

# Chapter 3

## Workforce Demand Data

Lightcast™ job postings data is gathered by scraping over 65,000 websites worldwide, including company career sites, national and local job boards, and job posting aggregators.

Lightcast™ applies a unique two-step approach to deduplication that results in up to 80% of all jobs we collect being deduplicated.

The first step: On a source-level basis, we use intelligence contained within the scraping spiders to identify a new advertisement for that source. The spiders refrain from collecting advertisements that have previously been aggregated.

The second step: As the same new advertisement can be found across multiple sources. We use normalized fields including job title, company, and location to check if these fields have been used in new advertisements found in another source. This is checked across 60 days of data to identify duplicates.

To illustrate ‘step two’, here is an example: if there is a job for a Marketing Specialist at Google posted for the first time on March 1st, Lightcast™ considers this as the ‘original posting’ then for the next 60 days Lightcast™ considers any advertisements found as duplicates. In theory, if Google posts the same ad every day for the entire year on different sources Lightcast™ will count it 6 times. Each job posting is further enriched with value-add processes including:

- Job title and company standardization
- Skill extraction and tagging
- SOC and NAICS code determination and assignment
- Education and experience determination

NJCCN used data mined from Lightcast™ to determine demand for nurses in the state of New Jersey. All tables and figures in this chapter are attributed to Lightcast™. The O\*Net-SOC taxonomy was used to standardize the occupation-specific indicators. The postings were reviewed and data cleaned to eliminate job titles and companies not within the parameters of a specific SOC Code or postings outside of New Jersey.

**Table 3.1** shows the summary of demand for Registered Nurses, Nurse Practitioners, and Licensed Practical Nurses. The table illustrates the anticipated number of FTEs that will be in demand over the next 10 years (2024-2034). Turnover rates were calculated by comparing total separations to total jobs (separations divided by jobs). There was an increase in turnover and the median annual salaries for all three occupations for 2024 as compared to 2023.

**Table 3.1:** Demand by Occupation Summary - 2024-2034

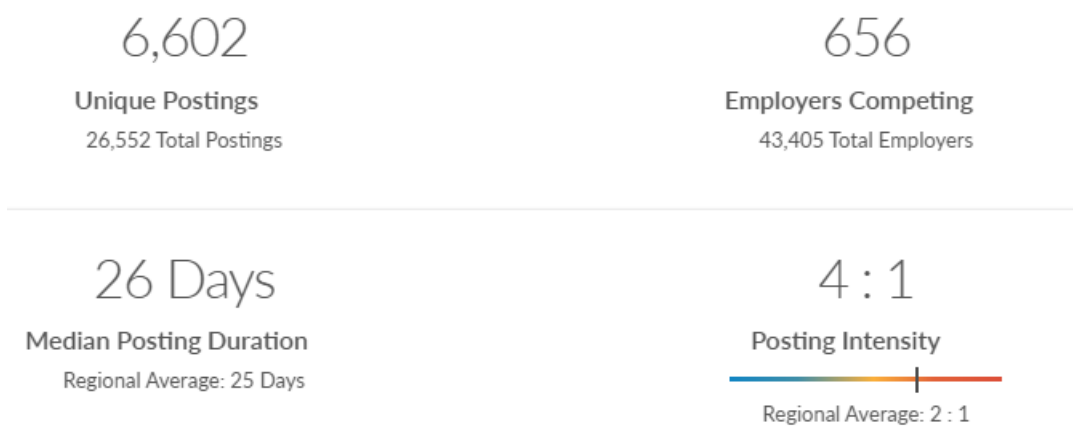
Category		Demand and Employment				Salary
SOC Code (ONET-6)	Occupation Title	Number of jobs 2024	Number of jobs 2034	% Change in Employment 2024-2034	Turnover Rate 2024	Median Annual Salary
29-1141	Registered Nurses	96,037	102,476	7%	31%	\$102,731
29-1171	Nurse Practitioners	9,683	13,435	39%	38%	\$149,635
29-2061	Licensed Practical & Licensed Vocational Nurses	15,460	16,099	4%	56%	\$71,177

