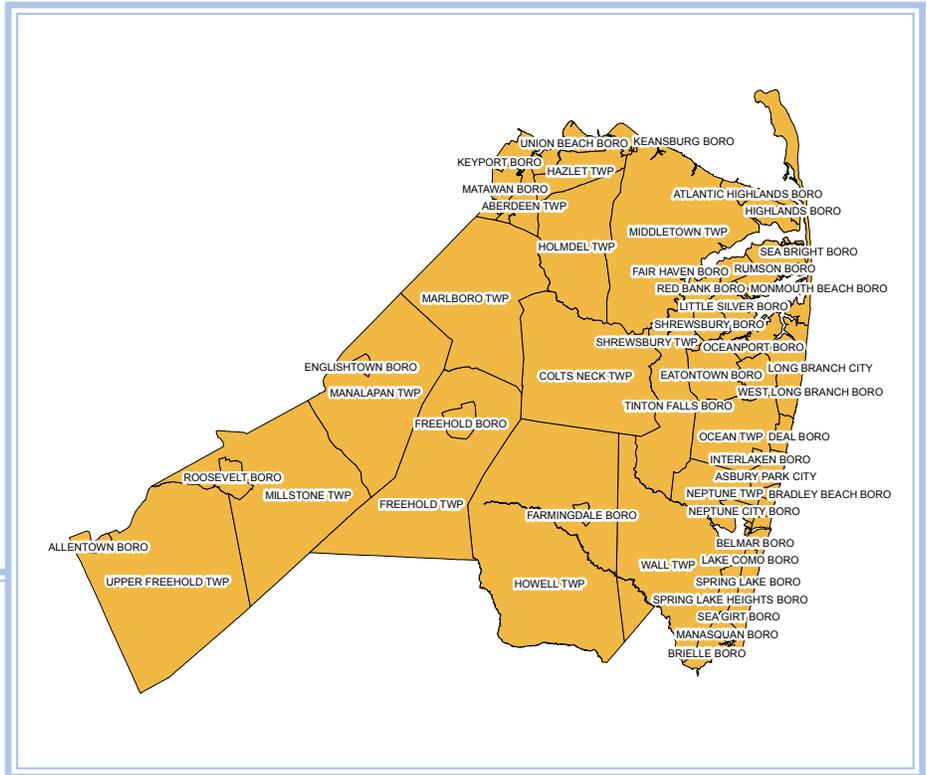
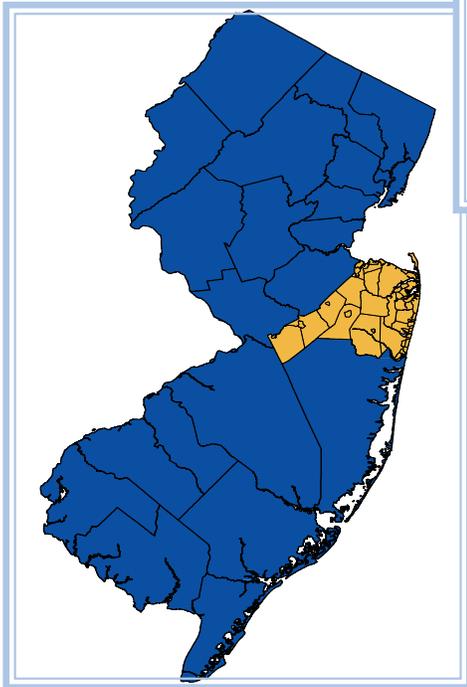


# County Community Fact Book



## Monmouth County Edition

# Monmouth County Community Fact Book

## *Preface*

The Regional Community Fact Book for Monmouth County provides a snapshot of its people and its economy. Included are facts and figures on current industry trends, population, unemployment and income. The Fact Book also provides a look into the future by providing the latest population, labor force, industry and occupational projections.

The Regional Community Fact Book series is meant to be a reference for use in local and regional economic development planning and for employment and training providers. Updates to the Fact Book series will be published as more current data becomes available.

## *Acknowledgements*

This publication was prepared by Vin Samuel, Scott Paken and Frank Ferdetta of the Bureau of Labor Market Information, Division of Labor Market and Demographic Research. Layout was done by JoAnne Caramelo and Stephanie Sills.

Questions regarding information contained in this publication should be directed to Vin Samuel by phone at (609) 777-2189 or by email at [vin.samuel@dol.state.nj.us](mailto:vin.samuel@dol.state.nj.us)

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**Population (July 1, 2012 estimate): 629,384**

