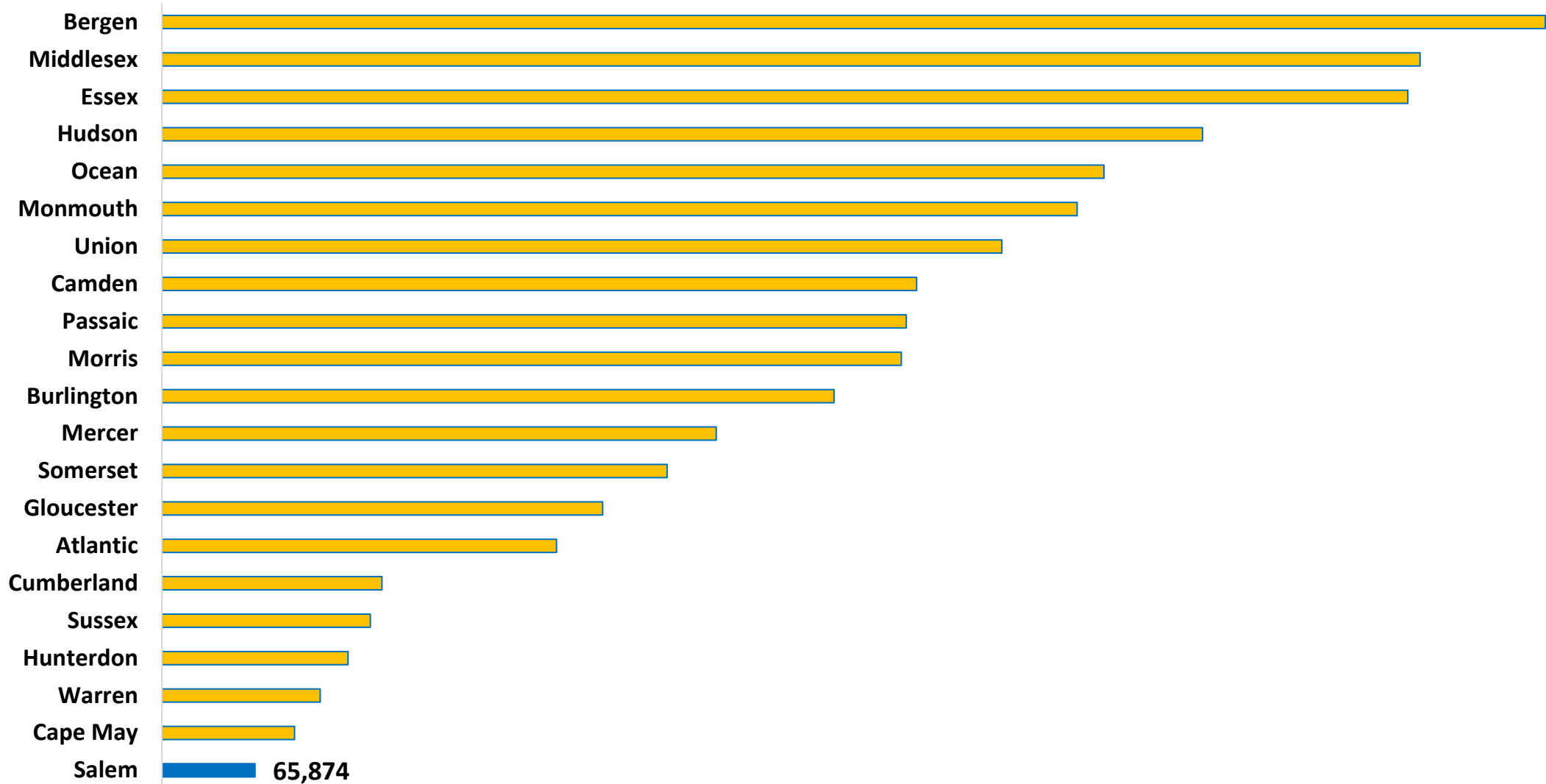
The **top** occupations in demand include Registered Nurses, Nuclear Engineers, and Home Health and Personal Care Aides.



DEMOGRAPHIC AND HOUSING CHARACTERISTICS

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

Population Estimates by County in New Jersey, 2024



Salem County has a higher median age and a lesser share of foreign-born residents than New Jersey.

Demographic Characteristics

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

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

Educational Attainment (Population 25 Years and Older)

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

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

Income & Poverty

| Indicator | Salem County | New Jersey |
|-------------------------|--------------|------------|
| Median Household Income | \$83,376 | \$104,294 |
| % of Poverty | 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.