# Registered Nurse (RN) Demand Profile

## Job Postings

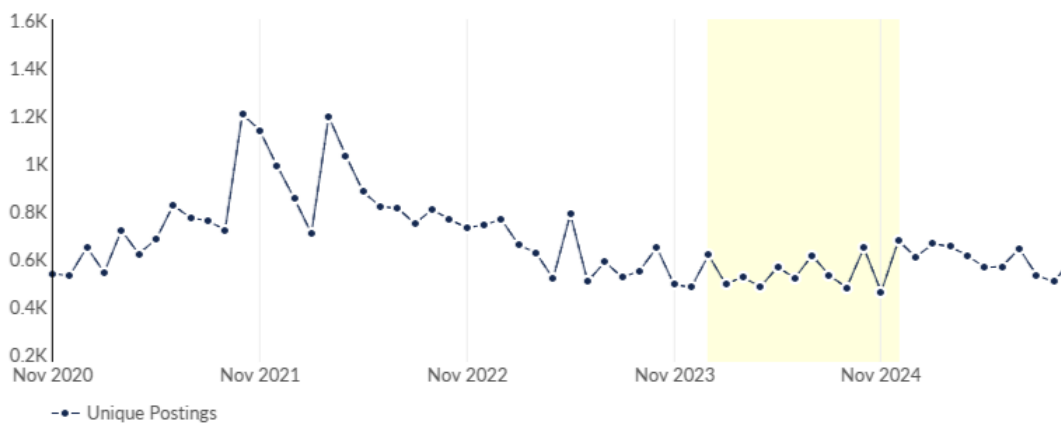
According to **Figure 3.1**, there were 26,552 total job postings and 6,602 unique job postings for Registered Nurses (RNs) in 2024. The median posting duration was 26 days, which is longer than the regional average of 25 days. Posting intensity is the ratio of total job postings to unique (de-duplicated) job postings. The job posting intensity of 4:1 means that there were 4 job postings for every 1 unique RN position.

Figure 3.1: RN Job Posting Overview



**Figure 3.2** shows the time series of unique RN job postings for 5 years from November 2020 through November 2025. The section in yellow highlights the time frame from January 2024 through December 2024.

Figure 3.2: RN Job Posting Time Series 2020-2025



**Table 3.2** shows the monthly number of unique RN job postings from January 2024 to October 2025. Posting intensity is the ratio of total job postings to unique (de-duplicated) job postings. The posting intensity was higher in 2024 compared to 2025.

**Table 3.2:** Monthly Unique RN Job Posting Trend

Month/Year	Unique Job Postings	Posting Intensity
Jan 2024	615	3:1
Feb 2024	493	4:1
Mar 2024	524	4:1
Apr 2024	481	4:1
May 2024	565	4:1
Jun 2024	519	4:1
Jul 2024	614	4:1
Aug 2024	530	4:1
Sep 2024	479	4:1
Oct 2024	645	5:1
Nov 2024	461	4:1
Dec 2024	676	5:1
Jan 2025	607	5:1
Feb 2025	662	4:1
Mar 2025	651	4:1
Apr 2025	613	4:1
May 2025	563	4:1
Jun 2025	567	4:1
Jul 2025	643	3:1
Aug 2025	531	3:1
Sep 2025	503	3:1
Oct 2025	590	2:1

# Positions in Demand

Figure 3.3 and Figure 3.4 compare the top RN positions for 2024 and 2023 in most demand.

Figure 3.3 shows the top 25 positions in demand in 2024.