Change from Census 2000: +14,083 or +2.3%

Percent of New Jersey Total: 7.1%

**Total Private Sector Employment (2012 Average): 207,926**

Percent of New Jersey Total: 6.5%

Change From 2007: -7,776

**Largest Industry (2012 Average): Trade, Transportation and Utilities**

Employment: 51,571

Percent of Total County Employment: 24.8%

**Private Sector Wage (2012 Average Annual): \$47,826**

Percent of New Jersey Average Annual Wage: 82.3%

Change From 2007: +\$2,094

**Industry With Highest Average Annual Wage (2012):  
Information: \$97,150**

**Per Capita Personal Income (2012): \$61,426**

Percent of New Jersey Per Capita Income: 111.7%

Rank Among New Jersey Counties: 5

**Number of Unemployment Insurance  
Claimants (2013 Annual Average): 5,414**

**Unemployment Rate: (2013 Annual Average): 7.5%**

5-Year High (2012): 8.8%

5-Year Low (2013): 7.5%

New Jersey Rate (2013): 8.2%

**Total Building Permits (2012): 1,034**

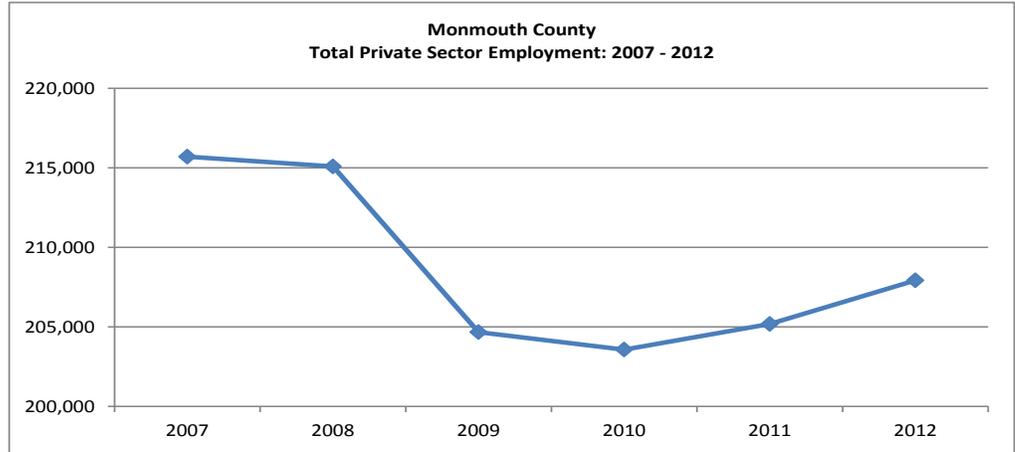
Rank Among New Jersey Counties: 7

**Building Permits (Single-Family Residential, 2012): 690**

Rank Among New Jersey Counties: 3

*County  
Snapshot*

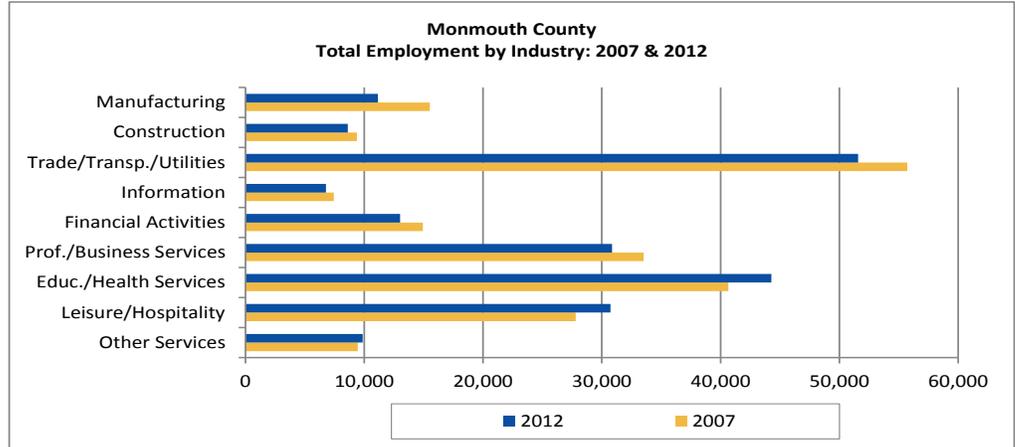
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Source: NJLWD, Quarterly Census of Employment and Wages

- In Monmouth County private sector employment decreased by 7,776 or 3.6 percent from 2007 to settle at 207,926 jobs in 2012. During the period, county employment remained relatively stable in 2008 before declining sharply in 2009 (-10,421 or -4.8%) due to the national recession. Job losses slowed in 2010 (-1,098) as the economic situation improved. Payrolls increased slightly in 2011 (+1,609) and 2012 (+2,748).

## Employment

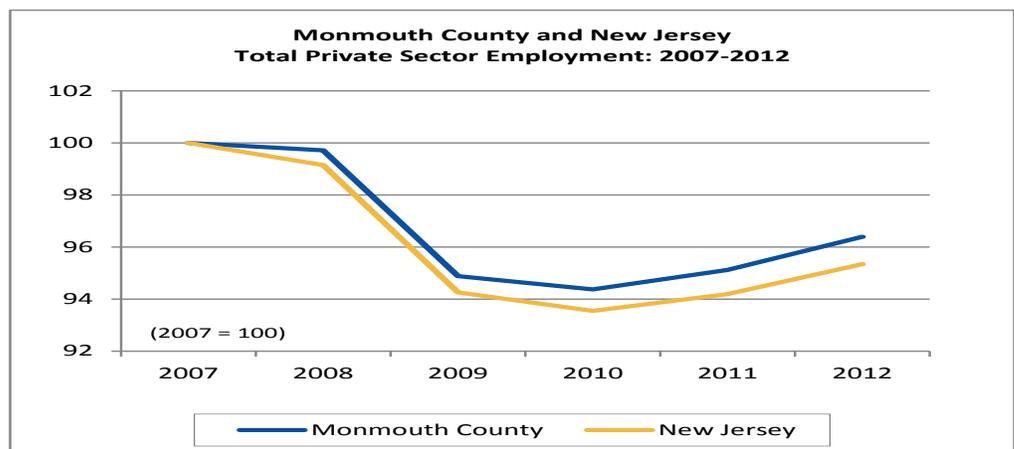


Source: NJLWD, Quarterly Census of Employment and Wages

- Although trade, transportation and utilities (TTU) payrolls declined by 4,141 jobs during the five-year period, this sector continued to account for the largest number of jobs (51,571 jobs) in Monmouth County in 2012; the vast majority of these jobs were in the retail trade industry (37,158 jobs or 64.5% of TTU jobholding). The information sector (6,782) provided the smallest number of jobs during 2012. Employment in the information sector was down over the period partially due the closing of Ft. Monmouth where a significant number of private sector contractors were employed.

## Industry Trends

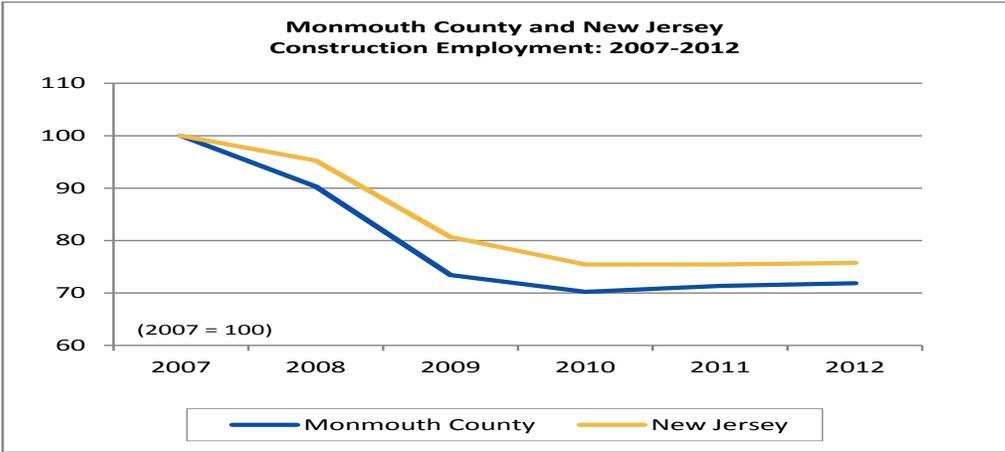
- From 2007 to 2012, private sector payrolls in Monmouth County declined by 3.6 percent. In comparison, statewide payrolls dropped by 4.7 percent during the same period. Like the state, county jobholding experienced a recessionary decline from 2007 to 2010 before adding jobs in 2011 and 2012. Despite employment gains in 2011 and 2012, Monmouth County's level of private sector employment in 2012 was still lower than the 2007 level.
- From 2007 to 2012, educational and health services (+3,608 jobs), leisure and hospitality (+2,930), and other services (+411) gained jobs in Monmouth County. Although educational and health services added the most jobs over the period, the leisure and hospitality sector (+10.5 %) was the fastest growing. While the state as a whole added jobs each year in educational and health services, Monmouth County payrolls were down slightly in 2009 (-141).
- Monmouth County's employment in the construction industry declined each year from 2007 to 2010, then was slightly from 2010 to 2012 (+256 jobs). This pattern was similar statewide, attesting to the credit market situation and drop in demand for new construction that were characteristic of the national recession. While the county lost 28.1 percent of its employment in construction over the period, the state saw a 24.3 percent decline in that sector from 2007 through 2012.
- In Monmouth County, manufacturing jobs declined by 8.2 percent from 2007 through 2012. The county's concentration of manufacturing jobs (4.1% of employment) is lower than at the statewide level (7.6% of jobholding) and accounts for only about 0.3 percent of the state's factory payrolls.



