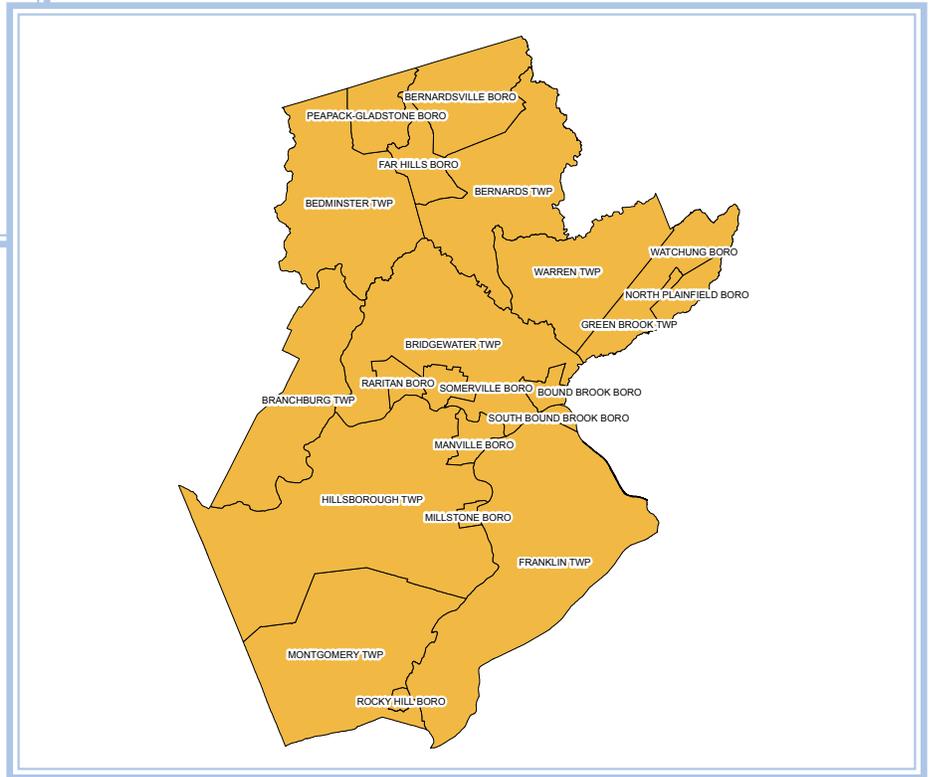
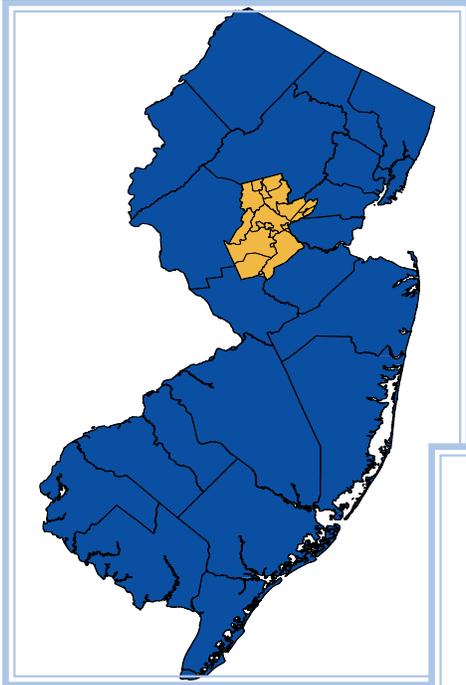


# County Community Fact Book

## Somerset County Edition



## *Preface*

The Regional Community Fact Book for Somerset 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.

Questions regarding information contained in this publication should be directed to Vin Samuel by phone at (609) 633-6425 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): 327,707**