Figure 3.3: Top 25 RN Positions in Demand (2024)

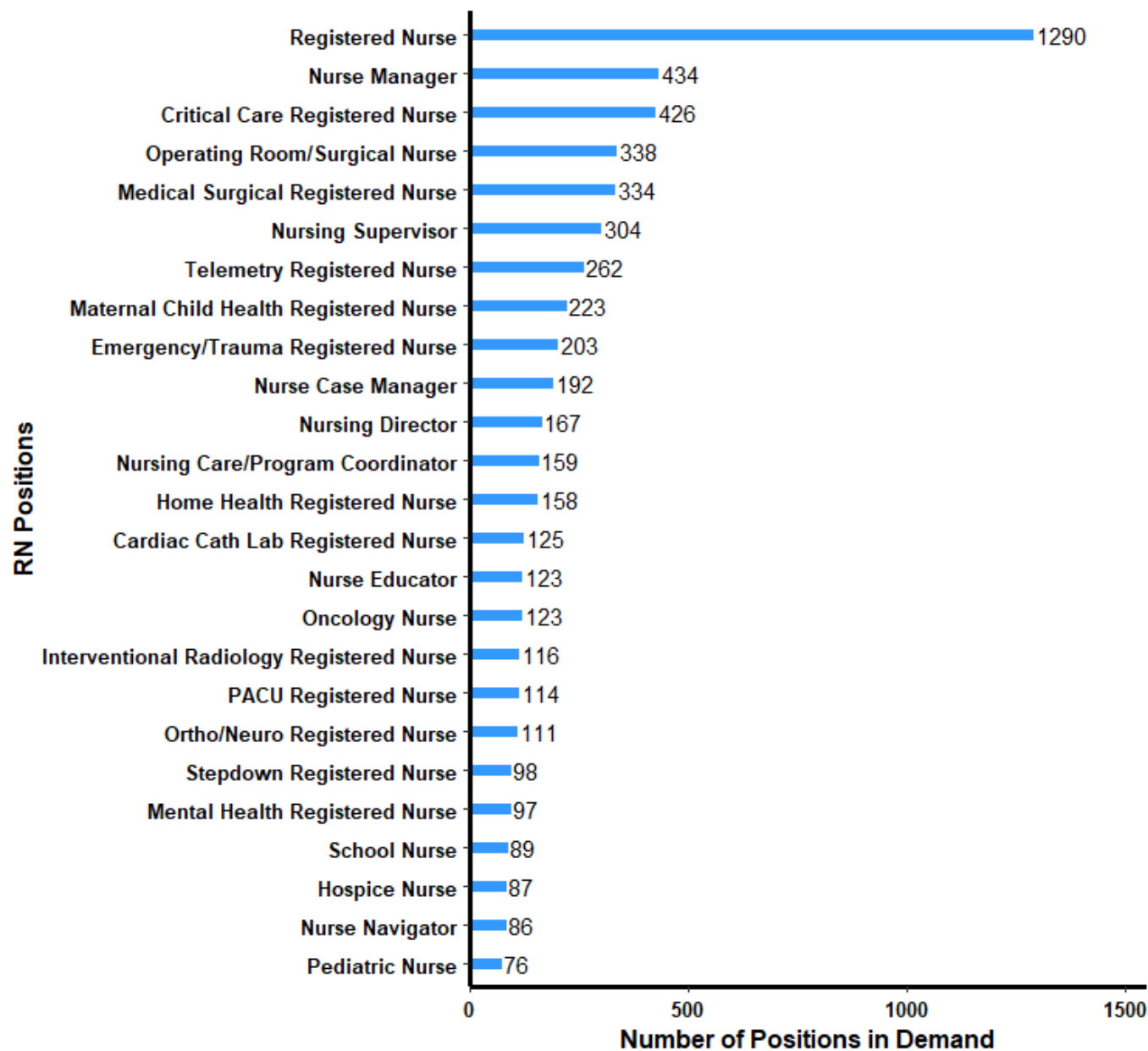
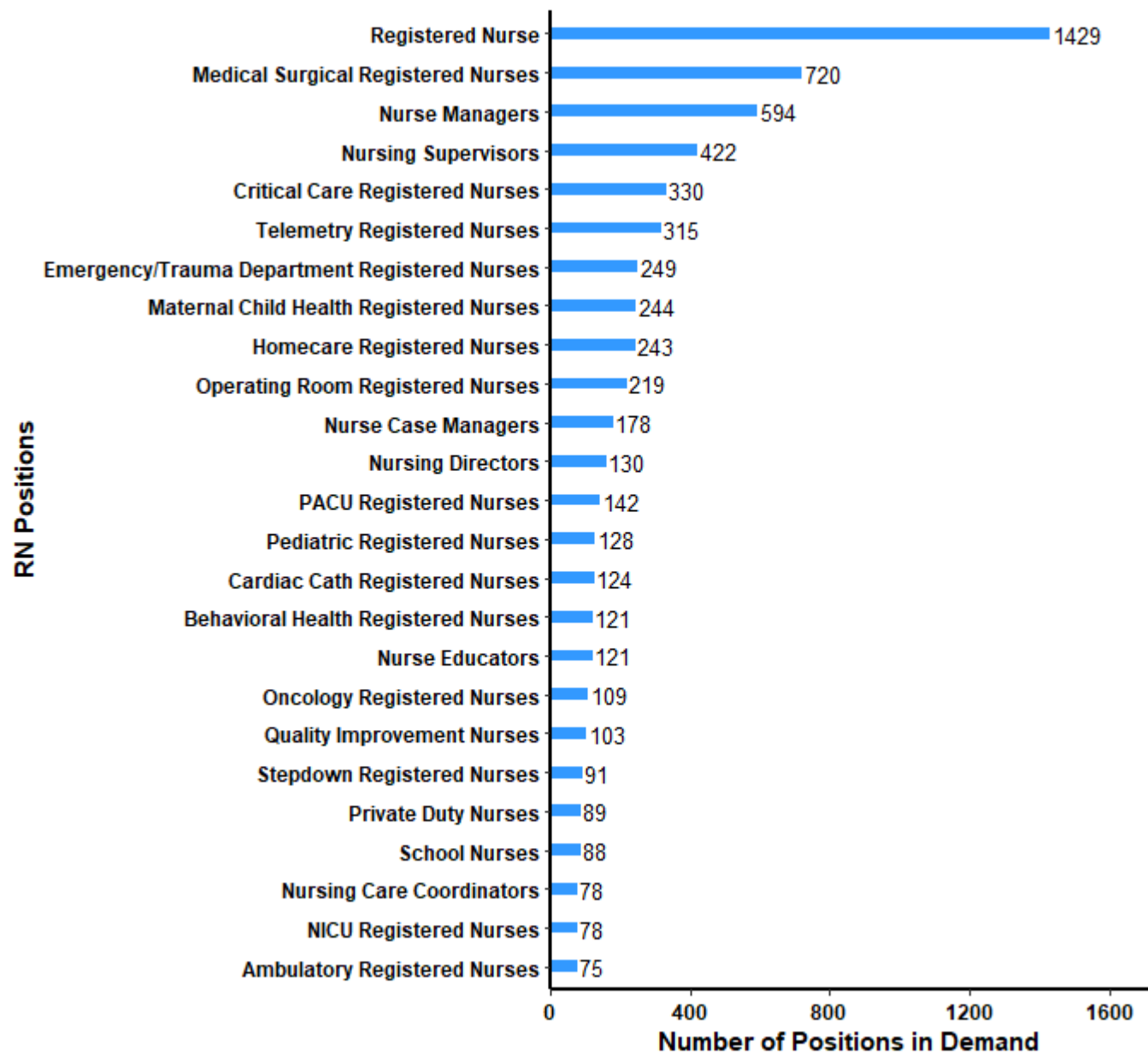


