



Market Profile

Hunterdon County, NJ 8
 Hunterdon County, NJ (34019)
 Geography: County

Prepared by Esri

	Hunterdon Cou...
Population Summary	
2000 Total Population	121,989
2010 Total Population	128,349
2019 Total Population	128,529
2019 Group Quarters	3,547
2024 Total Population	127,927
2019-2024 Annual Rate	-0.09%
2019 Total Daytime Population	119,756
Workers	60,204
Residents	59,552
Household Summary	
2000 Households	43,678
2000 Average Household Size	2.69
2010 Households	47,169
2010 Average Household Size	2.62
2019 Households	47,807
2019 Average Household Size	2.61
2024 Households	47,639
2024 Average Household Size	2.61
2019-2024 Annual Rate	-0.07%
2010 Families	34,352
2010 Average Family Size	3.10
2019 Families	34,771
2019 Average Family Size	3.09
2024 Families	34,636
2024 Average Family Size	3.09
2019-2024 Annual Rate	-0.08%
Housing Unit Summary	
2000 Housing Units	45,032
Owner Occupied Housing Units	81.1%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	3.0%
2010 Housing Units	49,487
Owner Occupied Housing Units	80.0%
Renter Occupied Housing Units	15.3%
Vacant Housing Units	4.7%
2019 Housing Units	50,531
Owner Occupied Housing Units	77.3%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	5.4%
2024 Housing Units	51,346
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	16.4%
Vacant Housing Units	7.2%
Median Household Income	
2019	\$115,886
2024	\$127,477
Median Home Value	
2019	\$425,440
2024	\$464,713
Per Capita Income	
2019	\$56,789
2024	\$63,509
Median Age	
2010	43.4
2019	46.0
2024	46.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	47,807
<\$15,000	3.9%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	4.7%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	15.1%
\$200,000+	22.7%
Average Household Income	\$152,454
2024 Households by Income	
Household Income Base	47,639
<\$15,000	3.3%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	4.1%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	16.4%
\$200,000+	26.1%
Average Household Income	\$170,320
2019 Owner Occupied Housing Units by Value	
Total	39,058
<\$50,000	1.0%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	4.0%
\$200,000 - \$249,999	6.2%
\$250,000 - \$299,999	8.5%
\$300,000 - \$399,999	23.1%
\$400,000 - \$499,999	19.9%
\$500,000 - \$749,999	25.7%
\$750,000 - \$999,999	6.5%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.6%
Average Home Value	\$480,069
2024 Owner Occupied Housing Units by Value	
Total	39,212
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	3.3%
\$200,000 - \$249,999	4.7%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	20.3%
\$400,000 - \$499,999	20.2%
\$500,000 - \$749,999	30.1%
\$750,000 - \$999,999	8.7%
\$1,000,000 - \$1,499,999	2.6%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.8%
Average Home Value	\$524,960

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	128,349
0 - 4	4.7%
5 - 9	6.5%
10 - 14	7.6%
15 - 24	11.7%
25 - 34	8.2%
35 - 44	14.0%
45 - 54	20.1%
55 - 64	14.4%
65 - 74	7.3%
75 - 84	3.8%
85 +	1.6%
18 +	76.5%
2019 Population by Age	
Total	128,529
0 - 4	4.2%
5 - 9	5.1%
10 - 14	6.7%
15 - 24	12.0%
25 - 34	9.9%
35 - 44	10.7%
45 - 54	16.0%
55 - 64	17.7%
65 - 74	11.1%
75 - 84	4.8%
85 +	1.9%
18 +	79.8%
2024 Population by Age	
Total	127,927
0 - 4	4.3%
5 - 9	4.9%
10 - 14	5.7%
15 - 24	10.9%
25 - 34	10.5%
35 - 44	11.8%
45 - 54	13.4%
55 - 64	16.9%
65 - 74	13.3%
75 - 84	6.4%
85 +	2.0%
18 +	81.4%
2010 Population by Sex	
Males	64,103
Females	64,246
2019 Population by Sex	
Males	64,129
Females	64,400
2024 Population by Sex	
Males	63,869
Females	64,058