Change from Census 2000: +30,217 or +10.2%

Percent of New Jersey Total: 3.7%

**Total Private Sector Employment (2012 Average): 154,467**

Percent of New Jersey Total: 4.8%

Change From 2007: -2,704

**Largest Industry (2012 Average): Professional and Business Services**

Employment: 40,445

Percent of Total County Employment: 26.2%

**Private Sector Wage (2012 Average Annual): \$79,563**

Percent of New Jersey Average Annual Wage: 137.0%

Change From 2007: +\$5,344

**Industry With Highest Average Annual Wage (2012):  
Information: \$131,842**

**Per Capita Personal Income (2012): \$75,863**

Percent of New Jersey Per Capita Income: 137.9%

Rank Among New Jersey Counties: 1

**Number of Unemployment Insurance  
Claimants (2013 Annual Average): 2,323**

**Unemployment Rate: (2013 Annual Average): 6.3%**

5-Year High (2010): 7.6%

5-Year Low (2013): 6.3%

New Jersey Rate (2013): 8.2%

**Building Permits (Total, 2012): 1,169**

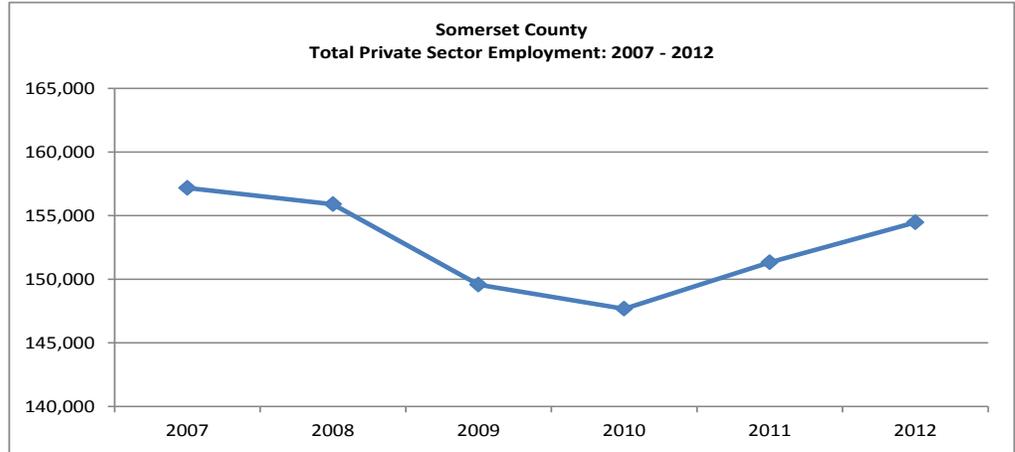
Rank Among New Jersey Counties: 5

**Building Permits (Single-Family Residential, 2012): 404**

Rank Among New Jersey Counties: 8

*County  
Snapshot*

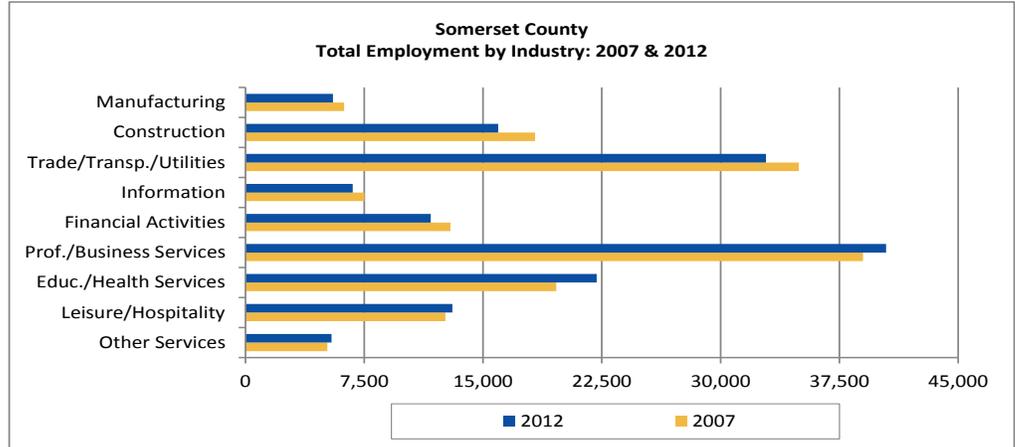
# Somerset County Community Fact Book



Source: NJLWD, Quarterly Census of Employment and Wages

- Total private sector employment in Somerset posted a decrease of 2,704 jobs from 2007 to 2012. During the 5-year period the county's level of employment trended down through 2010 then added jobs in 2011 and 2012 as economy began to improve after the national recession.

## Employment

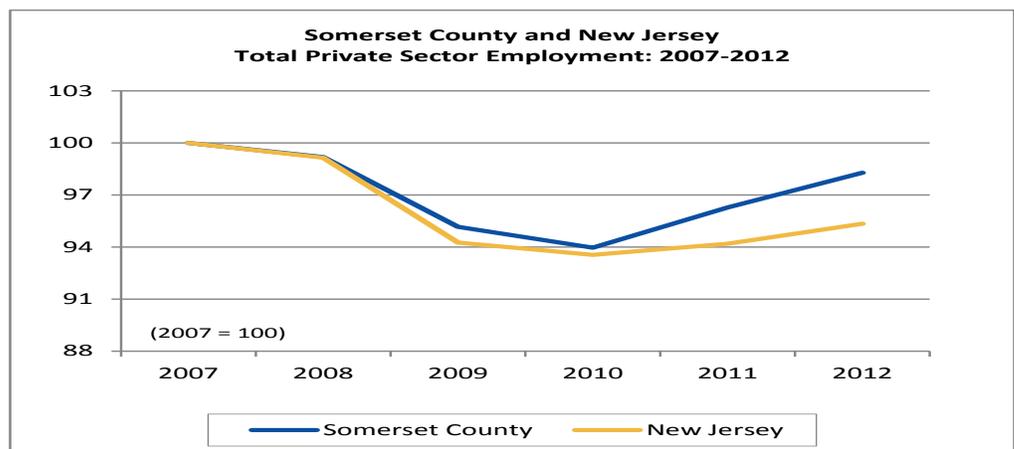


Source: NJLWD, Quarterly Census of Employment and Wages

- With 40,445 jobs in 2012, professional and business services continues as the top-ranking employment sector, accounting for slightly 1 in every 4 jobs in Somerset County. Trade, transportation and utilities is the county's second largest sector with an employment level of 32,863.

## Industry Trends

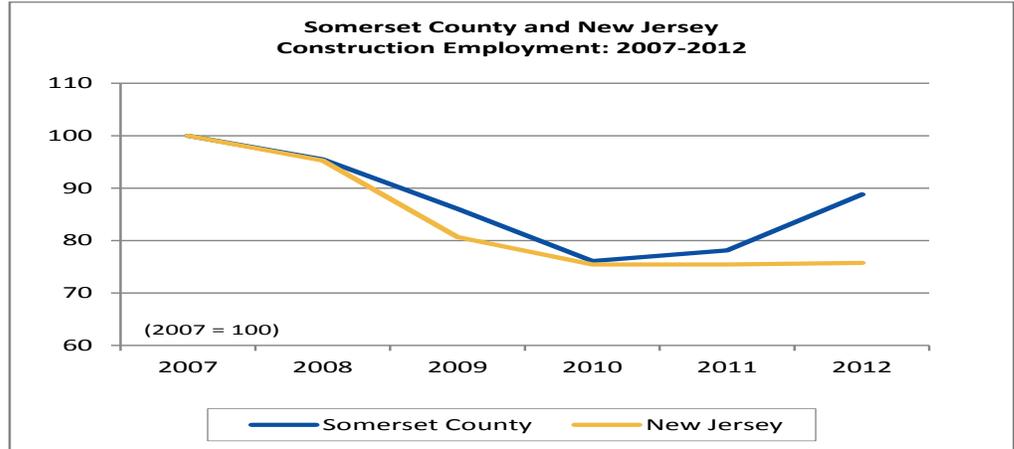
- Total private sector employment in Somerset County declined from 157,171 jobs in 2007 to 154,467 jobs in 2012, representing a loss of 1.7 percent. In comparison, private sector employment in New Jersey declined by 4.7 percent from 2007 through 2012. During the period the county experienced a decline in employment of nearly 9,500 jobs from 2007 to 2010. However, from 2010 to 2012 employment rebounded, adding more than 6,700 jobs. The county's employment declined as the economic downturn aggravated the local economy.
- Educational and health services (+13.0%), other services (+5.0%), professional and business services (+3.7%), and leisure and hospitality (+3.5%) posted job gains in the county from 2007 to 2012. These gains helped to moderate the effects of the sectors that lost jobs due to the national recession.
- Manufacturing relinquished the largest number of jobs (-2,338 or 12.8%) primarily due to the loss of pharmaceutical manufacturing (-1,951 jobs) over the 5-year period. Other sectors that contributed to the overall loss of jobs over this period were: construction (-11.2%), information (-9.9%) financial activities (-9.7%), and trade, transportation, and utilities (-5.9%).
- The information sector lost 744 jobs or 9.9 percent of its jobs in Somerset County from 2007 to 2012. In comparison statewide jobholding in this sector declined by 20.3 percent over the same period. Jobholding in the information sector has been trending down in recent years due in part to downsizings and consolidations. Advances in technologies that change the way information is delivered have been reshaping the industry.