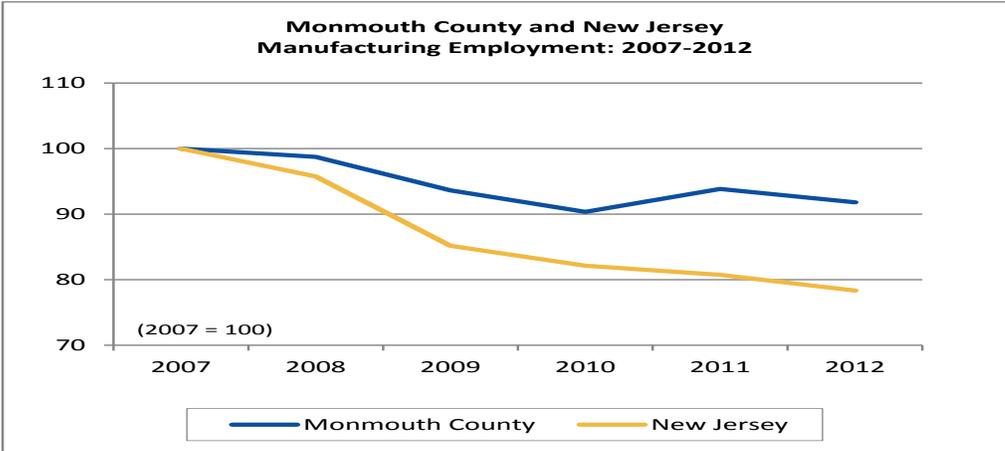
Source: NJLWD, Quarterly Census of Employment and Wages

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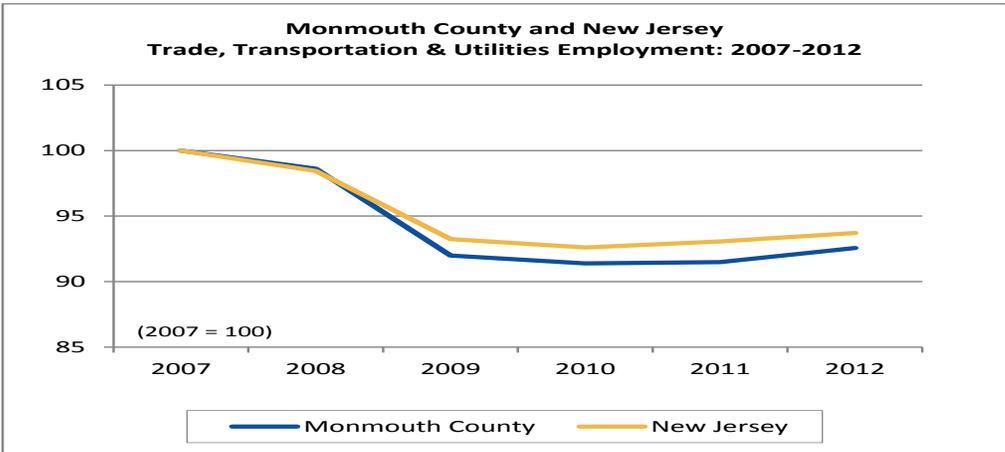
**Industry Trends**



Source: NJLWD, Quarterly Census of Employment and Wages



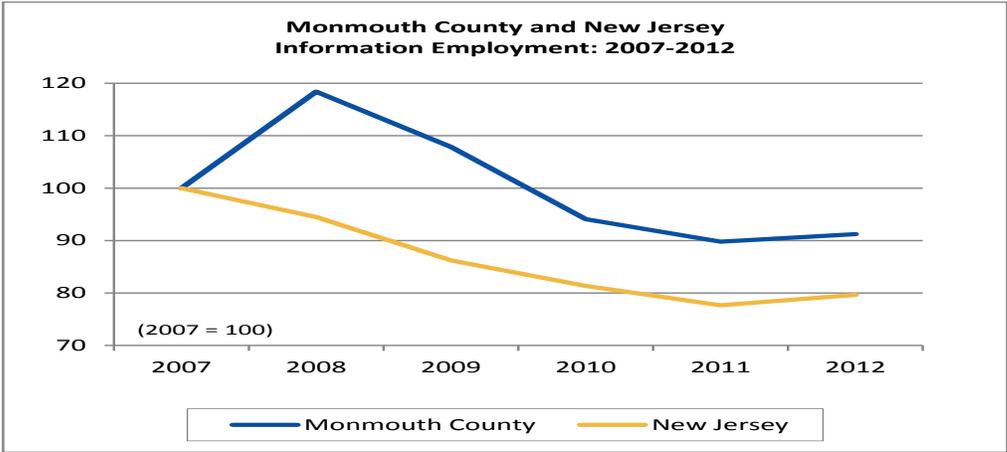
Source: NJLWD, Quarterly Census of Employment and Wages



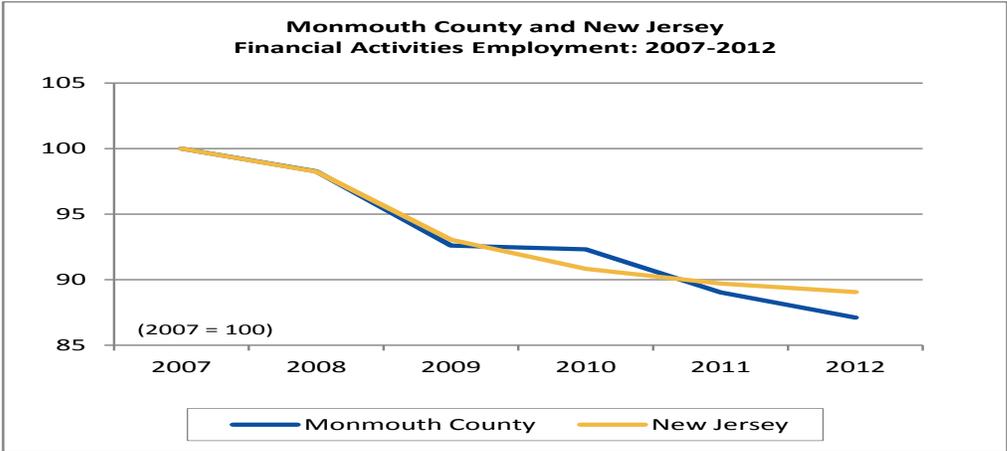
Source: NJLWD, Quarterly Census of Employment and Wages

