

## Demographic Data Summary

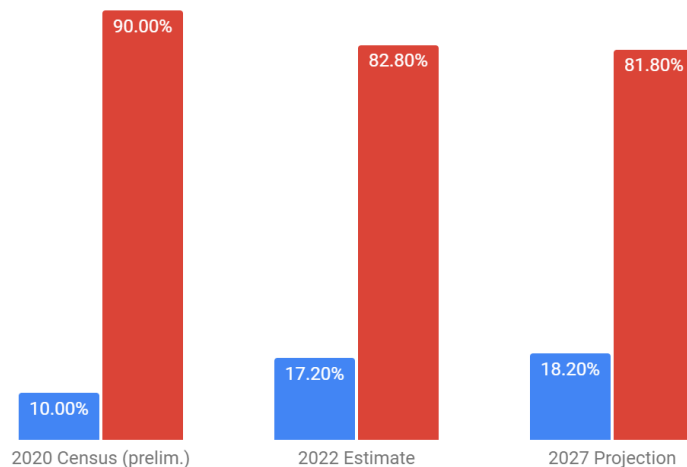
This report is intended to summarize demographic data of particular interest in the creation of SCLSNJ's Strategic Plan Framework.

Rather than produce a broad summary of demographics in Somerset County, we would refer you to the Greater Raritan Workforce Development Board (<http://www.thegrwdb.org/>), which provided an updated comprehensive economic and demographic profile of Somerset County in late 2017 that provides a wide range of data: [Somerset County, NJ Economic and Demographic Profile](#). More recent demographic analysis is available in the executive summary of the [Somerset County Community Health Needs Assessment](#), conducted in 2021 by RJW Barnabas Health as part of work by the Healthier Somerset coalition.

The more specific data below was gathered from [Gale Demographics Now](#), which provides on-demand demographic and consumer data. The geographic area denoted in the citations below as *SCLSNJ Service Area* covers Bound Brook, Branchburg, Bridgewater, Green Brook, Hillsborough, Manville, Millstone, Montgomery, North Plainfield, Peapack and Gladstone, Rocky Hill, Somerville, South Bound Brook, Warren and Watchung, NJ, and was defined by selecting SCLSNJ's fifteen member municipalities from the "CCDs/MCDs by County" filter. Additional data for the same area was retrieved directly from the preliminary 2020 Decennial Census redistricting data from the U.S. Census, which is not yet available as part of Demographics Now.

### Race and Ethnicity

Hispanic or Latino Ethnicity vs. Not Hispanic or Latino

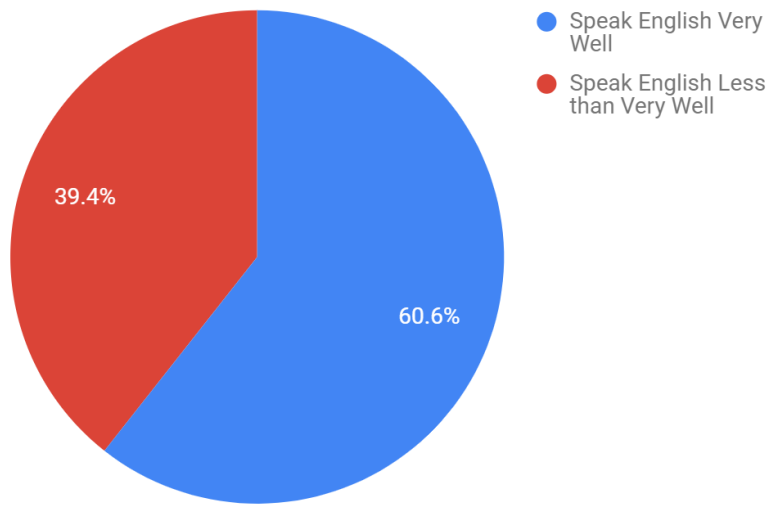


Changes to the racial and ethnic makeup of our service area include ongoing increases in populations of people who identify racially as being Asian/Hawaiian/Pacific Islander, as well as those who are of Hispanic or Latino ethnicity. Both groups are similar in size, each currently estimated at just over 16.5% of the total population, and both are expected to continue to grow: Asians to 17.9% of the population by 2022, and Hispanics and Latinos to 17.3%.<sup>1,2</sup>