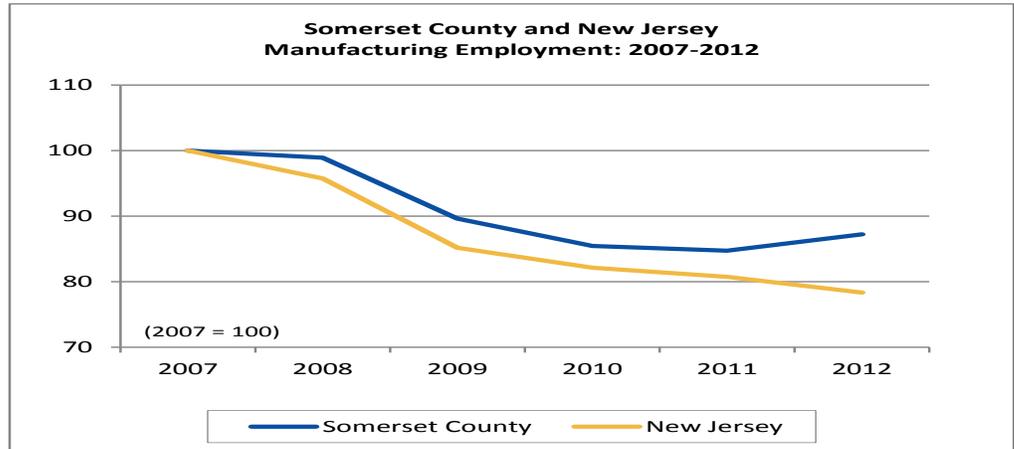
Source: NJLWD, Quarterly Census of Employment and Wages

# Somerset County Community Fact Book

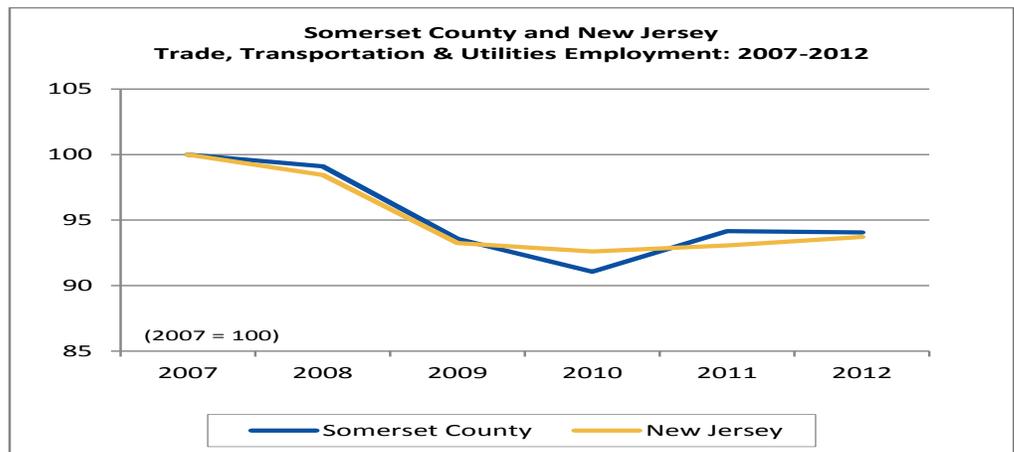
## Industry Trends



Source: NJLWD, Quarterly Census of Employment and Wages



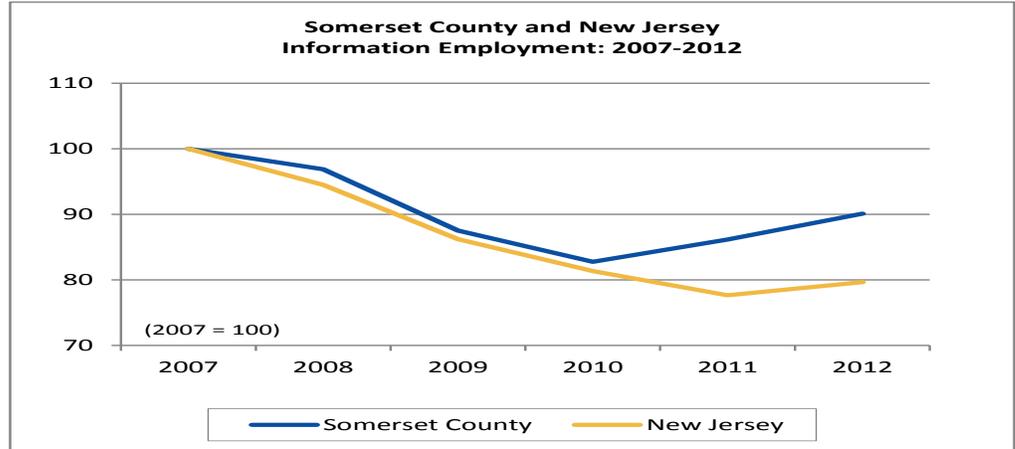
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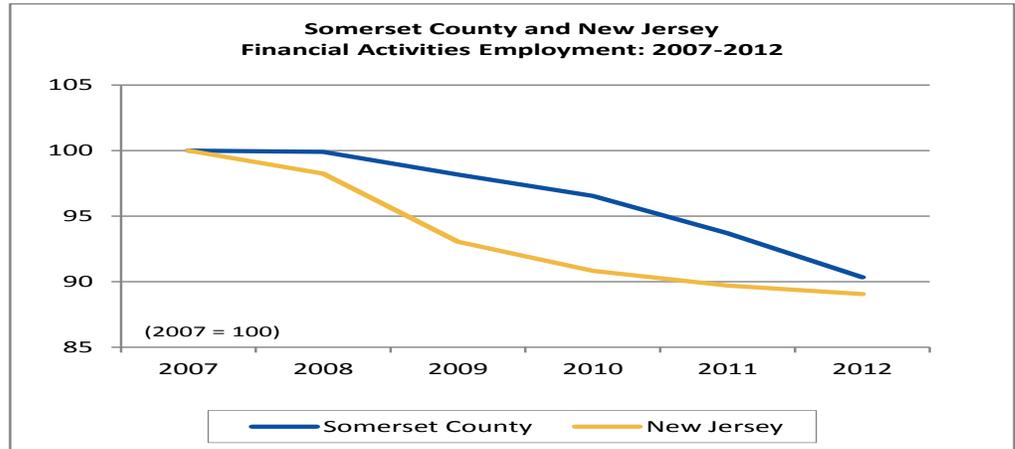
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# Somerset County Community Fact Book