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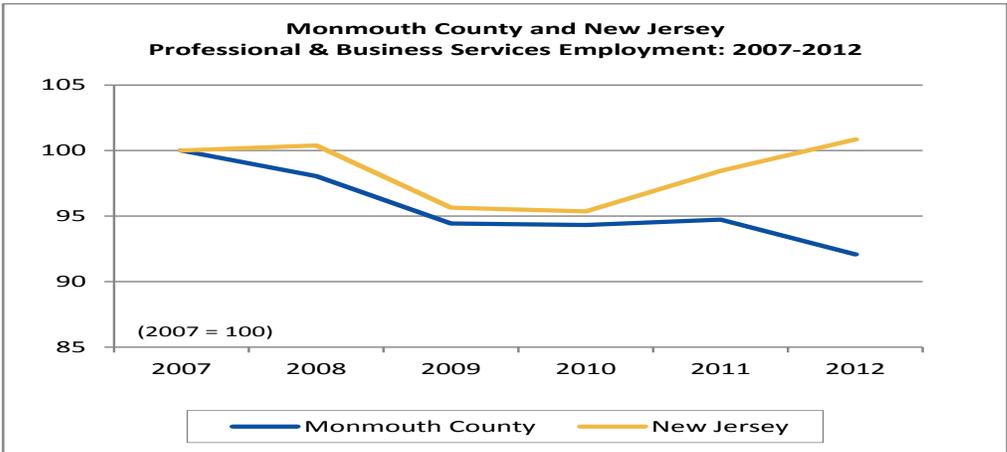
**Industry Trends**



Source: NJLWD, Quarterly Census of Employment and Wages



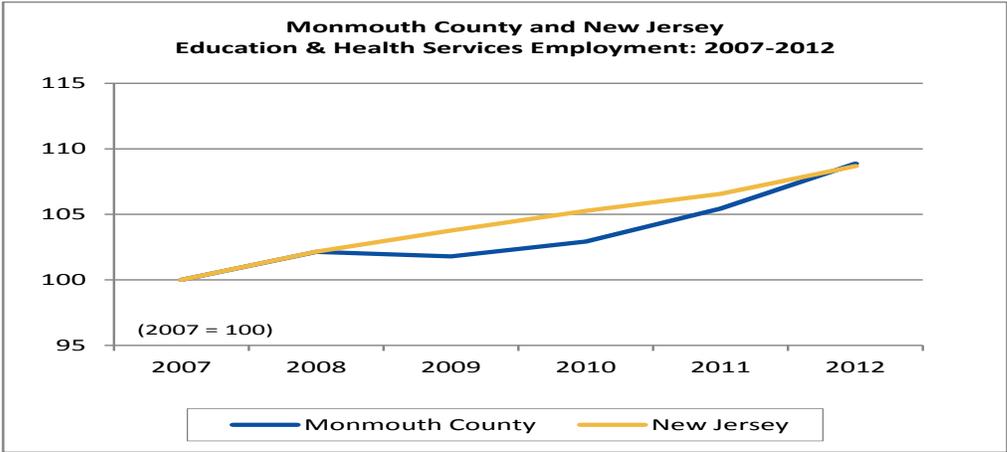
Source: NJLWD, Quarterly Census of Employment and Wages



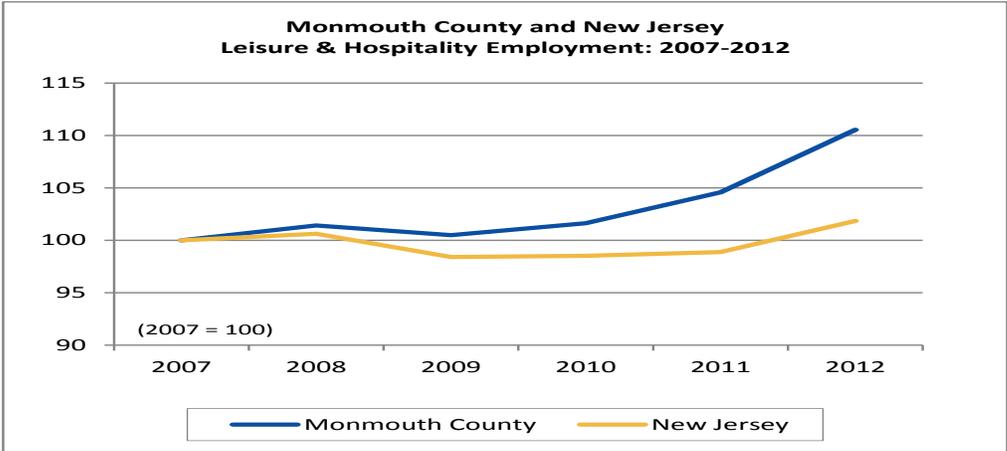
Source: NJLWD, Quarterly Census of Employment and Wages

# Monmouth County Community Fact Book

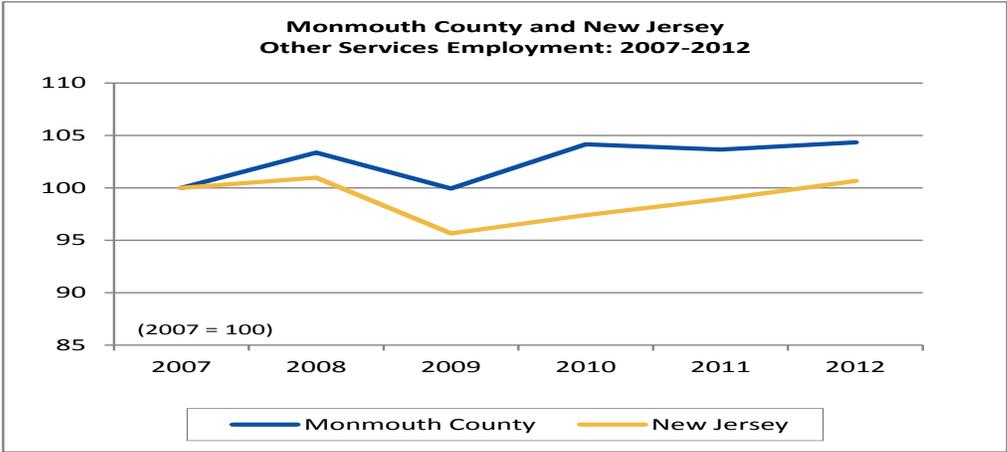
**Industry Trends**



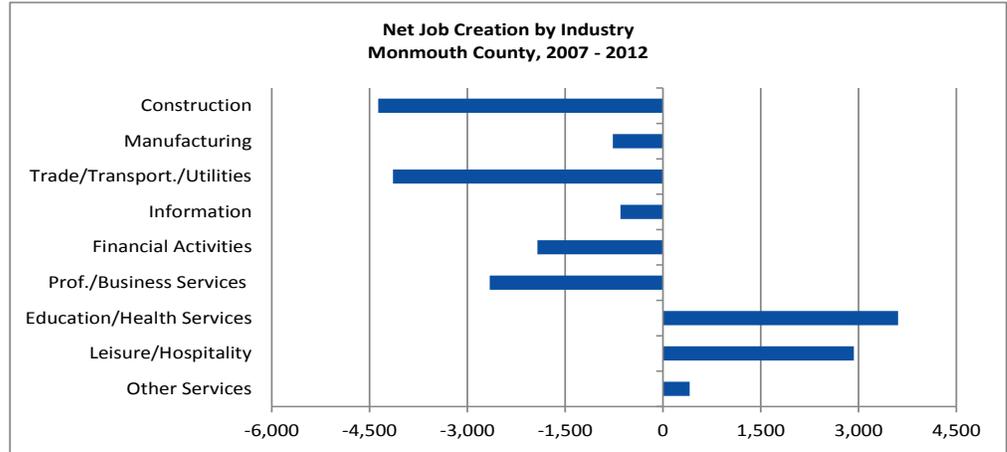
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages