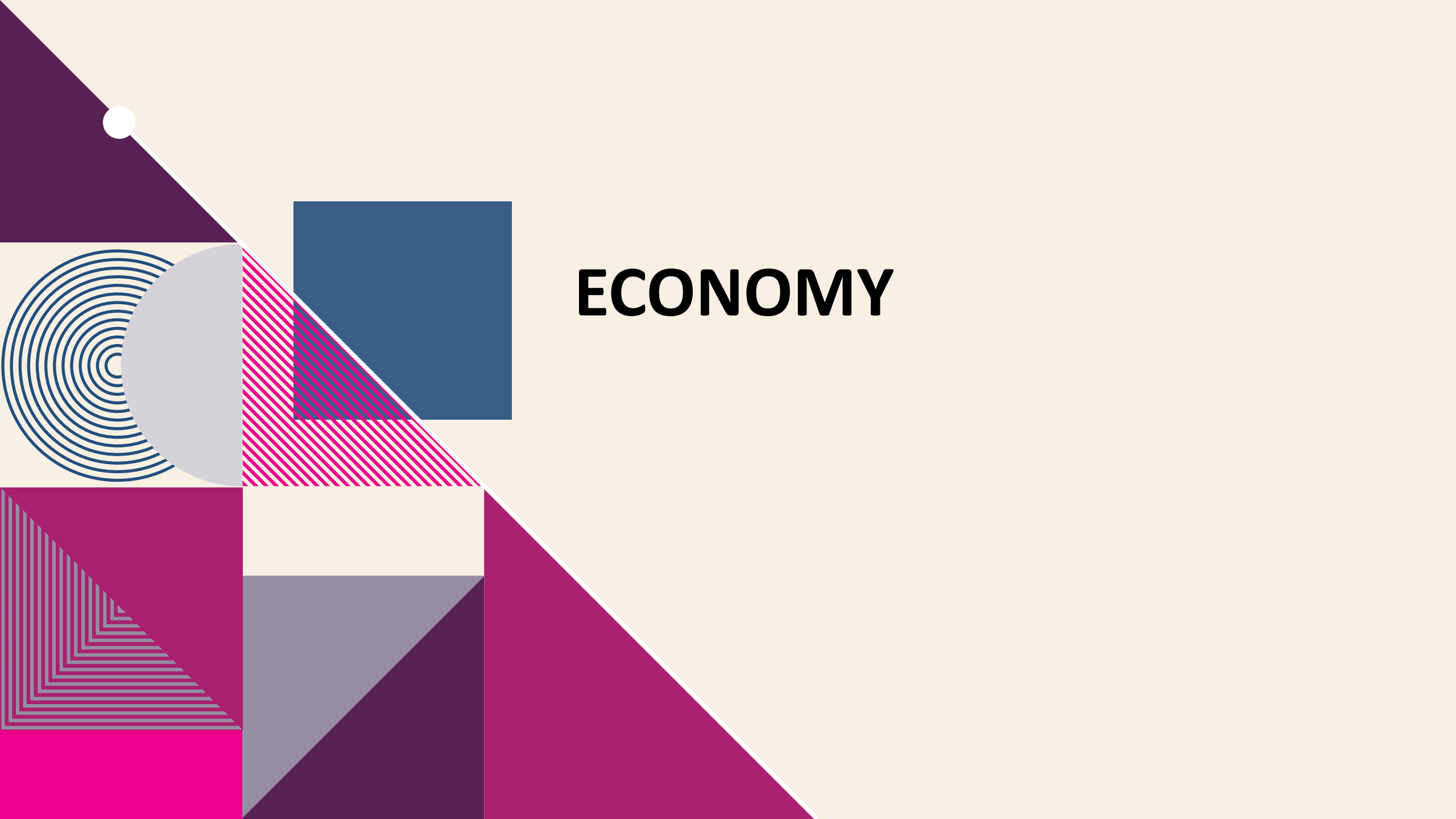
Housing Characteristics

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

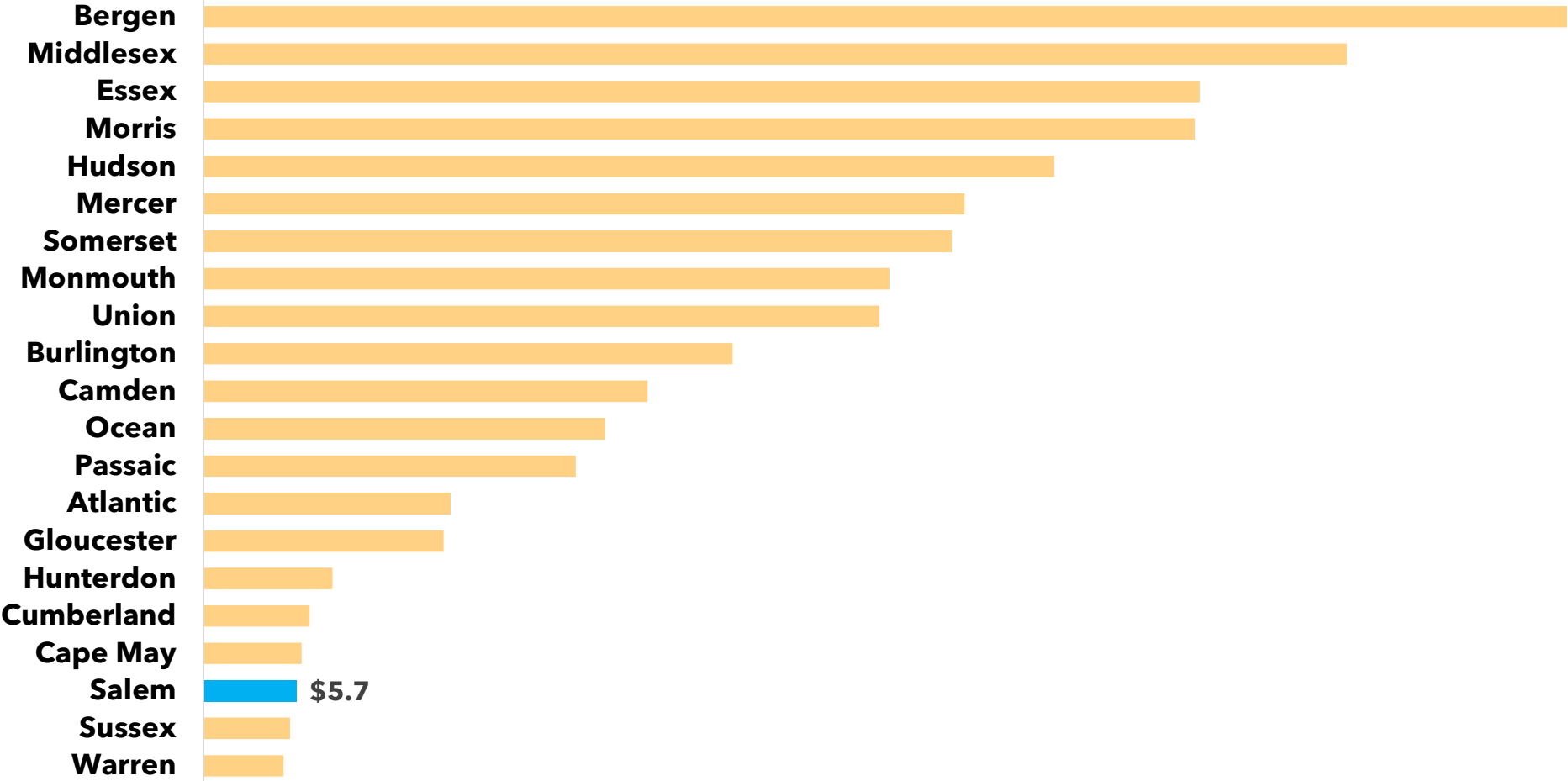
| Indicator | Salem County | New Jersey |
|--|--------------|------------|
| Average Travel Time to Work (in Minutes) | 28.5 | 31.9 |
| % of Public Transportation | 1.0% | 9.7% |
| % of Working From Home | 7.3% | 13.5% |



ECONOMY

In 2024, Salem County's real GDP was \$5.7 billion, ranking 19th among all New Jersey counties.