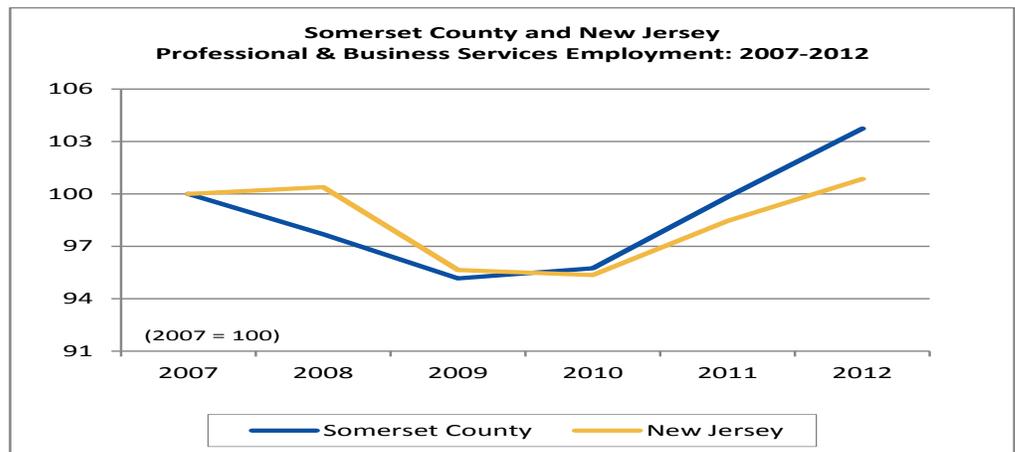
## Industry Trends



Source: NJLWD, Quarterly Census of Employment and Wages

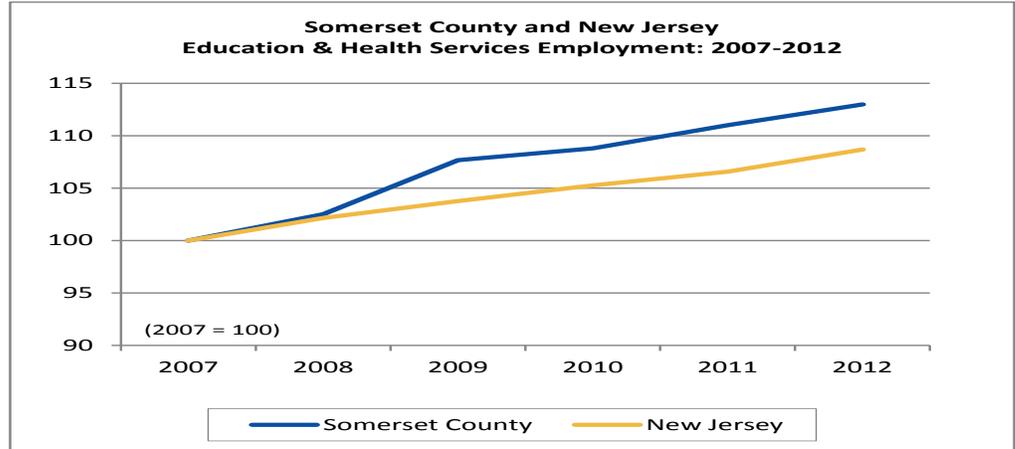


Source: NJLWD, Quarterly Census of Employment and Wages

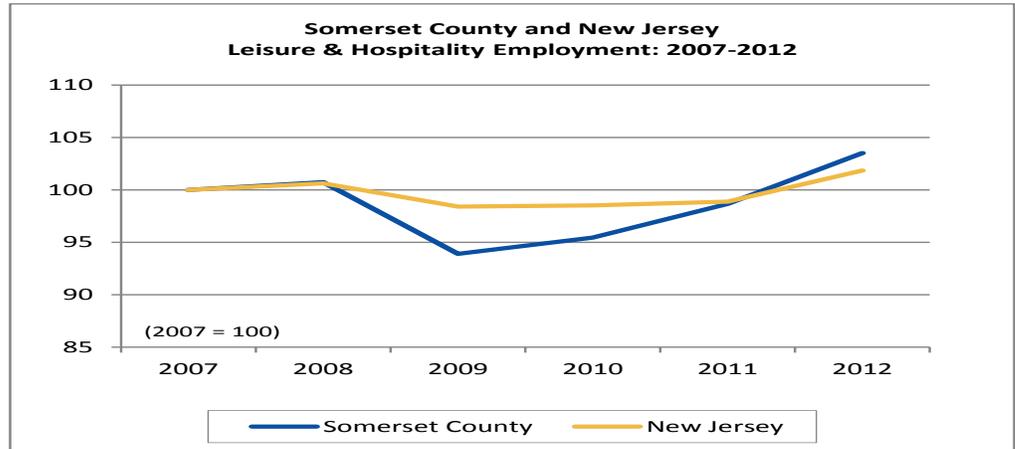


Source: NJLWD, Quarterly Census of Employment and Wages

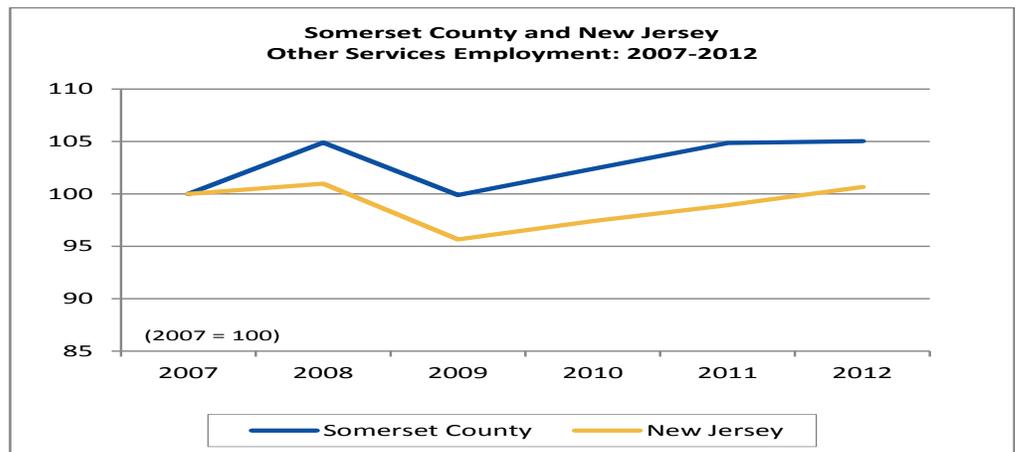
**Industry Trends**



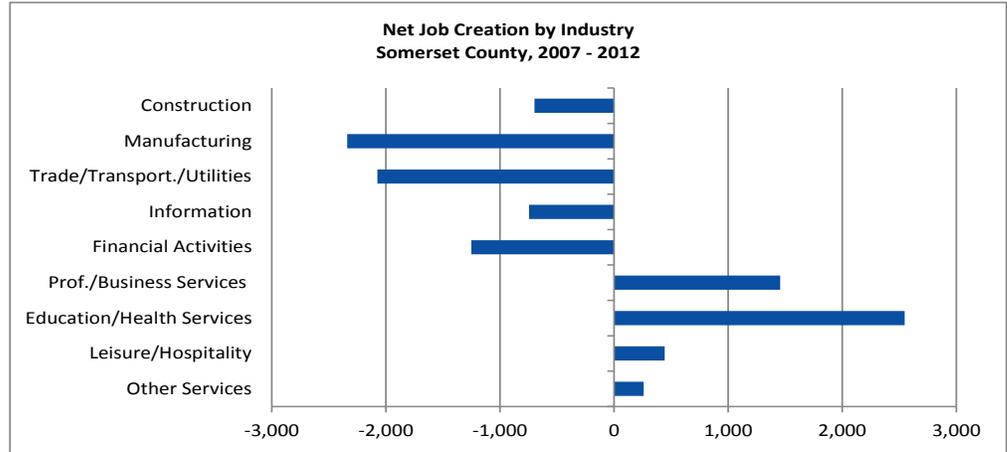
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages