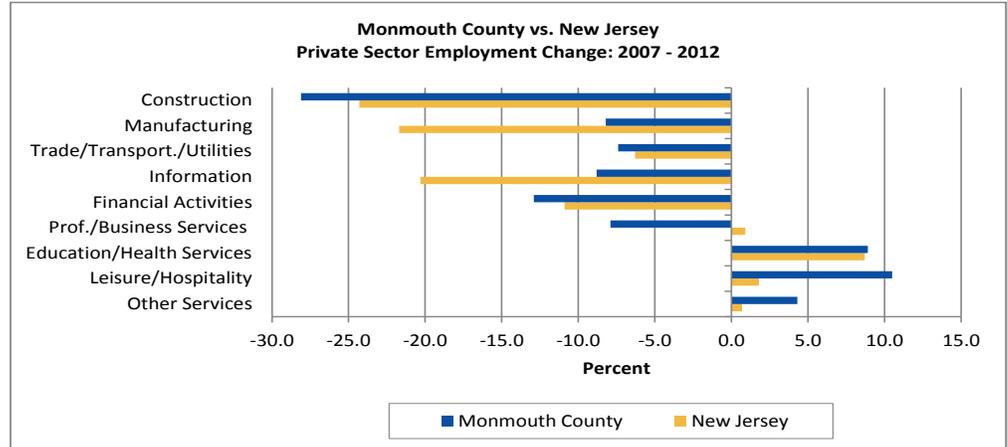
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages

- The county's educational and health services sector added the most jobs (+3,608) from 2007 through 2012. Increased demand for these services was brought about by population growth. From 2007 to 2012, the industry that posted the largest job loss in Monmouth County was construction (-4,366). This was followed closely by trade, transportation and utilities (-4,141).

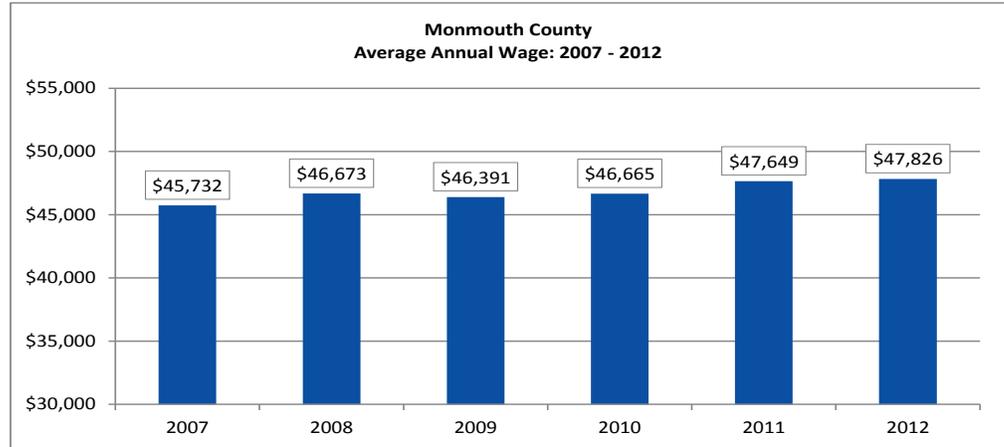
## Employment Gains and Losses



Source: NJLWD, Quarterly Census of Employment and Wages

- In each of the industry sectors where jobholding was up in Monmouth County from 2007 to 2012, employment rose at a steeper pace than at the statewide level. Among the sectors which shed employment in Monmouth County since 2007, manufacturing (-8.2% vs. -21.7%, respectively) and information (-8.8% vs. -20.3%) each posted a smaller decline in the county than for the state.

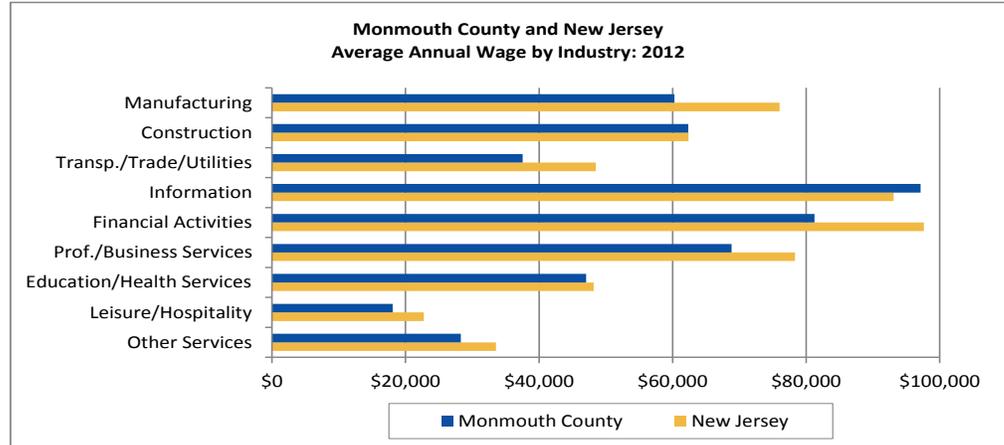
# Monmouth County Community Fact Book



Source: NJLWD, Quarterly Census of Employment and Wages

- Monmouth County's annual average private sector wage rose to \$47,826 in 2012, an increase of \$2,094 (+4.6%) from 2007. In comparison the average annual wage statewide rose by 8.4 percent since 2007 to reach \$58,093 in 2012. The average annual wage is lower in Monmouth County than at the statewide level due to the county having a lower average annual wage in all but one industry sector.

## Wages

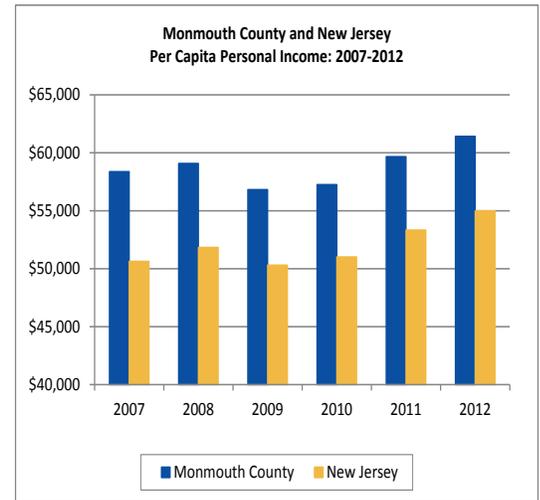


Source: NJLWD, Quarterly Census of Employment and Wages

- In 2012, information was the sector with the highest annual average wage in Monmouth County (\$97,150). This sector was the only one in which the county's average wage was higher than the average annual wage for the state. Financial activities (\$81,252) had the county's second highest annual average wage. The leisure and hospitality sector had Monmouth's lowest average annual wage (\$18,069) due in part to the part-time and seasonal nature of many of the jobs.