Figure 3.4 shows the top 25 positions in demand in 2023.

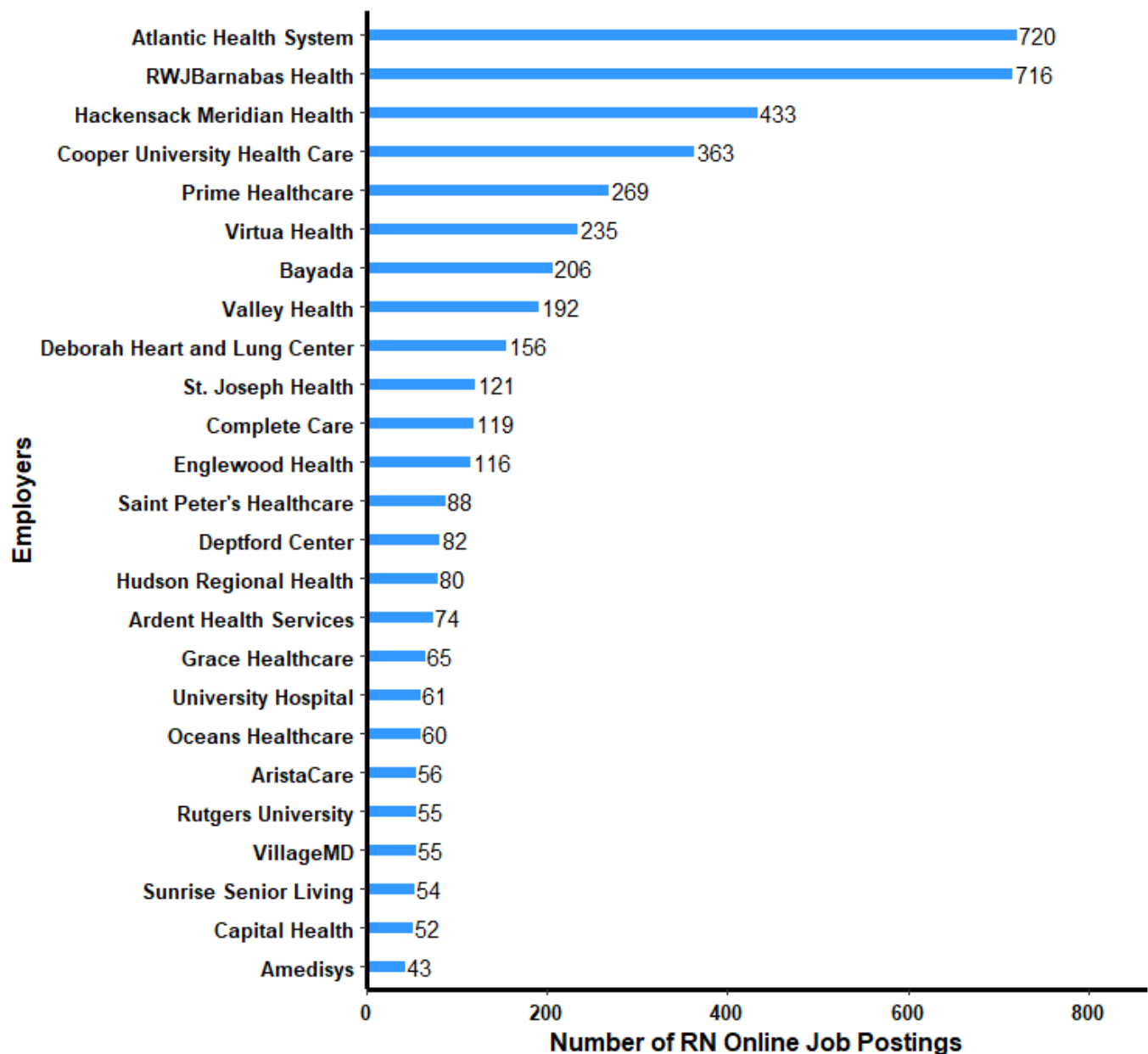
Figure 3.4: Top 25 RN Positions in Demand (2023)



# Employer

Figure 3.5 shows the top 25 RN employers in New Jersey with the greatest number of unique job postings (n=4,471) in 2024. Hospital employers were combined under their healthcare system where applicable. A greater number of unique postings may reflect a high rate of turnover or a high demand for employees.