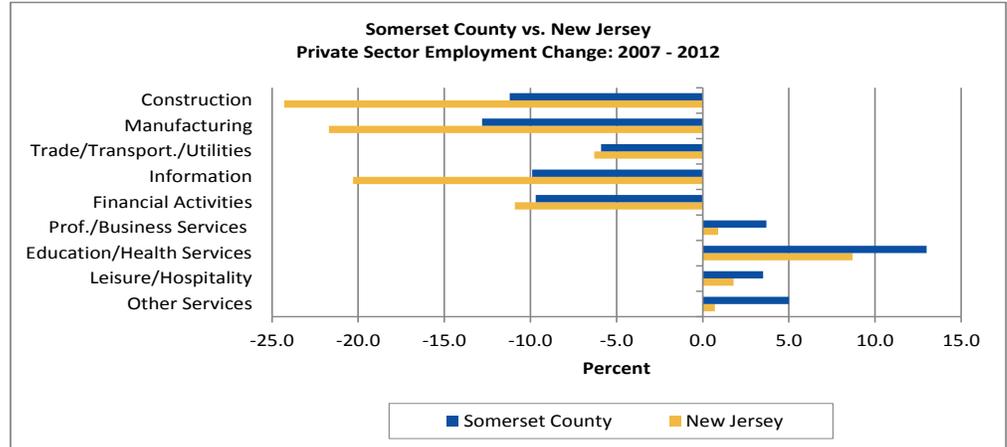
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages

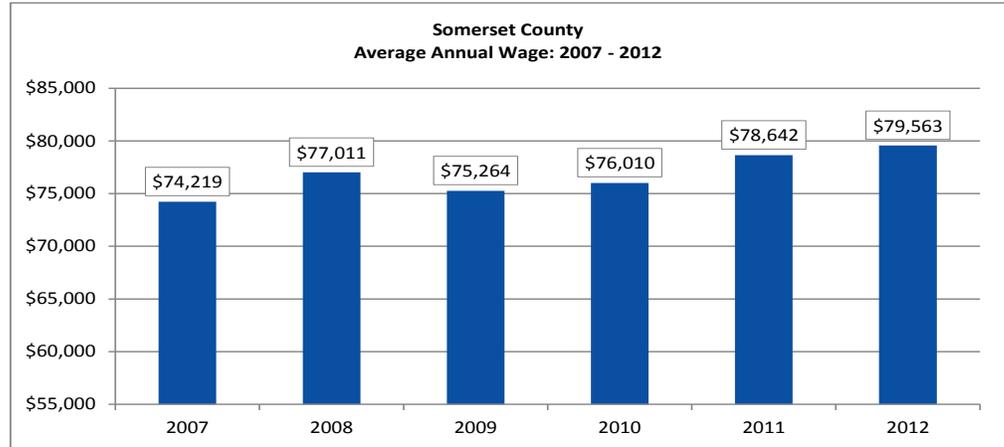
- Educational and health service was the leader in employment growth (+2,548 jobs) in Somerset County from 2007 through 2012. The other industries posting job increases were professional and business services (+1,456 jobs), leisure and hospitality (+444), and other services (+260). Manufacturing (-2,338 jobs), trade, transportation and utilities (-2,075), financial activities (-1,251), information (-774), and construction (-697) posted losses in employment over the period.

## Employment Gains and Losses



Source: NJLWD, Quarterly Census of Employment and Wages

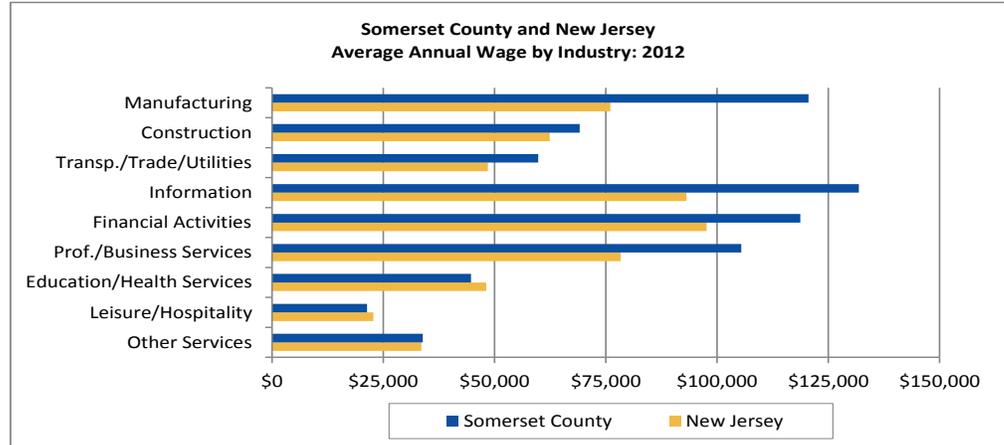
- The educational and health services sector, Somerset County's third largest sector in 2012 (22,170 jobs), posted increases every year to become the fastest-growing sector during the period (+13.0%). Financial activities lost jobs every year since 2007 settling at 11,694 in 2012; this sector was affected by bank mergers and the continued effects of the national recession.



Source: NJLWD, Quarterly Census of Employment and Wages

- Since 2007, the annual average private sector wage in Somerset County increased by \$5,344 or 7.2 percent to reach \$79,563 in 2012, the highest among New Jersey's 21 counties. The county's 2012 average wage exceeded the state's 2012 average annual wage of \$58,093 by \$21,470 or 37.0 percent. This is a consequence of the county's higher average annual wage in all sectors except educational and health services and leisure and hospitality.

## Wages

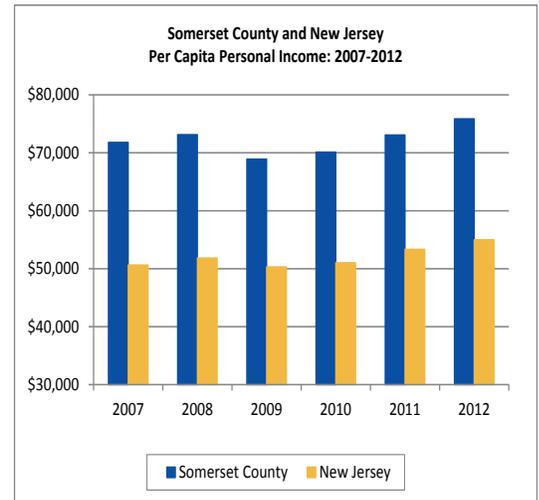


Source: NJLWD, Quarterly Census of Employment and Wages

- Information had the highest average annual wage in Somerset County (\$131,842) during 2012. This figure was significantly higher than the sector's statewide average annual wage of \$93,118. The county's manufacturing (\$120,516), financial activities (\$118,676) and professional and business services (\$105,456) sectors also had average annual wages over \$100,000 and ranked second, third and fourth, respectively. Leisure and hospitality had the lowest average annual wage (\$21,352). The difference in wages between the top sectors and the lowest sector could be explained in part by skills and educational requirements, and the part-time nature of many of the jobs in leisure and hospitality.