Real Gross Domestic Product (GDP) by County in New Jersey, 2024
(\$, in billions)



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



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**

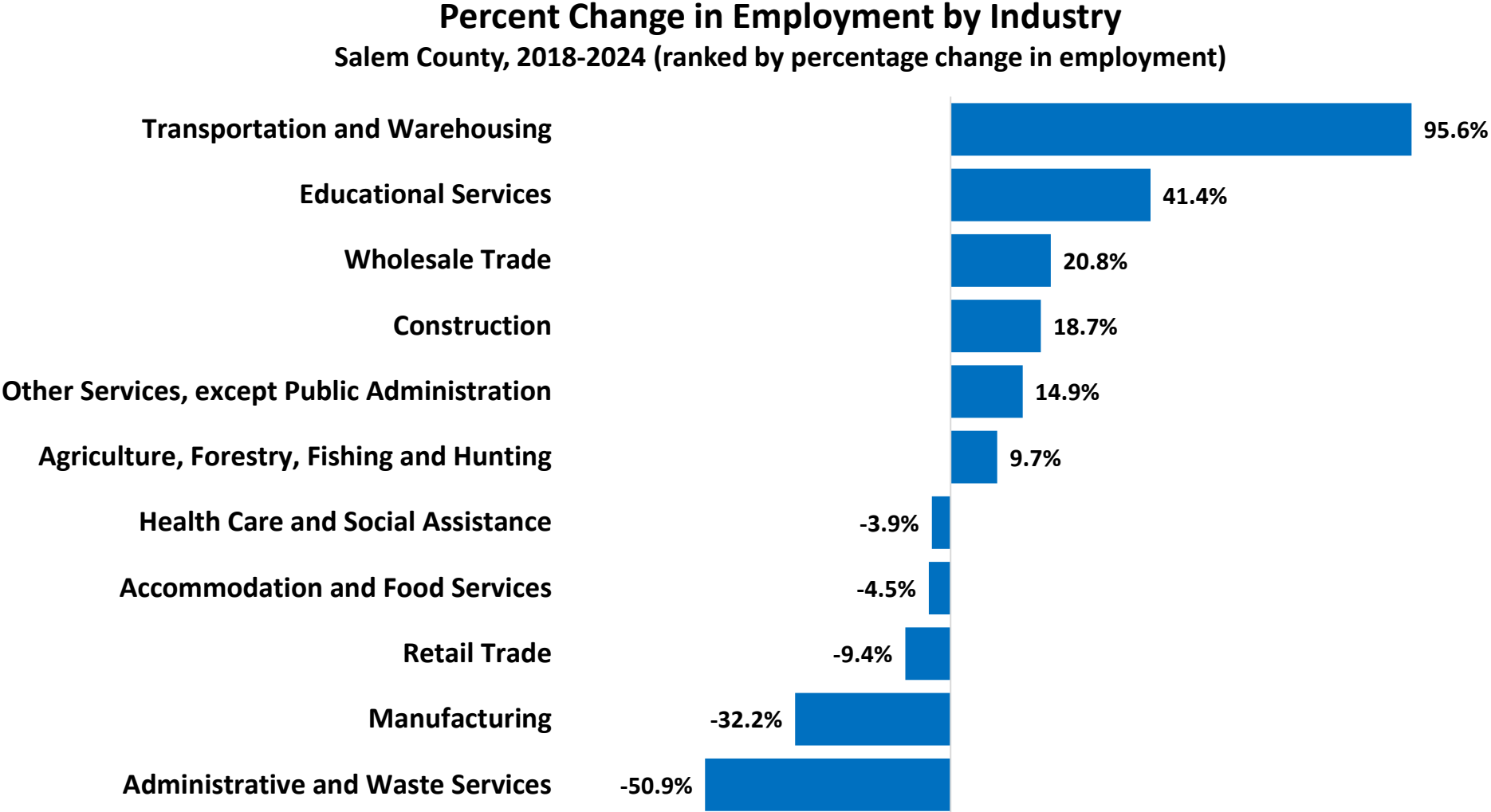
| Industry | Total Number of Establishments | Total Number of Employees | % of Total Establishments |
|--|--------------------------------|---------------------------|---------------------------|
| Health Care and Social Assistance | 372 | 2,768 | 26.7% |
| Retail Trade | 149 | 1,853 | 10.7% |
| Construction | 115 | 1,427 | 8.2% |
| Other Services, except Public Administration | 113 | 485 | 8.1% |
| Accommodation and Food Services | 96 | 1,255 | 6.9% |
| Administrative and Waste Services | 81 | 443 | 5.8% |
| Transportation and Warehousing | 63 | 3,798 | 4.5% |
| Agriculture, Forestry, Fishing and Hunting | 52 | 646 | 3.7% |
| Wholesale Trade | 52 | 616 | 3.7% |
| Manufacturing | 43 | 1,346 | 3.1% |
| Educational Services | 19 | 215 | 1.4% |