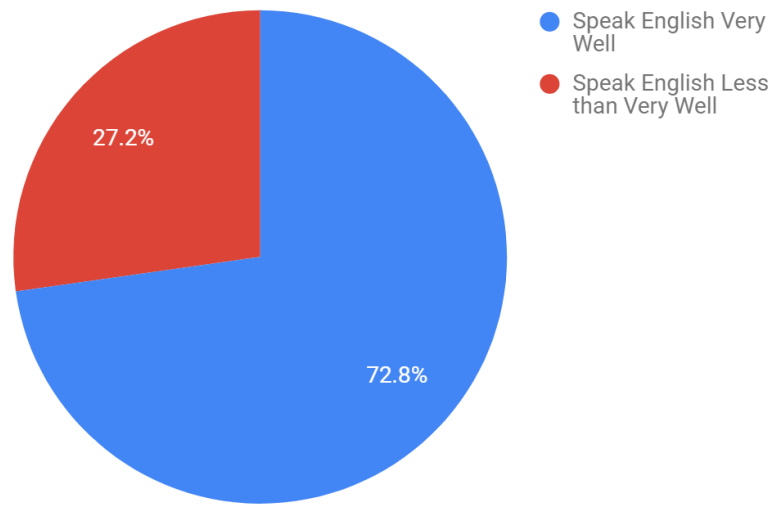
The biggest difference between these groups is their relative readiness for common Somerset County experiences with regard to employment, education, and navigating community life.

One quarter of all residents live in a household where a language other than English is spoken. Of those who live in a household where an Asian language is spoken, including Southeast Asia and Pacific Islands, 72.8% feel as though they speak English well. For those who live in a household where Spanish is spoken, 60.6% feel as though they speak English well. This does represent a 4-percentage-point gain among Spanish speakers since 2015, but the language gap still means people from Spanish-speaking households are less likely than those who speak Asian languages to be successful interacting in a largely English-speaking community.<sup>3</sup>

English Ability Among Spanish Speakers



English Ability Among Asian Language Speakers

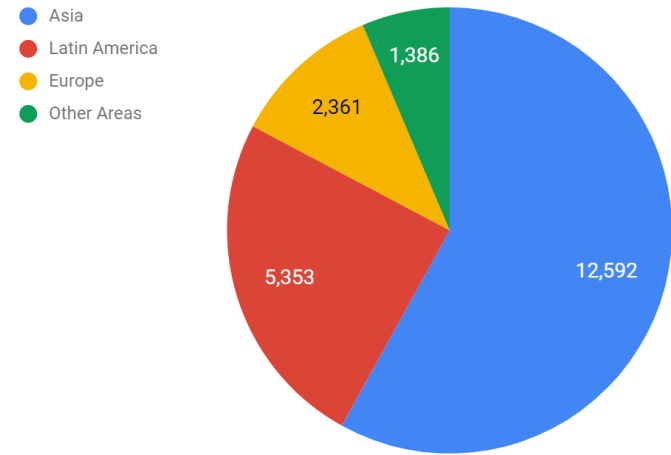


## New Residents

Being new to Somerset County is an increasingly common experience. In 2019, 11,831 people reported having moved to our service area within the last year, whether from elsewhere in New Jersey, elsewhere in the United States, or from abroad. Extrapolating, this suggests that over 15% of residents have lived in our service area for three years or fewer, up from 12% during our last planning period.<sup>4</sup>

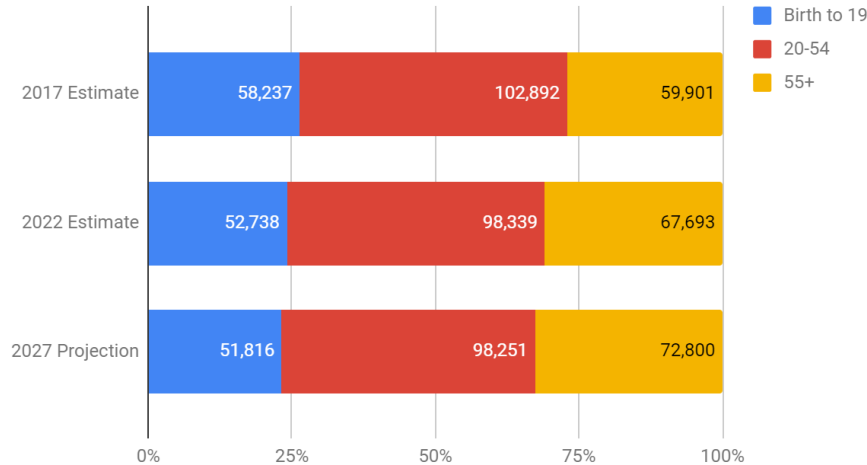
Of the over 50,000 residents living in our service area in 2015 who were born outside the United States, over 10,000 of them had moved to Somerset County since 2010.

Moved from Abroad 2000-2020



## Age

Aging Population



The population of Somerset County tends to be somewhat older than the national population – at the 2010 Census, the national median age was 37.1; median age in our service area was 40.2. It is expected to continue to rise to 42.8 in 2027.

Population estimates suggest that people aged 55 and older currently make up 30.9% of our service area, a number expected to rise to 32.7% by 2027. This growth is projected to be faster than the national average.<sup>1</sup>

## Disability

According to data collected by the Centers for Disease Control, 1 in 5 adults in New Jersey are estimated to be living with a disability.<sup>5</sup> This is up from 16% in 2015.