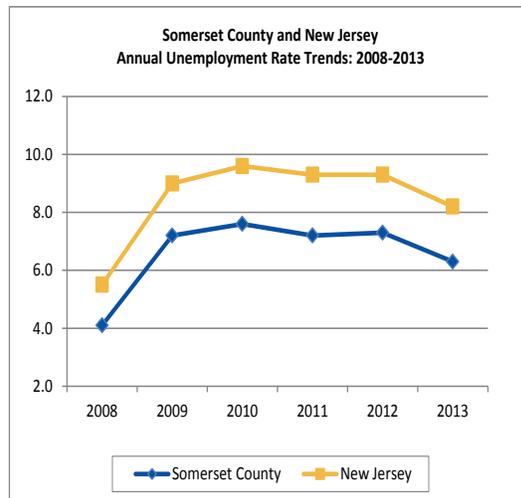
## Per Capita Personal Income

- Somerset County's per capita personal income (PCPI) increased from \$71,792 in 2007 to \$75,863 in 2012. Since 2007, per capita personal income increased at a faster pace statewide (+8.6%) than in Somerset County (+5.7%). In 2012, Somerset County had the highest PCPI among the Garden State's 21 counties and ranked 24th among the 3,113 counties nationally.
- Total personal income (TPI) is made up of three components: net earnings, dividends/interest/rent, and transfer payments (welfare benefits, unemployment insurance, and retirement/other including social security and veteran's benefits). In Somerset County in 2012, 73.2 percent of TPI came from net earnings, 18.6 percent came from dividends/interest/rent, and 8.2 percent came from transfer payments.



Source: U.S. Bureau of Economic Analysis

## Unemployment Rates



Source: NJLWD, Local Area Unemployment Statistics

- From 2008 through 2013 the unemployment rate in Somerset County increased by 2.2 percentage points to an average 6.3 percent in 2013. The statewide rate increased by 2.7 percentage points to reach 8.2 percent in 2013. The county's unemployment rate reached a recession-related high of 7.6 percent in 2010 then stabilized during the next two years before declining to its current level.
- Somerset County's unemployment rate has remained below that of the state every year since 1990 (earliest data available). The county's historically lower unemployment rate compared to the state's rate could be attributed to the county's demographic profile and the stability of the industries within its borders.
- Somerset County's labor force increased minimally by 1,200 or 0.7 percent from 2008 through 2013. In comparison, statewide the labor force has grown by 0.6 percent since 2008.

## Characteristics of the Unemployed New Jersey vs. Somerset County: 2013

Category	Somerset County		New Jersey	
	Annual Average	Percent of Total	Annual Average	Percent of Total
Total Insured Unemployed	2,323	100.0%	83,055	100.0%
By Gender				
Male	1,332	57.3%	46,865	56.4%
Female	991	42.7%	36,190	43.6%
By Race				
White	1,514	65.2%	50,627	61.0%
Black	328	14.1%	16,476	19.8%
Asian	172	7.4%	3,097	3.7%
Other	309	13.3%	12,855	15.5%
By Ethnicity				
Hispanic	385	16.6%	17,438	21.0%
Not Hispanic	1,695	73.0%	56,860	68.5%
Chose Not To Answer	243	10.5%	8,757	10.5%
By Age of Claimant				
Under 25	134	5.8%	7,403	8.9%
25 through 34 years	425	18.3%	19,036	22.9%
35 through 44 years	460	19.8%	16,857	20.3%
45 through 54 years	632	27.2%	19,569	23.6%
55 through 64 years	501	21.6%	14,260	17.2%
65 years and over	171	7.4%	5,930	7.1%
By Industry				
Construction	196	8.4%	8,542	10.3%
Manufacturing	196	8.4%	5,665	6.8%
Trade, Transportation, Utilities	414	17.8%	16,788	20.2%
Wholesale Trade	137	5.9%	4,163	5.0%
Retail Trade	192	8.3%	8,858	10.7%
Information	72	3.1%	1,432	1.7%
Financial Activities	129	5.6%	4,061	4.9%
Professional & Business Services	655	28.2%	16,656	20.1%
Educational and Health Services	240	10.3%	10,376	12.5%
Leisure and Hospitality	150	6.5%	8,712	10.5%
Other Services	56	2.4%	2,209	2.7%

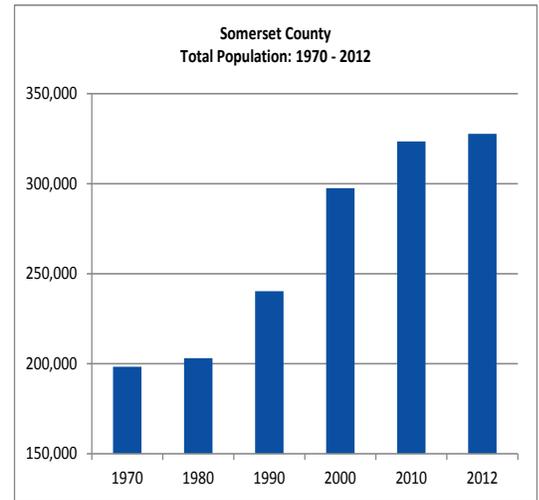
Source: NJLWD

- The number of persons filing for unemployment compensation benefits in Somerset County increased by 2.6 percent between 2012 and 2013. The professional and business services sector posted the largest change (+13.7 %) in unemployment claimants over the year. However many sectors showed improvement since 2012 with retail trade's decline of 10.3 percent leading the way.
- In Somerset County, an unemployment insurance claimant was most likely to be a non-Hispanic, white, male worker between the ages of 45 and 54 and formerly employed in the professional and business services sector during 2013.

## Characteristics of the Unemployed

# Somerset County Community Fact Book

- From 1970 to 2012, Somerset County's population increased by 129,335 or 65.2 percent ranking 5th among New Jersey's 21 counties for population growth. County residents accounted for 3.7 percent of the state's total population in 2012. From 2000 to 2012 the county's 10.2 percent population increase was almost twice as fast as the state's rate of 5.4 percent.