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

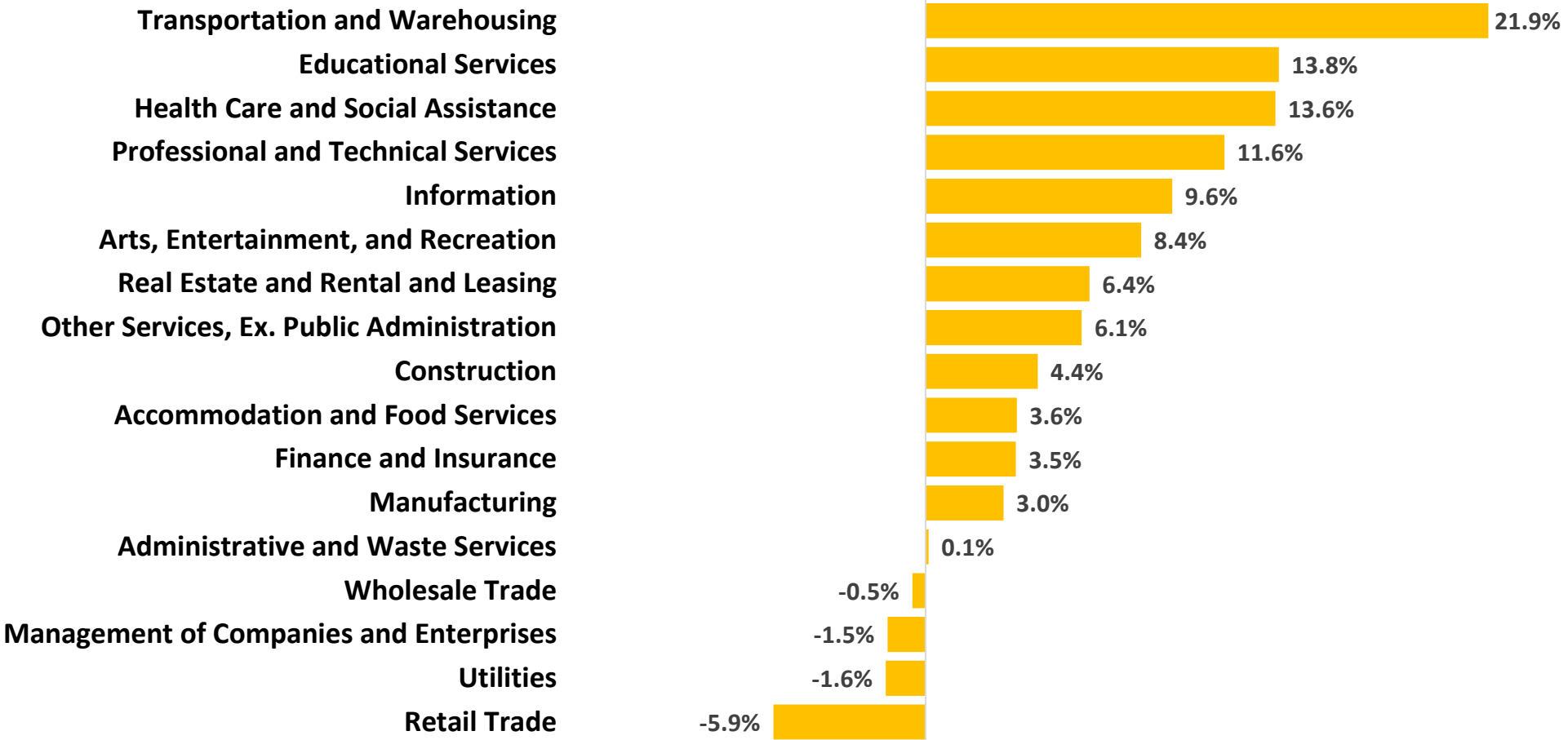
| Industry | Salem County | | New Jersey | | Difference between |
|---|--------------|------------|------------|------------|--------------------|
| | Employment | % of Total | Employment | % of Total | |
| Construction | 1,427 | 8.1% | 164,014 | 4.5% | 3.6% |
| Manufacturing | 1,346 | 7.6% | 253,054 | 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 employment growth in Salem County, increasing by 95.6%.



