



Market Profile

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

Prepared by Esri

Hunterdon Cou...

Population Summary	
2000 Total Population	121,989
2010 Total Population	128,349
2021 Total Population	128,741
2021 Group Quarters	3,335
2026 Total Population	128,179
2021-2026 Annual Rate	-0.09%
2021 Total Daytime Population	127,463
Workers	66,082
Residents	61,381
Household Summary	
2000 Households	43,678
2000 Average Household Size	2.69
2010 Households	47,169
2010 Average Household Size	2.62
2021 Households	48,511
2021 Average Household Size	2.59
2026 Households	48,499
2026 Average Household Size	2.57
2021-2026 Annual Rate	0.00%
2010 Families	34,352
2010 Average Family Size	3.10
2021 Families	35,116
2021 Average Family Size	3.06
2026 Families	35,054
2026 Average Family Size	3.05
2021-2026 Annual Rate	-0.04%
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%
2021 Housing Units	51,576
Owner Occupied Housing Units	77.2%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	5.9%
2026 Housing Units	52,546
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	7.7%
Median Household Income	
2021	\$114,800
2026	\$123,706
Median Home Value	
2021	\$442,598
2026	\$478,380
Per Capita Income	
2021	\$58,582
2026	\$64,554
Median Age	
2010	43.4
2021	46.2
2026	46.6

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income	
Household Income Base	48,511
<\$15,000	3.1%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	5.7%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	13.4%
\$200,000+	24.6%
Average Household Income	\$155,128
2026 Households by Income	
Household Income Base	48,499
<\$15,000	2.7%
\$15,000 - \$24,999	2.9%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	5.0%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	19.8%
\$150,000 - \$199,999	14.5%
\$200,000+	27.0%
Average Household Income	\$170,270
2021 Owner Occupied Housing Units by Value	
Total	39,815
<\$50,000	0.9%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	1.4%
\$150,000 - \$199,999	2.9%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	7.2%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	21.5%
\$500,000 - \$749,999	28.4%
\$750,000 - \$999,999	6.5%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.3%
Average Home Value	\$490,823
2026 Owner Occupied Housing Units by Value	
Total	40,137
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.7%
\$150,000 - \$199,999	1.6%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	20.5%
\$400,000 - \$499,999	23.2%
\$500,000 - \$749,999	34.6%
\$750,000 - \$999,999	7.6%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.4%
Average Home Value	\$525,065

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.

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		Hunterdon Cou...
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%
2021 Population by Age		
Total		128,741
0 - 4		4.2%
5 - 9		5.0%
10 - 14		6.4%
15 - 24		11.8%
25 - 34		10.0%
35 - 44		10.9%
45 - 54		15.2%
55 - 64		17.6%
65 - 74		11.8%
75 - 84		5.1%
85 +		1.9%
18 +		80.1%
2026 Population by Age		
Total		128,179
0 - 4		4.3%
5 - 9		4.9%
10 - 14		5.5%
15 - 24		10.6%
25 - 34		10.5%
35 - 44		12.3%
45 - 54		13.0%
55 - 64		16.3%
65 - 74		13.7%
75 - 84		6.9%
85 +		2.1%
18 +		81.5%
2010 Population by Sex		
Males		64,103
Females		64,246
2021 Population by Sex		
Males		64,252
Females		64,489
2026 Population by Sex		
Males		64,040
Females		64,139

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 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
2021 Population by Race/Ethnicity	
Total	128,741
White Alone	88.7%
Black Alone	3.0%
American Indian Alone	0.2%
Asian Alone	4.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	1.9%
Hispanic Origin	7.6%
Diversity Index	32.1
2026 Population by Race/Ethnicity	
Total	128,179
White Alone	87.2%
Black Alone	3.1%
American Indian Alone	0.2%
Asian Alone	5.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	2.1%
Hispanic Origin	9.1%
Diversity Index	36.3
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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	Hunterdon Cou...
2021 Population 25+ by Educational Attainment	
Total	93,398
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	18.9%
GED/Alternative Credential	1.5%
Some College, No Degree	14.1%
Associate Degree	5.9%
Bachelor's Degree	32.7%
Graduate/Professional Degree	22.3%
2021 Population 15+ by Marital Status	
Total	108,598
Never Married	27.7%
Married	59.4%
Widowed	4.7%
Divorced	8.2%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	70,057
Population 16+ Employed	95.2%
Population 16+ Unemployment rate	4.8%
Population 16-24 Employed	9.6%
Population 16-24 Unemployment rate	11.7%
Population 25-54 Employed	56.3%
Population 25-54 Unemployment rate	4.5%
Population 55-64 Employed	25.9%
Population 55-64 Unemployment rate	3.7%
Population 65+ Employed	8.1%
Population 65+ Unemployment rate	2.3%
2021 Employed Population 16+ by Industry	
Total	66,666
Agriculture/Mining	1.4%
Construction	6.2%
Manufacturing	10.7%
Wholesale Trade	3.7%
Retail Trade	9.3%
Transportation/Utilities	3.6%
Information	3.3%
Finance/Insurance/Real Estate	9.7%
Services	47.3%
Public Administration	4.8%
2021 Employed Population 16+ by Occupation	
Total	66,666
White Collar	78.0%
Management/Business/Financial	28.5%
Professional	30.5%
Sales	9.9%
Administrative Support	9.1%
Services	9.9%
Blue Collar	12.1%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	2.4%
Production	1.9%
Transportation/Material Moving	3.9%

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January 27, 2022



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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%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	111
Percent of Income for Mortgage	16.2%
Wealth Index	231
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%
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%

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 2021 and 2026 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)

2021 Consumer Spending

Apparel & Services: Total \$	\$164,855,354
Average Spent	\$3,398.31
Spending Potential Index	160
Education: Total \$	\$163,484,789
Average Spent	\$3,370.06
Spending Potential Index	195
Entertainment/Recreation: Total \$	\$254,151,198
Average Spent	\$5,239.04
Spending Potential Index	162
Food at Home: Total \$	\$412,017,771
Average Spent	\$8,493.29
Spending Potential Index	156
Food Away from Home: Total \$	\$290,636,730
Average Spent	\$5,991.15
Spending Potential Index	158
Health Care: Total \$	\$473,797,737
Average Spent	\$9,766.81
Spending Potential Index	157
HH Furnishings & Equipment: Total \$	\$181,392,408
Average Spent	\$3,739.20
Spending Potential Index	166
Personal Care Products & Services: Total \$	\$70,696,624
Average Spent	\$1,457.33
Spending Potential Index	162
Shelter: Total \$	\$1,636,627,287
Average Spent	\$33,737.24
Spending Potential Index	167
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$187,986,829
Average Spent	\$3,875.14
Spending Potential Index	162
Travel: Total \$	\$216,380,851
Average Spent	\$4,460.45
Spending Potential Index	176
Vehicle Maintenance & Repairs: Total \$	\$81,653,188
Average Spent	\$1,683.19
Spending Potential Index	152

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.