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

## Population

Somerset County Racial/Hispanic Origin: 2002 - 2012		
Race	Percent in 2012	Percent in 2002
White	72.7	80.4
Black	9.6	9.9
Asian	15.4	8.3
Multiracial	1.8	1.1
American Indian/Alaska Native	0.3	0.2
Native Hawaiian/Pacific Islander	0.1	0.1
Hispanic Origin (may be of any race)	13.5	9.6

\* May not add to 100% due to rounding

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

- The county's three fastest-growing municipalities since 1970 are Montgomery (+253.0%), Hillsborough (+251.5%), and Bedminster (+215.9%) townships.
- The ten largest municipalities in Somerset County accounted for a combined population of 271,629 or 82.9 percent of the county's residents.
- Franklin, Bridgewater, and Hillsborough townships were the three largest municipalities in Somerset County during 2012 and accounted for 45 percent of total population.

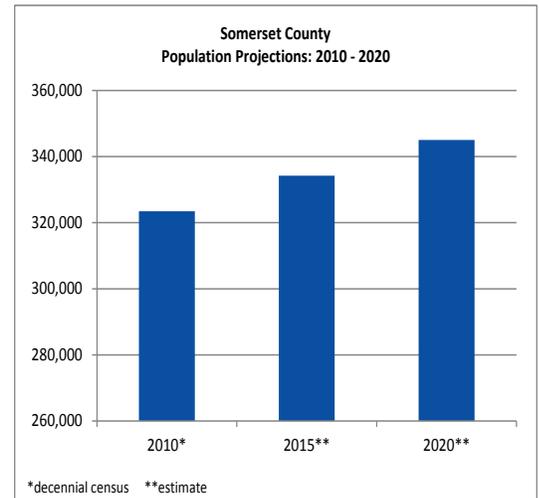
- In 2002, whites accounted for 80.4 percent of Somerset County's population. This proportion dropped to 72.7 percent in 2012. Persons of Asian origin nearly doubled their share of Somerset's population between 2002 and 2012. The county's Asian population, particularly Asian Indians, has settled primarily in its largest municipality, Franklin Township.
- While Somerset County's proportion of Hispanic residents increased significantly between 2002 and 2012, the county's Hispanic population was only the thirteenth largest among New Jersey counties in 2012.

Somerset County Ten Largest Municipalities		
Rank	Municipality	Population
1	Franklin township	62,577
2	Bridgewater township	44,664
3	Hillsborough township	38,476
4	Bernards township	26,771
5	Montgomery township	22,354
6	North Plainfield borough	22,035
7	Warren township	15,379
8	Branchburg township	14,525
9	Somerville borough	12,150
10	Bound Brook borough	10,449

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

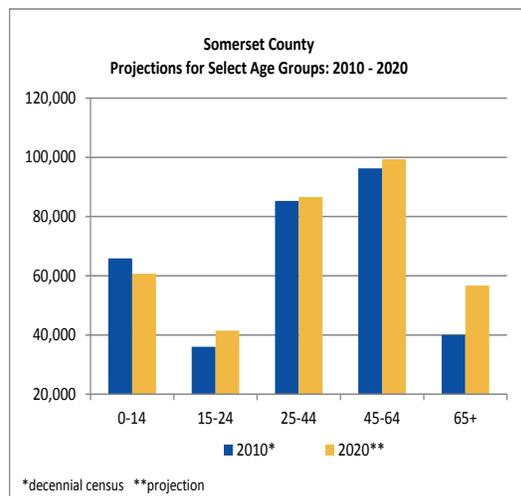
# Somerset County Community Fact Book

- Somerset County is expected to add 21,556 residents between 2010 and 2020. With a projected growth rate of 6.7 percent, Somerset will be tied with Middlesex and Hudson for the third fastest-growing county in New Jersey. Statewide, total population is projected to increase by 5.1 percent.



Source: NJLWD, Population & Labor Force Projections

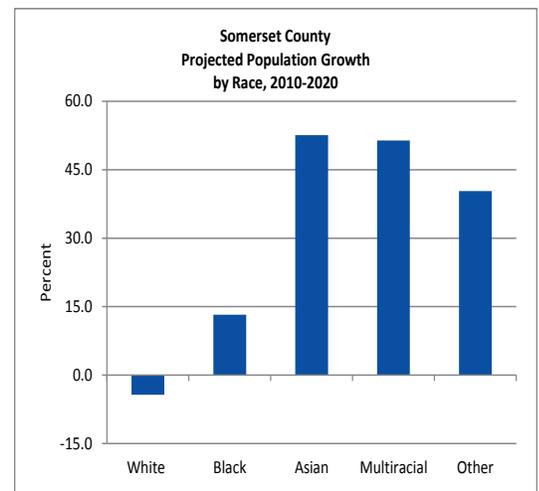
## Population Projections



Source: NJLWD, Population & Labor Force Projections

- The fastest growing racial group in Somerset County is projected to be Asians, which is expected to increase by 24,471 persons or 52.6 percent. With an expected increase of 51.4 percent or 2,920 residents, multi-racial persons (of two or more races) are projected to be the second-fastest growing group. On the other hand, the white population in Somerset County is projected to decline by 4.3 percent.

- The county's 65+ population age group is projected to add the most persons over the decade. This segment of the population is expected to add 16,698 persons through 2020, an increase of 41.7 percent. The 15-24 age group is projected to post the second largest increase (+5,502 persons or +15.3%) over the decade.
- Somerset County's 0-14-year-old age group is the only age group projected to decline (-5,188 persons or -7.9%).



Source: NJLWD, Population & Labor Force Projections

# Somerset County Community Fact Book

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

Industry Title	2010 Jobs	2020 Jobs	Change: 2010-2020 Number	Change: 2010-2020 Percent	
				Total	Annual
Total Nonfarm Employment	174,450	192,600	18,150	10.4	1.0
Healthcare and Social Services	19,350	23,500	4,150	21.3	1.9
Administrative and Waste Services	11,900	15,250	3,350	28.1	2.5
Professional, Scientific and Technical Services	19,050	21,700	2,650	13.8	1.3
Retail Trade	19,450	21,900	2,450	12.3	1.2
Wholesale Trade	9,300	10,750	1,450	15.4	1.4
Construction	4,950	6,300	1,350	26.7	2.4
Other Services	7,000	8,300	1,300	18.0	1.7
Accommodation and Food Services	9,750	10,800	1,050	11.0	1.0
Finance and Insurance	11,950	12,900	950	8.4	0.8
Management of Companies and Enterprises	8,950	9,650	700	7.9	0.8
Educational Services	3,650	4,100	450	12.4	1.2
Arts, Entertainment and Recreation	2,450	2,750	300	12.7	1.2
Transportation and Warehousing	4,000	4,150	150	3.1	0.3
Real Estate and Rental and Leasing	1,600	1,750	150	9.4	0.9
Natural Resources and Mining	350	400	50	19.0	1.8
Utilities	250	300	50	19.8	1.8
Information	6,650	6,200	-450	-6.5	-0.7
Government	18,000	17,100	-900	-5.0	-0.5
Manufacturing	15,800	14,800	-1,000	-6.3	-0.6

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

- Somerset County is projected to add 18,150 jobs by 2020 to reach a projected employment level of 192,600. The county will account for 5.9 percent of the statewide job growth over the decade.
- Healthcare and social assistance is projected to be the job growth leader in Somerset County, contributing an increase of 4,150 jobs or 1.9 percent annually over the decade. With a projected increase of 3,350 jobs or 2.5 annually, administrative and waste services will contribute the second largest increase in jobs in the county.
- In Somerset County, 77.5 percent of the new jobs through 2020 is expected to be in one of the industries the top five industries projected to add the most jobs over the decade. While manufacturing is expected to post the largest number of declines numerically in employment (-1,000), the information sector is expected to experience the largest percentage decline (-6.5) in the county over the decade.