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

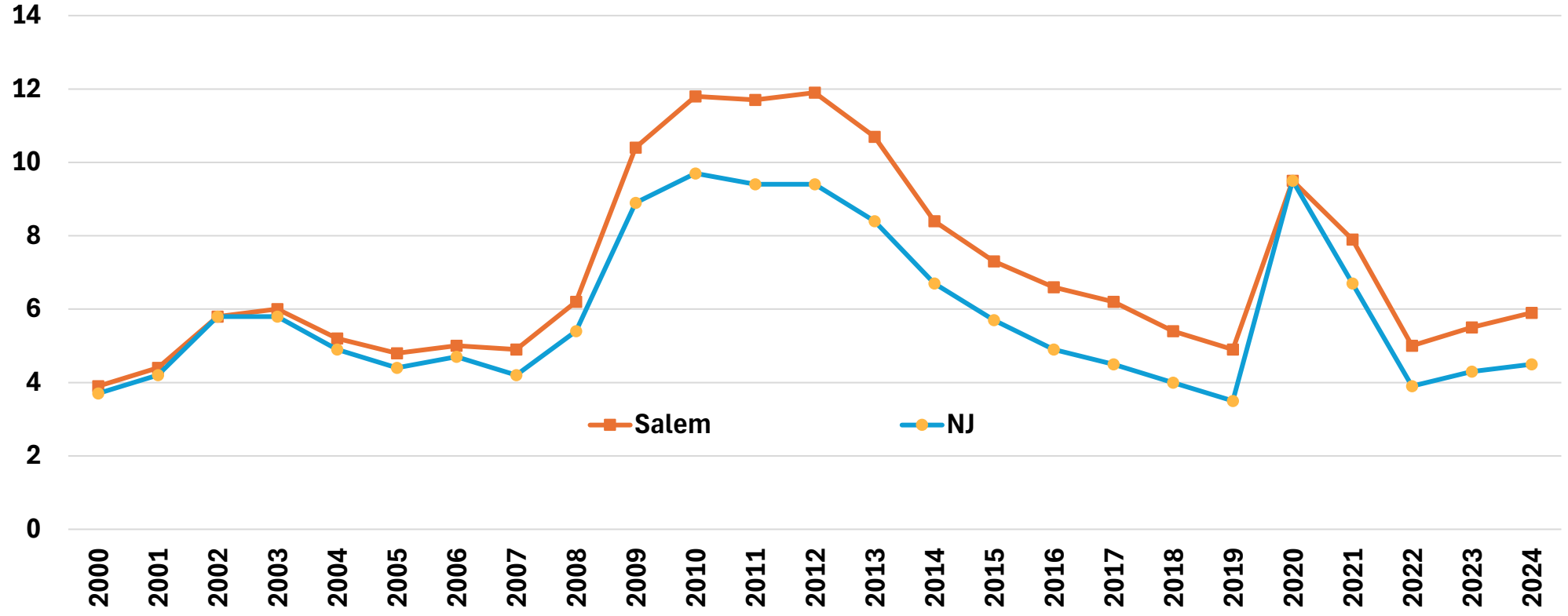
Salem County vs. New Jersey

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

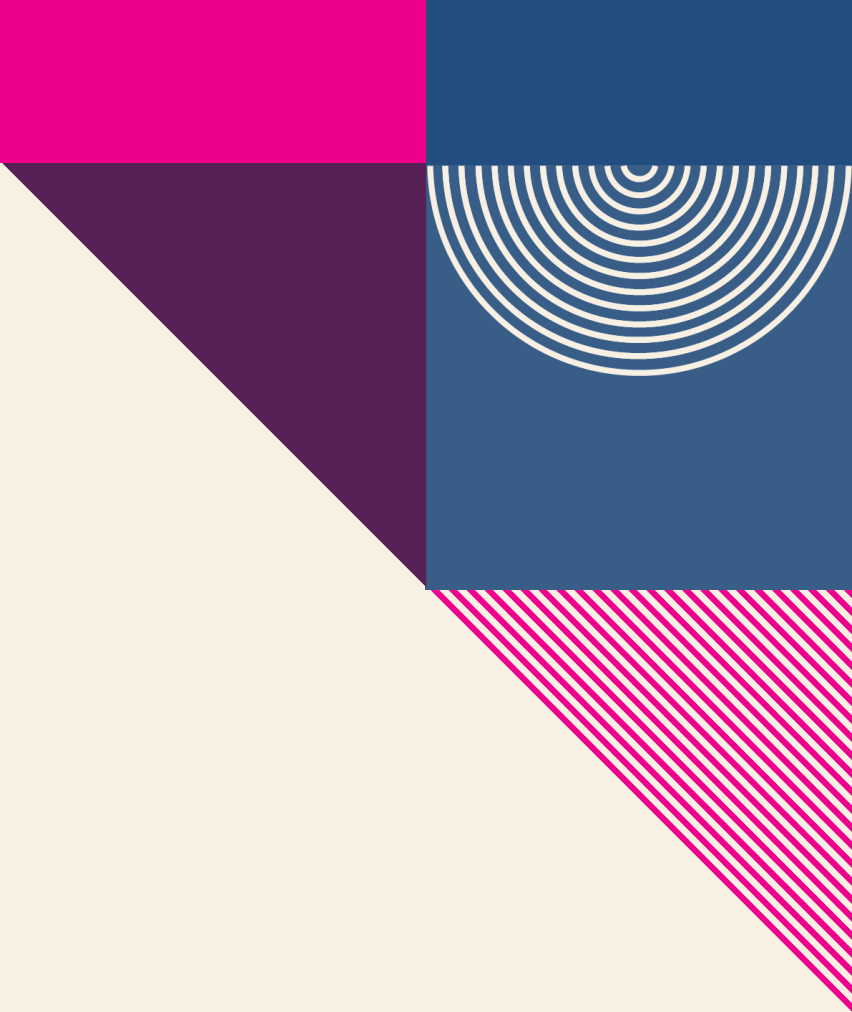
The Local Area Unemployment Statistics (LAUS) program produces monthly and annual employment, unemployment, and labor force data for Census regions and divisions, States, counties, metropolitan areas, and many cities, by place of residence.

The unemployment rate in Salem County follows state trends but stays above the New Jersey average.

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



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



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 |
| Top 10 Occupations, Total | 4,600 | 21.6% | |
| All Occupations, Total | 21,270 | 100.0% | \$24.92 |

Note: OEWS 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 Salem County, the transportation and material moving occupational group is projected to see the largest growth (+600).

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

| Occupational Group | 2022 Actual | 2032 Projected | Net Change | Percent 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 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 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



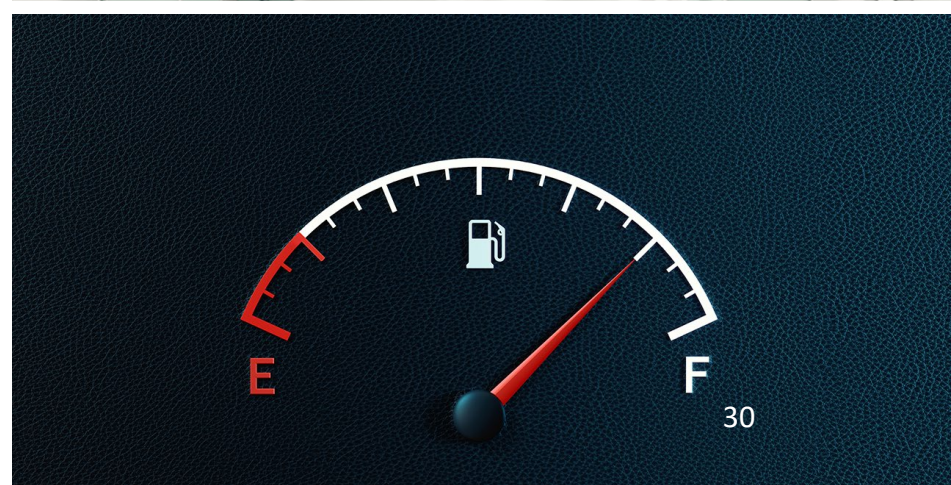
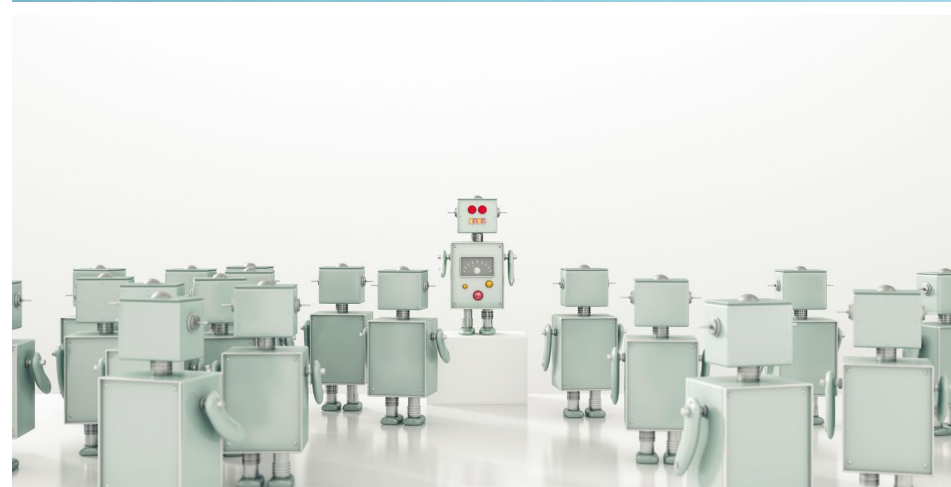