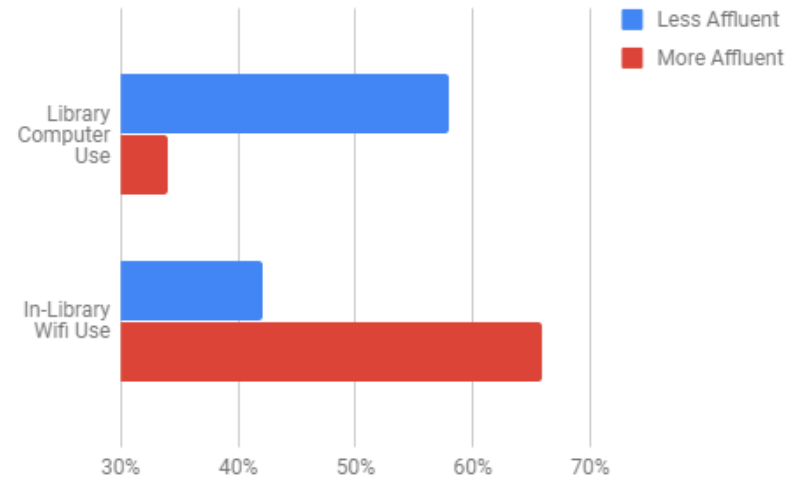
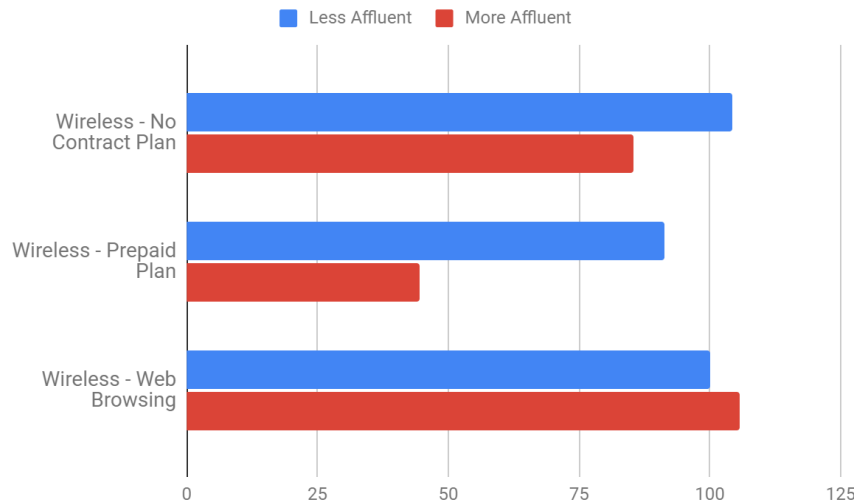
## Access to Technology

Households with internet access	
Bound Brook	92.9%
Branchburg	97.1%
Bridgewater	95.8%
Green Brook	96.2%
Hillsborough	95.4%
Manville	89.7%
Millstone	95.2%
Montgomery	98.0%
North Plainfield	91.5%
Peapack and Gladstone	89.1%
Rocky Hill	95.7%
Somerville	92.8%
South Bound Brook	91.3%
Warren	96.0%
Watchung	99.0%

Somerset County residents tend to have slightly better access to the internet than people nationally, but looking at comparative numbers among our member municipalities, disparities begin to become apparent. People who live in our less affluent communities (Bound Brook, Manville, North Plainfield, Somerville, South Bound Brook) are less likely to have any type internet access at home than those who live in in our more affluent communities.<sup>6</sup>

Similarly, while cell phone ownership is consistently average from community to community (suggesting that cell phones have as universal penetration as we're likely to see), the ways in which people get wireless service and the features they have access to reflect a similar disparity.<sup>7</sup>

These trends track very closely with our observations of library computer use versus in-library wifi use.



**Sources**

1. "Demographic Trend Summary" [SCLSNJ Service Area]. *DemographicsNow*, Gale. Accessed 12 Dec 2022.
2. "P1: Race" [SCLSNJ Service Area]. 2020 Decennial Census: Redistricting Data, census.gov. Accessed 12 Dec 2022.
3. "C16001: Language spoken at home for the population 5 years and over" [SCLSNJ Service Area]. 2020: American Community Survey 5-Year Estimates Detailed Tables, census.gov. Accessed 12 Dec 2022.
4. "US ACS Geographic Mobility" [SCLSNJ Service Area]. *DemographicsNow*, Gale. Accessed 12 Dec 2022.
5. "New Jersey Disability Estimates 2020". Disability and Health Data System (<https://dhds.cdc.gov/SP?LocationId=34>). Accessed 12/16/2022.
6. "B28002: Presence and types of internet subscriptions in household" [SCLSNJ Service Area]. 2020: American Community Survey 5-Year Estimates Detailed Tables, census.gov. Accessed 12 Dec 2022.
7. "Simmons Internet Media Summary" [SCLSNJ Service Area]. *DemographicsNow*, Gale. Accessed 12 Dec 2022.