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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		Hunterdon Cou...
2010 Population by Race/Ethnicity		
Total		128,349
White Alone		91.4%
Black Alone		2.7%
American Indian Alone		0.1%
Asian Alone		3.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.2%
Two or More Races		1.3%
Hispanic Origin		5.2%
Diversity Index		24.7
2019 Population by Race/Ethnicity		
Total		128,529
White Alone		89.2%
Black Alone		3.0%
American Indian Alone		0.2%
Asian Alone		4.2%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.7%
Two or More Races		1.7%
Hispanic Origin		7.2%
Diversity Index		30.9
2024 Population by Race/Ethnicity		
Total		127,927
White Alone		87.7%
Black Alone		3.2%
American Indian Alone		0.2%
Asian Alone		4.9%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.0%
Two or More Races		2.0%
Hispanic Origin		8.8%
Diversity Index		35.1
2010 Population by Relationship and Household Type		
Total		128,349
In Households		96.4%
In Family Households		84.2%
Householder		26.8%
Spouse		23.1%
Child		30.8%
Other relative		2.4%
Nonrelative		1.2%
In Nonfamily Households		12.2%
In Group Quarters		3.6%
Institutionalized Population		3.4%
Noninstitutionalized Population		0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	Hunterdon Cou...
2019 Population 25+ by Educational Attainment	
Total	92,617
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	2.7%
High School Graduate	19.1%
GED/Alternative Credential	1.3%
Some College, No Degree	15.1%
Associate Degree	6.8%
Bachelor's Degree	31.3%
Graduate/Professional Degree	22.0%
2019 Population 15+ by Marital Status	
Total	107,999
Never Married	27.9%
Married	58.8%
Widowed	4.6%
Divorced	8.7%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	97.0%
Civilian Unemployed (Unemployment Rate)	3.0%
2019 Employed Population 16+ by Industry	
Total	69,121
Agriculture/Mining	1.2%
Construction	5.8%
Manufacturing	11.1%
Wholesale Trade	4.1%
Retail Trade	9.6%
Transportation/Utilities	3.3%
Information	4.0%
Finance/Insurance/Real Estate	8.5%
Services	47.7%
Public Administration	4.7%
2019 Employed Population 16+ by Occupation	
Total	69,121
White Collar	75.1%
Management/Business/Financial	24.0%
Professional	28.2%
Sales	11.8%
Administrative Support	11.1%
Services	12.8%
Blue Collar	12.1%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	2.9%
Production	2.3%
Transportation/Material Moving	3.2%
2010 Population By Urban/ Rural Status	
Total Population	128,349
Population Inside Urbanized Area	45.6%
Population Inside Urbanized Cluster	4.9%
Rural Population	49.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	47,169
Households with 1 Person	22.0%
Households with 2+ People	78.0%
Family Households	72.8%
Husband-wife Families	62.8%
With Related Children	29.1%
Other Family (No Spouse Present)	10.1%
Other Family with Male Householder	3.1%
With Related Children	1.5%
Other Family with Female Householder	7.0%
With Related Children	4.0%
Nonfamily Households	5.1%
All Households with Children	34.9%
Multigenerational Households	2.4%
Unmarried Partner Households	5.0%
Male-female	4.0%
Same-sex	1.0%
2010 Households by Size	
Total	47,169
1 Person Household	22.0%
2 Person Household	33.9%
3 Person Household	17.1%
4 Person Household	17.3%
5 Person Household	6.9%
6 Person Household	1.9%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	47,169
Owner Occupied	83.9%
Owned with a Mortgage/Loan	64.4%
Owned Free and Clear	19.5%
Renter Occupied	16.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	49,487
Housing Units Inside Urbanized Area	46.4%
Housing Units Inside Urbanized Cluster	5.4%
Rural Housing Units	48.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.		Savvy Suburbanites (1D)
2.		Professional Pride (1B)
3.		Pleasantville (2B)
2019 Consumer Spending		
Apparel & Services: Total \$		\$169,152,953
Average Spent		\$3,538.25
Spending Potential Index		165
Education: Total \$		\$150,602,727
Average Spent		\$3,150.22
Spending Potential Index		198
Entertainment/Recreation: Total \$		\$266,610,688
Average Spent		\$5,576.81
Spending Potential Index		171
Food at Home: Total \$		\$395,337,063
Average Spent		\$8,269.44
Spending Potential Index		160
Food Away from Home: Total \$		\$287,711,290
Average Spent		\$6,018.18
Spending Potential Index		164
Health Care: Total \$		\$468,376,311
Average Spent		\$9,797.23
Spending Potential Index		165
HH Furnishings & Equipment: Total \$		\$172,879,423
Average Spent		\$3,616.19
Spending Potential Index		170
Personal Care Products & Services: Total \$		\$71,239,012
Average Spent		\$1,490.14
Spending Potential Index		168
Shelter: Total \$		\$1,529,340,936
Average Spent		\$31,989.90
Spending Potential Index		173
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$206,398,412
Average Spent		\$4,317.33
Spending Potential Index		174
Travel: Total \$		\$198,893,641
Average Spent		\$4,160.35
Spending Potential Index		185
Vehicle Maintenance & Repairs: Total \$		\$89,014,148
Average Spent		\$1,861.95
Spending Potential Index		163

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.