Top 5 Specialized Skills Salem County, 2024

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

Top 5 Software Skills in Salem County, 2024

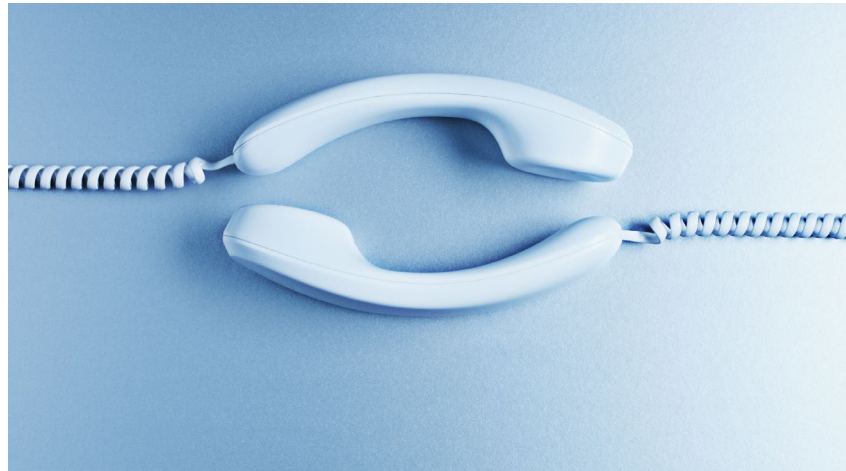
- Microsoft Office (e.g., Excel, and PowerPoint)
- Programming Language (e.g., SQL, Python, and R)
- SAP Applications
- Inventory/Warehouse Management Systems
- Salesforce

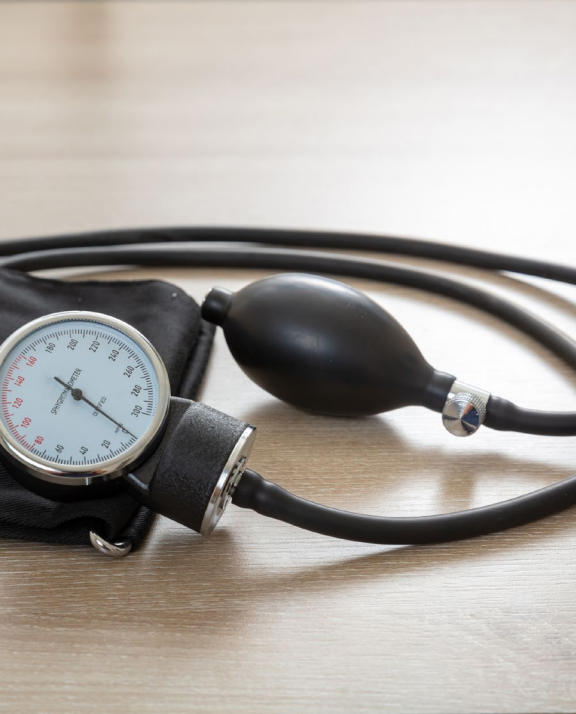




Top 5 Soft Skills Salem County, 2024

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





Top 5 Certificates in Salem County

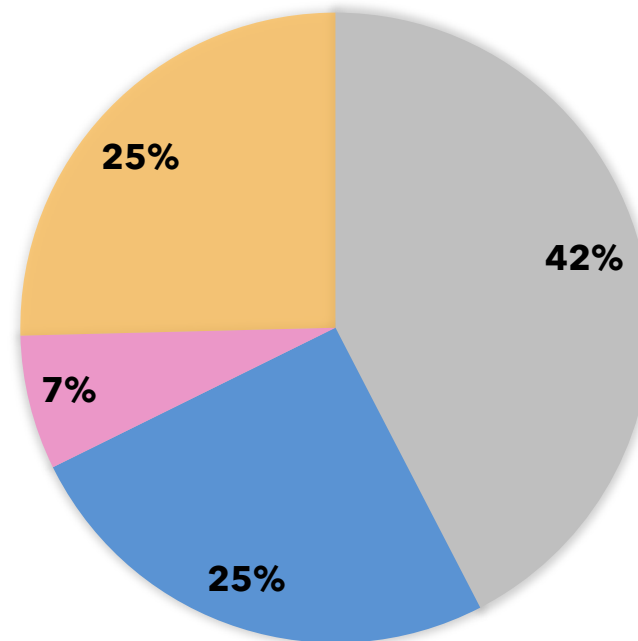
- **Valid Driver's License**
- **Registered Nurse (RN)**
- **Basic Life Support (BLS) Certification**
- **Licensed Practical Nurse (LPN)**
- **Cardiopulmonary Resuscitation (CPR) Certification**



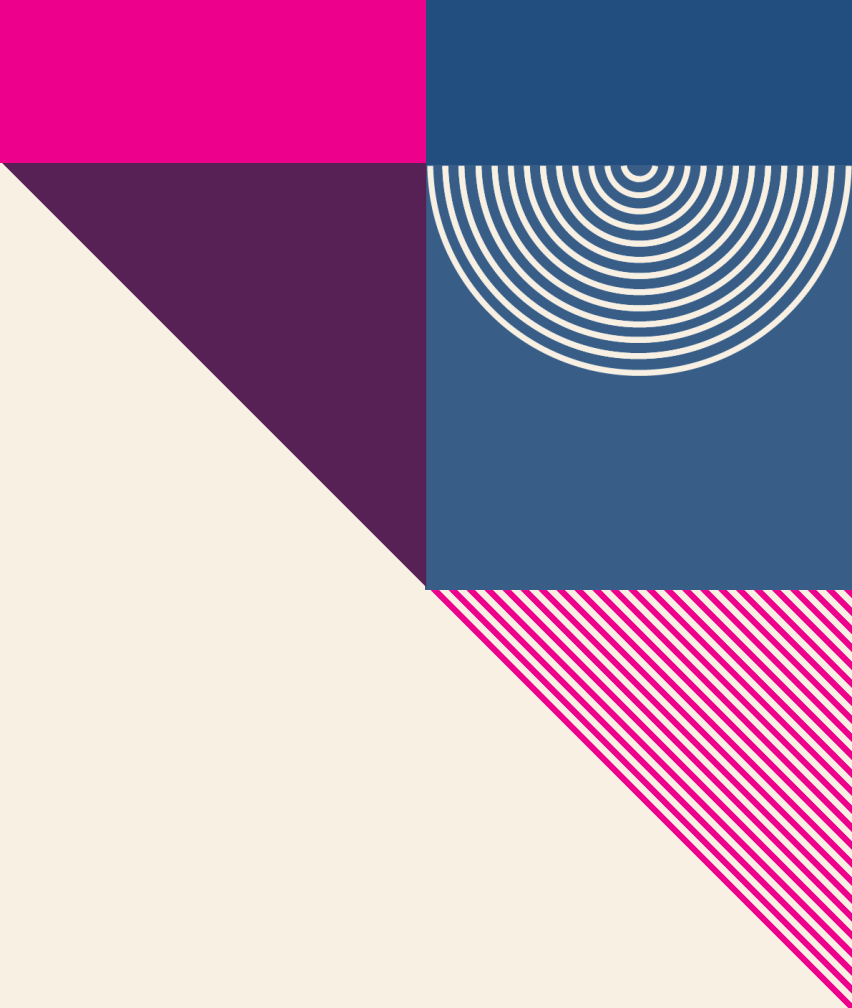
25 percent of all job postings in Salem County require a bachelor's degree or higher.