# Somerset County Community Fact Book

## Somerset 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		
Cashiers	260	40	210	20,970	Low	Growing
Retail Salespersons	240	90	140	27,290	Low	Growing
Customer Service Representatives	140	50	90	36,340	Low	Growing
Receptionists and Information Clerks	120	50	70	27,970	Low	Growing
Waiters and Waitresses	110	20	90	22,850	Low	Growing
Combined Food Preparation and Serving Workers, Including Fast Food	100	40	70	20,490	Low	Growing
Stock Clerks and Order Fillers	100	10	90	24,120	Low	Stable
Computer Systems Analysts	90	40	50	88,540	High	Growing
Office Clerks, General	80	30	50	31,600	Low	Growing
Accountants and Auditors	70	30	40	77,830	High	Growing
First-Line Supervisors/Managers of Office and Administrative Support Workers	70	20	60	55,570	Low	Growing
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	70	20	50	28,240	Low	Growing
Landscaping and Groundskeeping Workers	70	50	30	25,890	Low	Growing
Management Analysts	70	30	40	95,270	High	Growing
Market Research Analysts and Marketing Specialists	70	40	30	75,740	High	Growing
Registered Nurses	70	30	40	77,100	High	Growing
Teacher Assistants	70	20	50	27,040	Low	Growing
Financial Analysts	60	30	30	83,920	High	Growing
First-Line Supervisors/Managers of Retail Sales Workers	60	20	40	48,680	Low	Growing
Secondary School Teachers, Except Special and Vocational Education	60	0	60	67,220	High	Declining
Bookkeeping, Accounting, and Auditing Clerks	50	20	30	40,930	Low	Growing
Child Care Workers	50	10	40	22,300	Low	Growing
Elementary School Teachers, Except Special Education	50	10	50	64,060	High	Stable
Financial Managers	50	10	40	136,970	High	Growing
Marketing Managers	50	10	40	150,540	High	Growing

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.

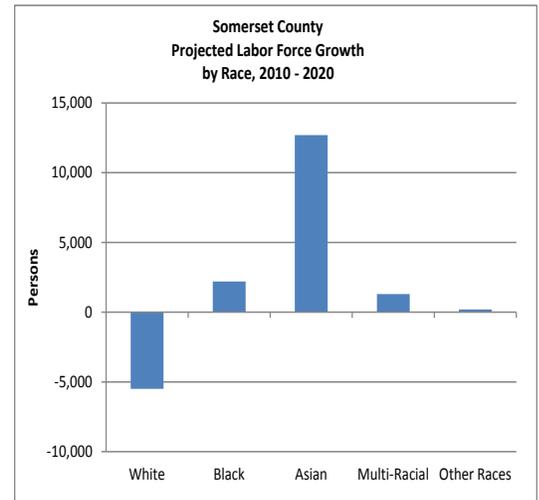
Source: NJLWD, Industry and Occupational Projections and Occupational Employment Statistics (OES) Wage Survey

- Somerset County is projected to have 6,430 job openings annually through 2020. The top 25 occupations ranked by annual job openings are anticipated to account for 34.7 percent of the county's average annual job openings.
- Fifteen of the top 25 occupations projected to have the most job openings in Somerset County by 2020 require only low education and training skills. Fourteen of these occupations are expected to grow, while the other one will remain stable over the 2010-2020 decade.
- Eight of the occupations requiring higher education and training skills are also expected to show growth over the decade. However, they are all projected to add less than 100 jobs annually.

**Projected  
Occupational  
Demand**

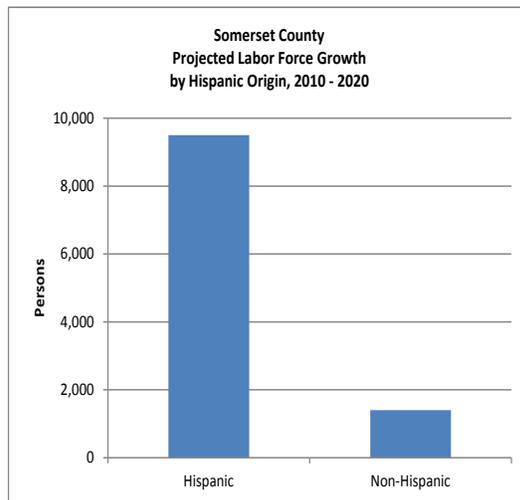
- By 2020, Somerset County's labor force is projected to reach 184,600 workers, an increase of 6.3 percent 2010. The "Asian" category is projected make the largest contribution to the labor force growth (+12,700 or +52.5%). Whites are expected to decline by 5,500 or 4.2 percent.

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



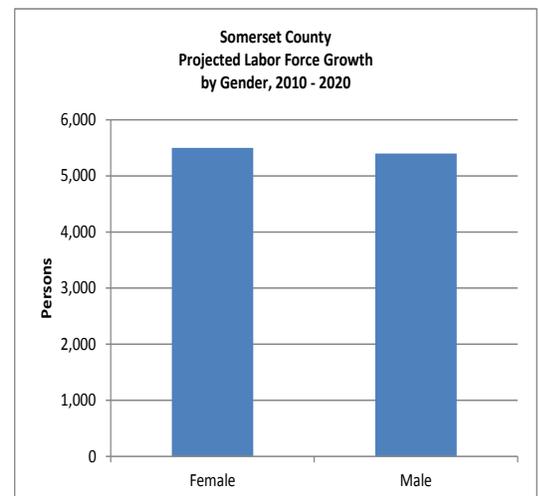
Source: NJLWD, Population & Labor Force Projections

- Hispanics are projected to account for 87.2 percent of the growth in Somerset County's labor force from 2010 – 2020. The county's Hispanic labor force is expected to grow at a much faster rate (+40.4%) than the non-Hispanic labor force (+0.9%).



Source: NJLWD, Population & Labor Force Projections

- Analysis of Somerset County's labor force projections by gender reveals that the increase in the number of females (+5,500) and males (+5,400) in the labor force through 2020 will be nearly equal.
- The county's labor force is expected to be made up of 53.4 percent males and 46.6 percent females in 2020.



Source: NJLWD, Population & Labor Force Projections

## Labor Force Projections