The New Brunswick metro area in New Jersey, located south and southwest of New York City, has a population of almost 1.9 million people. The metro area includes places such as New Brunswick, Edison, Woodbridge, Somerville, Perth Amboy, Long, Branch, and Asbury Park, as well as the Jersey Shore, helping to make leisure and hospitality important to the local economy. The area also encompasses a number of higher educational institutions, notably Rutgers and Monmouth universities, as well as a plethora of pharmaceutical companies and the medical facilities of RWJBarnabas Health and Hackensack Meridean Health, contributing to strong employment growth in the health care sector. Warehousing has also been a strong contributor to economic growth. The New Brunswick metro offers numerous transit options into New York City and as a result, home prices have grown strongly, particularly in Monmouth County. Incomes and educational attainment are higher than for the nation, and slightly higher than for New Jersey as a whole.



|  | NEW BRUNSWICK<br>METRO | <b>NEWARK METRO*</b> | BERGEN-HUDSON-<br>PASSAIC* | NEW JERSEY | USA         |
|--|------------------------|----------------------|----------------------------|------------|-------------|
| Population 2023                        | 1,873,155              | 2,241,055            | 2,176,603                  | 9,290,841  | 334,914,895 |
| Population growth 2023, 10-year change | 3.9%                   | 4.9%                 | 3.0%                       | 3.4%       | 5.5%        |
| GDP 2022, billions                     | \$176                  | \$196                | \$181                      | \$755      | \$25,744    |
| Job growth 2023, 5-year change         | 4.4%                   | 2.5%                 | 2.9%                       | 4.1%       | 4.8%        |
| Median household income 2022           | \$100,000              | \$96,000             | \$89,400                   | \$92,000   | \$71,700    |
| Median home price 2022                 | \$430,000              | \$450,000            | \$500,000                  | \$429,000  | \$321,000   |
| Population share age 25+ with BA+      | 46.4%                  | 45.0%                | 45.8%                      | 43.7%      | 35.7%       |

Sources: U.S. Census Bureau; U.S. Bureau of Labor Statistics; NJDOL; U.S. Bureau of Economic Analysis; IPUMS USA-University of Minnesota; New York Fed calculations.

Data retrieved through data.census.gov, Moody's Economy.com, or directly from source.

Note: Employment figure for New Brunswick Metro also includes Ocean County.

\*Note: These are neighboring metro areas

### **Annual Employment Change by Metro Area**

Percent



Sources: U.S. Bureau of Labor Statistics; Moody's Economy.com; NYS Department of Labor; NJ Department of Labor and Workforce Development. Notes: Data are early benchmarked by New York Fed staff. Employment change calculated as last 12 months over previous 12 months.

#### **Unemployment Rate by Metro Area**

Percent



Sources: U.S. Bureau of Labor Statistics; Moody's Economy.com.



2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 2022 2024 2026 Sources: U.S. Census Bureau; Moody's Economy.com.

#### Labor Force



#### Employment



Sources: U.S. Bureau of Labor Statistics; Moody's Economy.com; New York Fed calculations.

### **Unemployment Rate**



### Manufacturing Employment



Sources: U.S. Bureau of Labor Statistics; Moody's Economy.com.

#### **Professional & Business Services Employment**

Thousands



#### **Education & Health Employment**



Sources: U.S. Bureau of Labor Statistics; Moody's Economy.com.

### **Government Employment**