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.

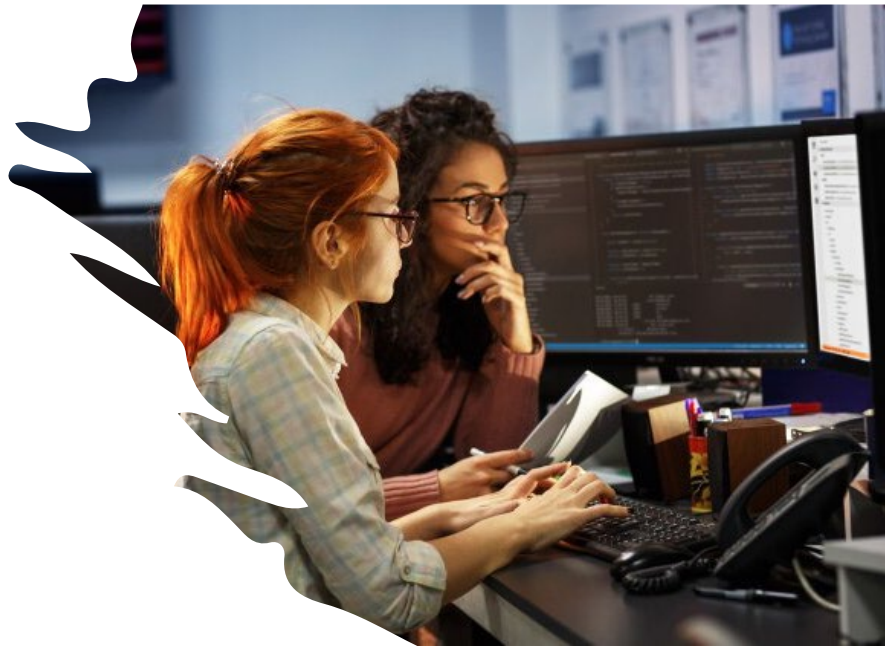
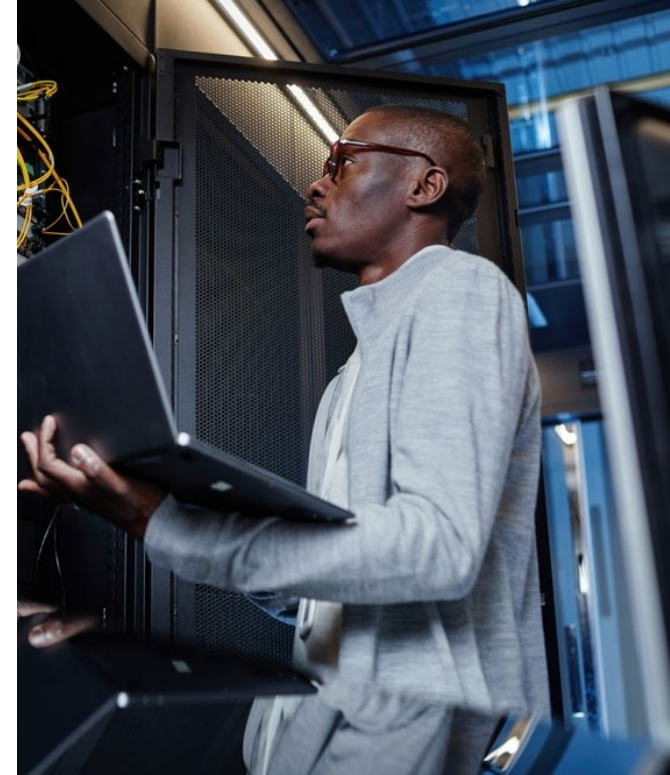


Top 5 AI-related Hiring Companies Salem County, 2024

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

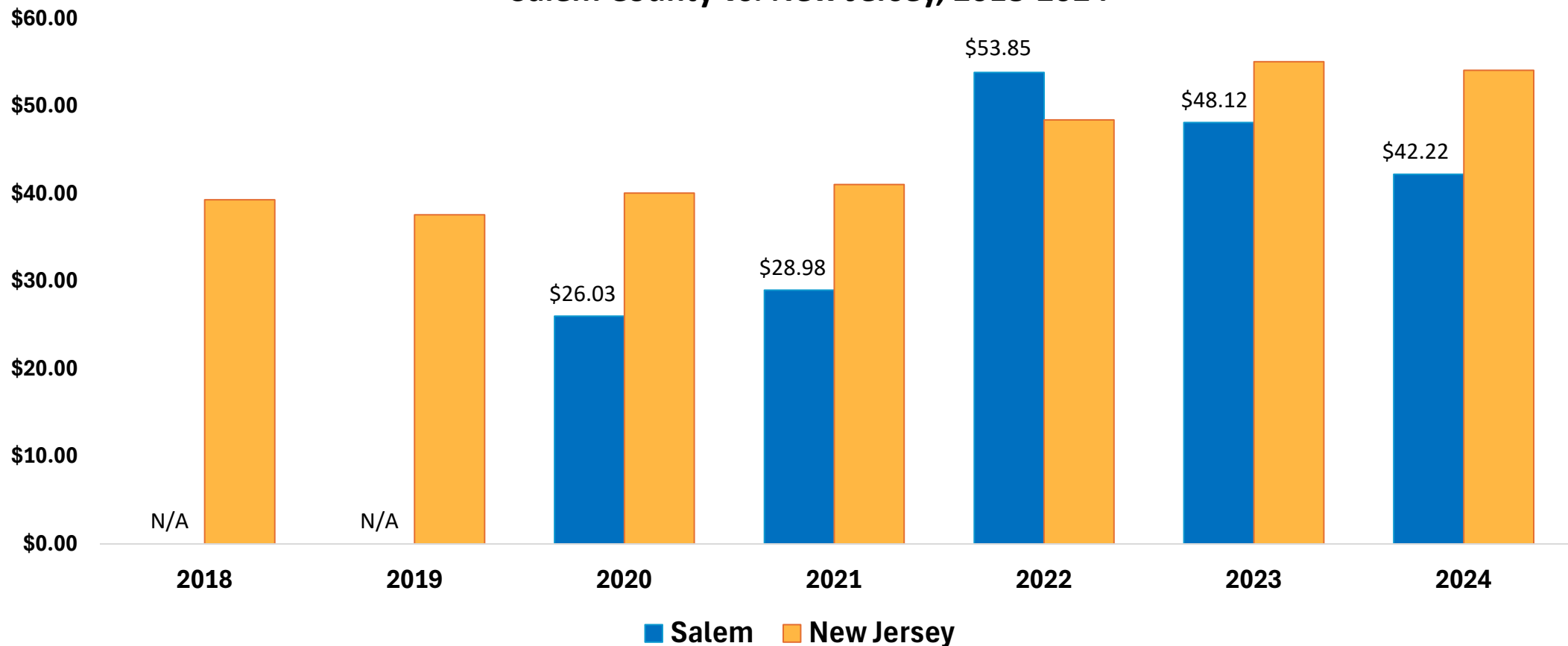
Top 5 AI-related Occupations Salem County, 2024