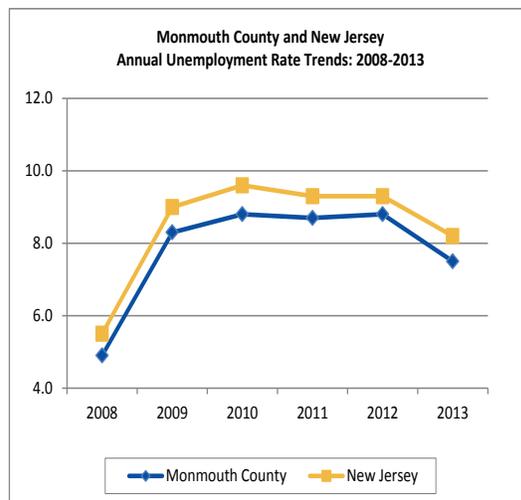
## Per Capita Personal Income

- In 2012 Monmouth County's per capita personal income (PCPI) of \$61,426 ranked fifth in the state and was 11.7 percent above the state average of \$54,987 and 41 percent above the national average of \$43,735. The county's PCPI ranked 82nd among the 3,113 counties in the United States.
- PCPI faced a recessionary decline in 2009 at both the state and county level. Since then, Monmouth's PCPI increased by 8.1 percent while statewide PCPI rose by 9.3 percent.
- From 2011 to 2012, two major components of total personal income did not fare as well at the county level than at the state level: dividends, interest and rent increased by 4.5 percent countywide versus 5.5 percent statewide; net earnings increased by 2.4 percent versus 3.4 percent statewide. However, personal current transfer receipts (such as welfare benefits, social security and veteran's benefits) rose by 2.7 percent in Monmouth County compared to 1.1 percent, statewide.



Source: U.S. Bureau of Economic Analysis

## Unemployment Rates



Source: NJLWD, Local Area Unemployment Statistics

- Monmouth County's economic strength kept its annual unemployment rate below that of the state each year from 1990 to 2013 (earliest data available). Due to the national recession, which began in December 2007, the county's annual unemployment rate increased from 3.8 percent in 2007 to 8.8 percent in 2012. The state saw its unemployment rate jump from 4.3 percent to 9.3 percent over the same period. During the most recent year both the county and state showed improvement in their unemployment rates; declining by 1.3 and 1.1 percentage points, respectively.
- Monmouth County's relatively flat population growth over the last several years combined with the aging of the population helped to contribute to a decrease in the size of its labor force (- 6,400 or -0.7%) from 2008 through 2013. In comparison, the labor force statewide has grown by 0.6 percent since 2008.

**Characteristics  
of the  
Unemployed**

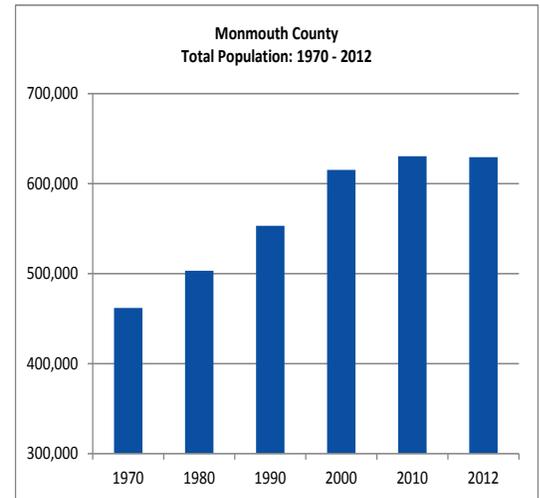
Characteristics of the Unemployed New Jersey vs. Monmouth County: 2013				
Category	Monmouth County		New Jersey	
	Annual Average 2013	Percent of Total	Annual Average 2012	Percent of Total
Total Insured Unemployed	5,414	100.0%	83,055	100.0%
By Gender				
Male	3,095	57.2%	46,865	56.4%
Female	2,319	42.8%	36,190	43.6%
By Race				
White	4,093	75.6%	50,627	61.0%
Black	699	12.9%	16,476	19.8%
Asian	158	2.9%	3,097	3.7%
Other	464	8.6%	12,855	15.5%
By Ethnicity				
Hispanic	453	8.4%	17,438	21.0%
Not Hispanic	4,340	80.2%	56,860	68.5%
Chose Not To Answer	621	11.5%	8,757	10.5%
By Age of Claimant				
Under 25	407	7.5%	7,403	8.9%
25 through 34 years	1094	20.2%	19,036	22.9%
35 through 44 years	978	18.1%	16,857	20.3%
45 through 54 years	1384	25.6%	19,569	23.6%
55 through 64 years	1095	20.2%	14,260	17.2%
65 years and over	456	8.4%	5,930	7.1%
By Industry				
Construction	639	11.8%	8,542	10.3%
Manufacturing	264	4.9%	5,665	6.8%
Trade, Transportation, Utilities	1,042	19.2%	16,788	20.2%
Wholesale Trade	249	4.6%	4,163	5.0%
Retail Trade	590	10.9%	8,858	10.7%
Information	116	2.1%	1,432	1.7%
Financial Activities	291	5.4%	4,061	4.9%
Professional & Business Services	1,016	18.8%	16,656	20.1%
Educational and Health Services	734	13.6%	10,376	12.5%
Leisure and Hospitality	583	10.8%	8,712	10.5%
Other Services	138	2.5%	2,209	2.7%

Source: NJLWD

- As the economy appears to be improving, the number of Monmouth County unemployment insurance claims declined by 614 or 11.3 percent from 2012 to 2013; statewide unemployment claims were down by 4.9 percent over the year. The greatest differences between unemployment insurance claimants in the county and in the state in 2013 are in race and ethnicity. Monmouth County had a lower percentage of minority claimants than the state.
- A Monmouth County resident that filed a claim for unemployment benefits in 2013 was more likely to be a white, non-Hispanic male between the ages of 45 and 64 who was employed in the trade, transportation and utilities or professional and business services sector.

# Monmouth County Community Fact Book

- Since 1970, Monmouth County's population grew by an estimated 167,535 or 36.3 percent to reach a total of 629,384 in 2012, making it the fifth most populated among New Jersey's 21 counties. From 1970 to 2012, the county's rapid population growth primarily resulted from natural increment (births in excess of deaths) and immigration from other areas.



Source: U.S. Bureau of Census and Population Estimates

## Population

Monmouth County Racial/Hispanic Origin: 2002 - 2012		
Race	Percent in 2012	Percent in 2002
White	85.1	86.1
Black	7.7	8.2
Asian	5.3	4.4
Multiracial	1.6	1.1
American Indian/Alaska Native	0.3	0.2
Native Hawaiian/Pacific Islander	0.0	0.0
Hispanic Origin (may be of any race)	10.0	6.9

\* May not add to 100% due to rounding

Source: U.S. Bureau of Census, Population Estimates

- Since the 1970s, much of the population growth in Monmouth County has taken place in the western part of the county where the availability of underdeveloped land is greatest. Residential development flourished in municipalities such as Howell, Marlboro, Manalapan and Freehold townships.
- Monmouth County's top five most populous municipalities accounted for 37.0 percent of the county's total population in 2012.

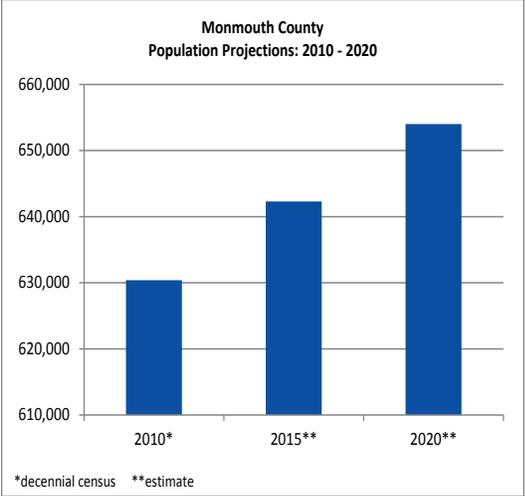
- In Monmouth County, whites comprised 85.1 percent of the 2012 population compared with 86.1 percent in 2001. Blacks accounted for 7.7 percent of the county population in 2012, down from 8.2 percent in 2002. Monmouth was one of five counties that experienced a decline in the black population from 2002 to 2012.
- Hispanics, which can be of any race, made up 10.0 percent of the county's population, a significant increase from the 6.9 percent held in 2002.

Monmouth County Ten Largest Municipalities		
Rank	Municipality	Population
1	Middletown township	66,325
2	Howell township	51,109
3	Marlboro township	40,201
4	Manalapan township	39,229
5	Freehold township	36,086
6	Long Branch city	30,646
7	Neptune township	27,889
8	Ocean township	27,213
9	Wall township	26,084
10	Hazlet township	20,232

Source: U.S. Bureau of Census, Population Estimates

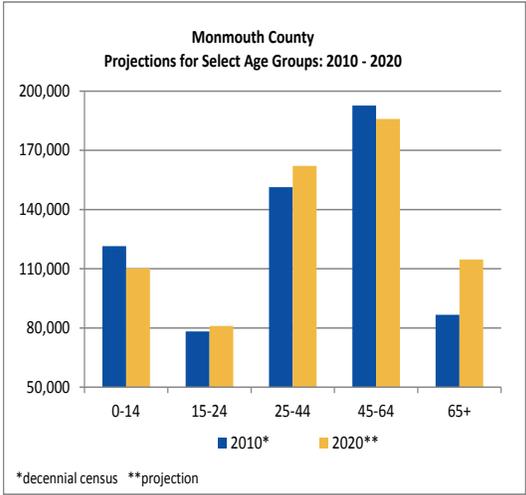
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- Monmouth County's population is expected to increase by 23,620 from 2010 to 2020. The county is projected to grow at a slower rate than the state (3.7% vs. 5.1%) and, as a result, will lower its ranking from the fourth most populous county in the state to the fifth by 2020.



Source: NJLWD, Population & Labor Force Projections

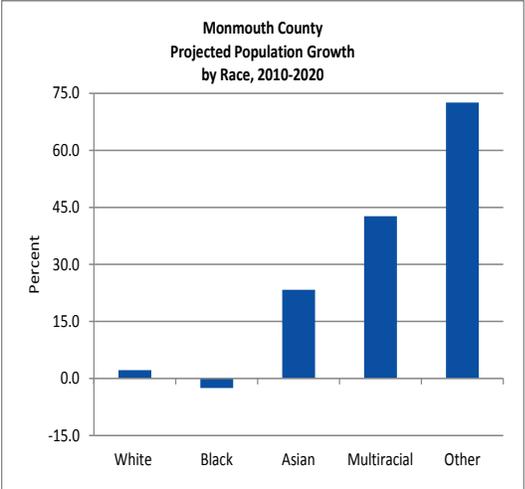
## Population Projections



Source: NJLWD, Population & Labor Force Projections

- The county's oldest age group, persons over 65, is expected to grow the fastest (+32.3%) through 2020. This might be a reflection of the expansion of senior citizen housing in several areas in the county. The second largest age group, 25-44 year-olds, is projected to increase by 7.1 percent.
- The largest age group, 45-64 year-olds, is expected to decline by 9.3 percent. The number of county residents age 0-14 is also projected to be lower in 2020 (-3.5%).

- From 2010 to 2020, Monmouth County's population is expected to continue the trend of becoming more diverse. The population of other races (+72.6%), multi-racial (persons of two or more races) (+42.7%) and Asians (+23.3%) are projected to grow much faster than their white (+2.2%) counterparts. The "other races" category includes American Indian/Alaska Native and Hawaiian/Pacific Islander.
- Monmouth County's black population is expected to decline by 2.5 percent from 2010 to 2020.



Source: NJLWD, Population & Labor Force Projections

# Monmouth County Community Fact Book

## Monmouth County, 2010 - 2020 Projected Employment Change By Industry

Industry Title	2010 Jobs	2020 Jobs	Change: 2010-2020		
			Number	Percent Total Annual	
Total Nonfarm Employment	256,900	280,250	23,350	9.1	0.9
Healthcare and Social Services	37,950	42,450	4,500	11.8	1.1
Professional, Scientific and Technical Services	20,700	24,350	3,650	17.7	1.6
Construction	11,450	14,250	2,800	24.5	2.2
Other Services	13,050	15,500	2,450	18.5	1.7
Administrative and Waste Services	11,100	13,500	2,400	21.3	2.0
Retail Trade	36,750	38,900	2,150	5.8	0.6
Accommodation and Food Services	21,750	23,650	1,900	8.8	0.8
Wholesale Trade	9,050	10,450	1,400	15.3	1.4
Transportation and Warehousing	5,250	6,300	1,050	20.8	1.9
Arts, Entertainment and Recreation	6,850	7,800	950	14.2	1.3
Real Estate and Rental and Leasing	3,150	3,750	600	18.8	1.7
Educational Services	7,200	7,750	550	8.0	0.8
Finance and Insurance	11,700	12,200	500	4.3	0.4
Management of Companies and Enterprises	2,050	2,250	200	7.9	0.8
Utilities	1,450	1,550	100	9.3	0.9
Natural Resources and Mining	0	0	0	20.6	1.9
Manufacturing	8,600	8,300	-300	-3.3	-0.3
Information	7,450	6,850	-600	-8.4	-0.9
Government	41,450	40,500	-950	-2.2	-0.2

Note: Total nonfarm employment excludes self-employed and unpaid family workers

Percent Changes are based on unrounded data

Source: NJLWD, *Industry and Occupational Projections*

### Industry Projections

- From 2010 to 2020, Monmouth County is projected to add 23,350 new jobs. Employment is expected to increase 9.1 percent compared with a 8.0 percent increase for New Jersey.
- The healthcare and social services industry in Monmouth County is projected to add the most jobs (4,500) and grow at a rate of 1.1 percent per year. Employment growth in the healthcare and social services is expected to account for 19.3 percent of the county's payroll gain during the period.
- Monmouth County is expected to lose employment in three industries between 2010 and 2020. In the private sector, manufacturing and information are projected to lose 300 jobs and 600 jobs, respectively or decrease by 0.3 percent and 0.9 percent, respectively per year over the 10-year cycle. Jobholding in government is expected to be lower by 950.