- 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 in 2022. In the first two years, the data was not available.

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





TAKEAWAYS

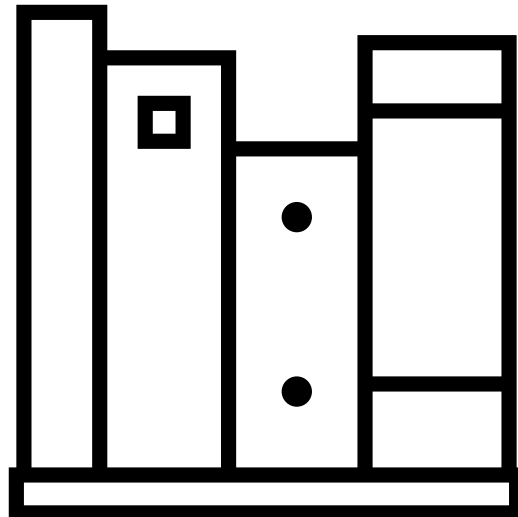


- **Key Economic and Workforce Insights: Salem County**
 - **Demographics**
 - Salem County's population is older and less diverse than New Jersey.
 - The proportion of Salem County residents with an associate's degree is 4.4 percentage points above the state.



- **Key Economic and Workforce Insights: Salem County (Continued)**
 - **Industry Composition**
 - 26.7% of business establishments are in health care and social assistance.
 - The transportation and warehousing and construction sectors have higher employment shares in compared to the state.

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)

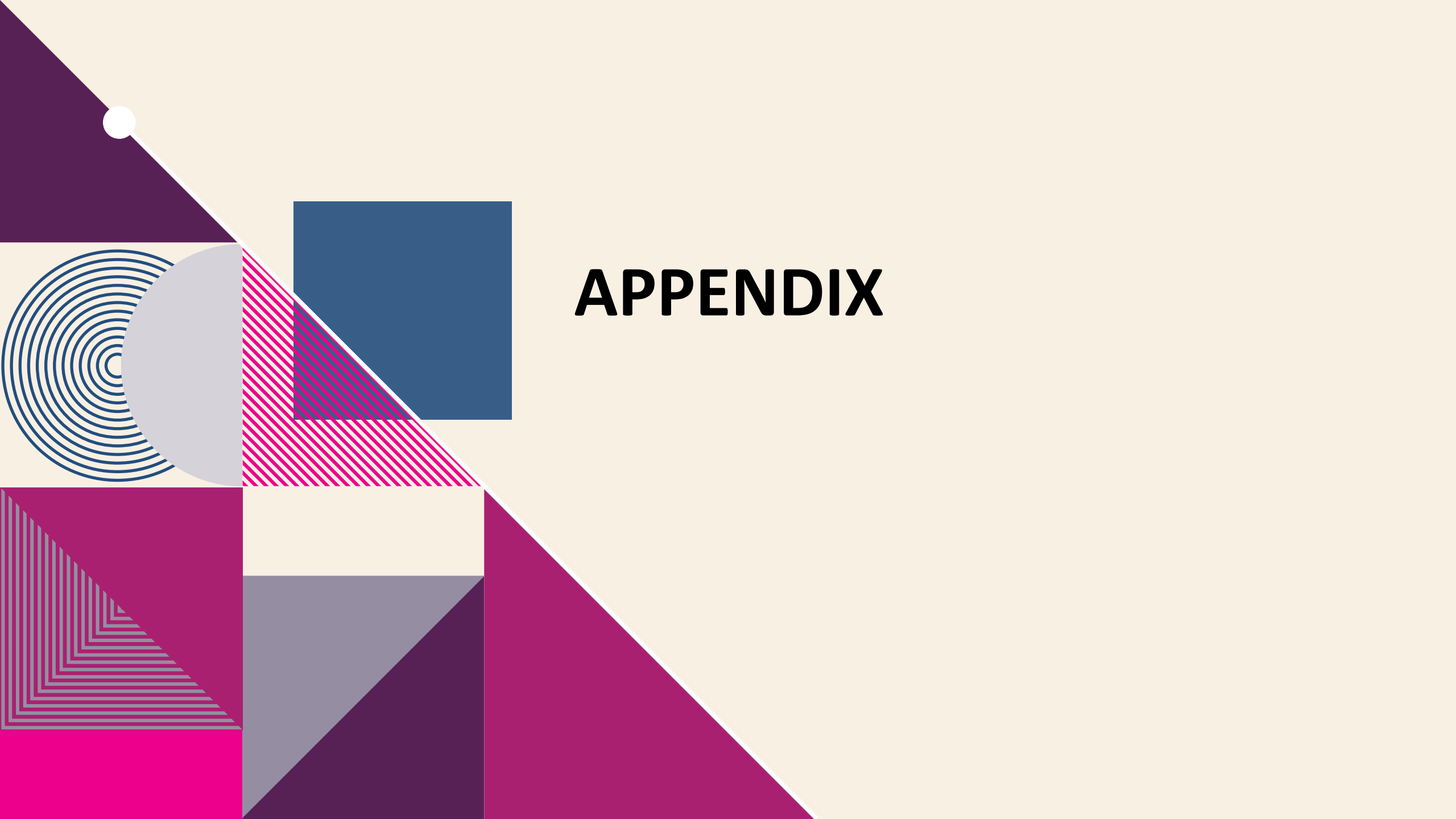
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THANK YOU!



APPENDIX

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

| Occupational Group | 2022 Actual | 2032 Projected | Net Change | Percent 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% |
| 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% |