# Monmouth County Community Fact Book

## Monmouth County Occupations with the Most Projected Job Openings, 2010-2020

Occupation	Annual Average Job Openings			2011	Skill Level <sup>2</sup>	Outlook
	Total <sup>1</sup>	Growth	Replacements	Annual Wage		
Retail Salespersons	420	110	310	27,290	Low	Growing
Cashiers	370	20	360	20,970	Low	Stable
Waiters and Waitresses	220	30	190	22,850	Low	Growing
Combined Food Preparation and Serving Workers, Including Fast Food	210	70	140	20,490	Low	Growing
Receptionists and Information Clerks	190	70	120	27,970	Low	Growing
Office Clerks, General	180	70	110	31,600	Low	Growing
Registered Nurses	170	60	110	77,100	High	Growing
Customer Service Representatives	140	40	100	36,340	Low	Growing
Landscaping and Groundskeeping Workers	140	80	60	25,890	Low	Growing
Stock Clerks and Order Fillers	120	0	120	24,120	Low	Declining
Child Care Workers	110	30	80	22,300	Low	Growing
First-Line Supervisors/Managers of Office and Administrative	110	30	80	55,570	Low	Growing
Elementary School Teachers, Except Special Education	100	20	80	64,060	High	Growing
First-Line Supervisors/Managers of Retail Sales Workers	90	10	80	48,680	Low	Stable
Home Health Aides	90	70	20	24,280	Low	Growing
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	90	20	70	28,240	Low	Growing
Bookkeeping, Accounting, and Auditing Clerks	80	40	40	40,930	Low	Growing
Carpenters	80	30	50	49,730	Low	Growing
Secondary School Teachers, Except Special and Vocational Education	80	0	80	67,220	High	Declining
Accountants and Auditors	70	20	50	77,830	High	Growing
Food Preparation Workers	70	10	60	21,060	Low	Growing
Teacher Assistants	70	10	60	27,040	Low	Growing
Tellers	70	0	70	27,350	Low	Declining
General and Operations Managers	60	10	50	160,180	High	Stable
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	60	0	60	21,210	Low	Stable

1. "Growth" and "Replacements" may not add to "Total" due to rounding.

2. High Skills: Associate's degree or higher.

Moderate Skills: Long-term on-the-job training, work experience or post secondary/vocational/technical training.

Low Skills: Short-term or moderate-term on-the-job training, including up to 12 months of on-the-job experience and informal training.

3. INA = Information not available.

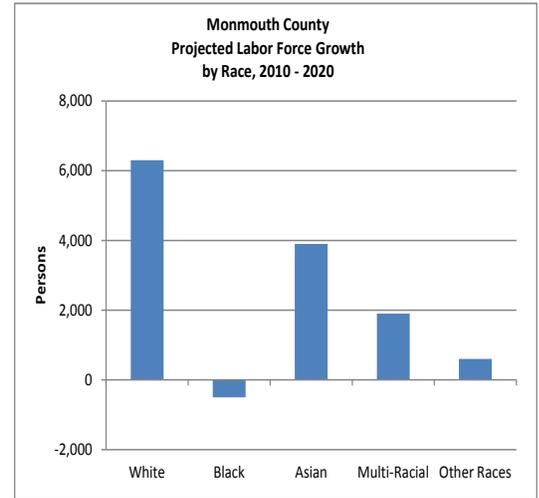
Source: NJLWD, Industry and Occupational Projections and Occupational Employment Statistics (OES) Wage Survey

**Projected  
Occupational  
Demand**

- Monmouth County is projected to have over 9,340 annual average job openings through 2020 or 7.0 percent of annual openings statewide. The county's top 10 ranked occupations by annual job openings are anticipated to account for 23.1 percent of Monmouth's total annual job openings.
- As illustrated above, most of the occupations having high replacement requirements tend to require lower skills and pay lower wages. In comparison, the jobs listed with high skills requirements earn nearly all of the highest annual salaries of the top occupations with the most projected job openings from 2010-2020.

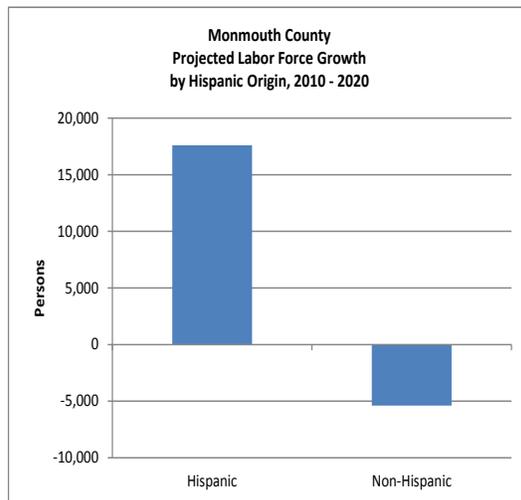
- Monmouth County's labor force is projected to increase by 3.7 percent between 2010 and 2020 compared to the 4.4 percent increase expected statewide. Whites are expected to add the most people (6,300) to Monmouth County's labor force followed by Asians (3,900). However, with a projected growth rate of 63.3 percent multi-racial persons will be the fastest-growing group.

*Note: Multi-racial refers to persons who are of two or more races. "Other races" includes: American Indian/Alaskan Native, and Native Hawaiian/Pacific Islander.*



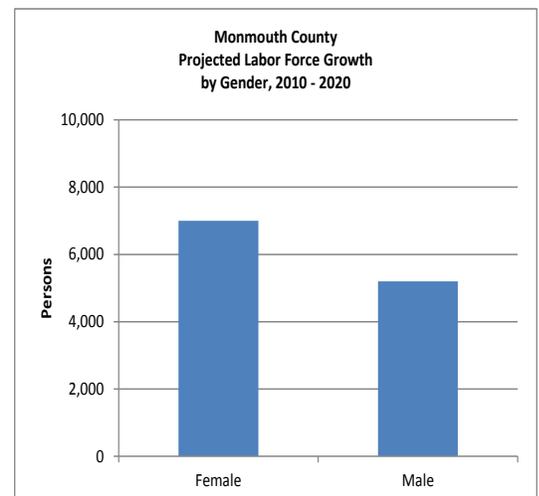
Source: NJLWD, Population & Labor Force Projections

- Hispanics are expected to account for all of the labor force growth in the county over the projections period. The Hispanic labor force in Monmouth County is projected to increase by 55.2 percent from 2010 to 2020 while the number of non-Hispanics in the labor force is expected to decline by 1.8 percent. However, non-Hispanics are still anticipated to far outnumber Hispanics in the labor force. Only one in ten labor force participants are projected to be of Hispanic origin.



Source: NJLWD, Population & Labor Force Projections

- From 2010 to 2020, females are expected to account for well over half (57.4%) of the addition to Monmouth County's labor force. The county's projected growth rate for female members of the labor force is 4.6 percent, a rate higher than that projected for their male counterparts (2.9%).



Source: NJLWD, Population & Labor Force Projections

## Labor Force Projections