Figure 3.5: Top 25 RN Employers Hiring During 2024

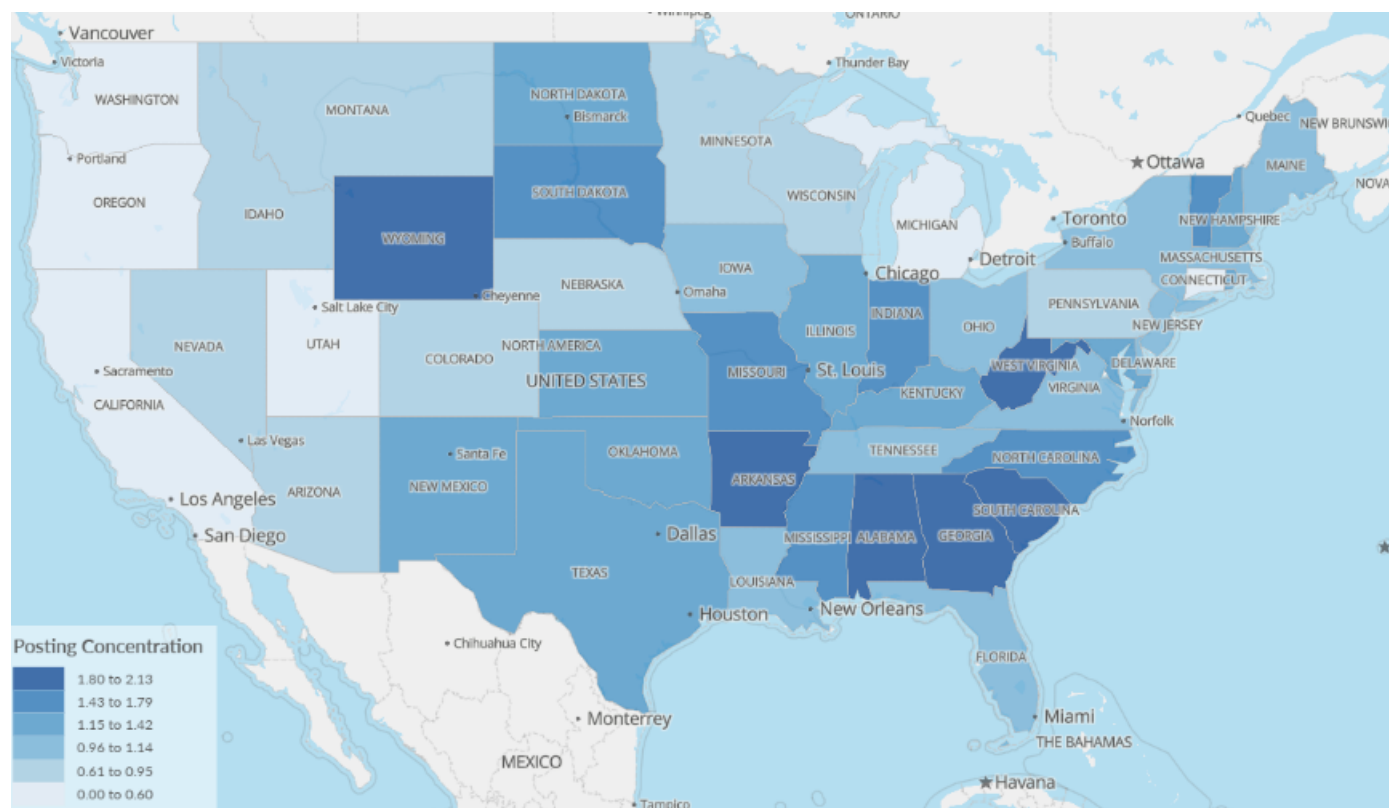


## National Demand Comparison

January 1, 2024 - December 31, 2024

**Figure 3.6** shows the level of demand for RNs across the United States from January 1, 2024 through December 31, 2024. Posting concentrations show the concentration of job postings in a region relative to the national average. This can be used to determine if the job posting concentration is high or low in a region compared to the nation. A concentration score greater than one indicates that posting in the region has a high concentration. Scores lower than one indicate posting concentration is lower than the national average.

**Figure 3.6:** National Demand Map for RNs



New Jersey has a moderate posting concentration of 1.10 which placed it as the 24th highest in the U.S. The states with the highest posting concentration were Arkansas (2.13), West Virginia (2.08), Alabama (1.99), Georgia (1.85), and Wyoming (1.85). The states with the lowest posting concentration were Michigan (0.26), California (0.27), District of Columbia (0.34), Oregon (0.36), and Hawaii (0.37).



# Job Postings by NJ County

Timeframe: January 1, 2024 - December 31, 2024

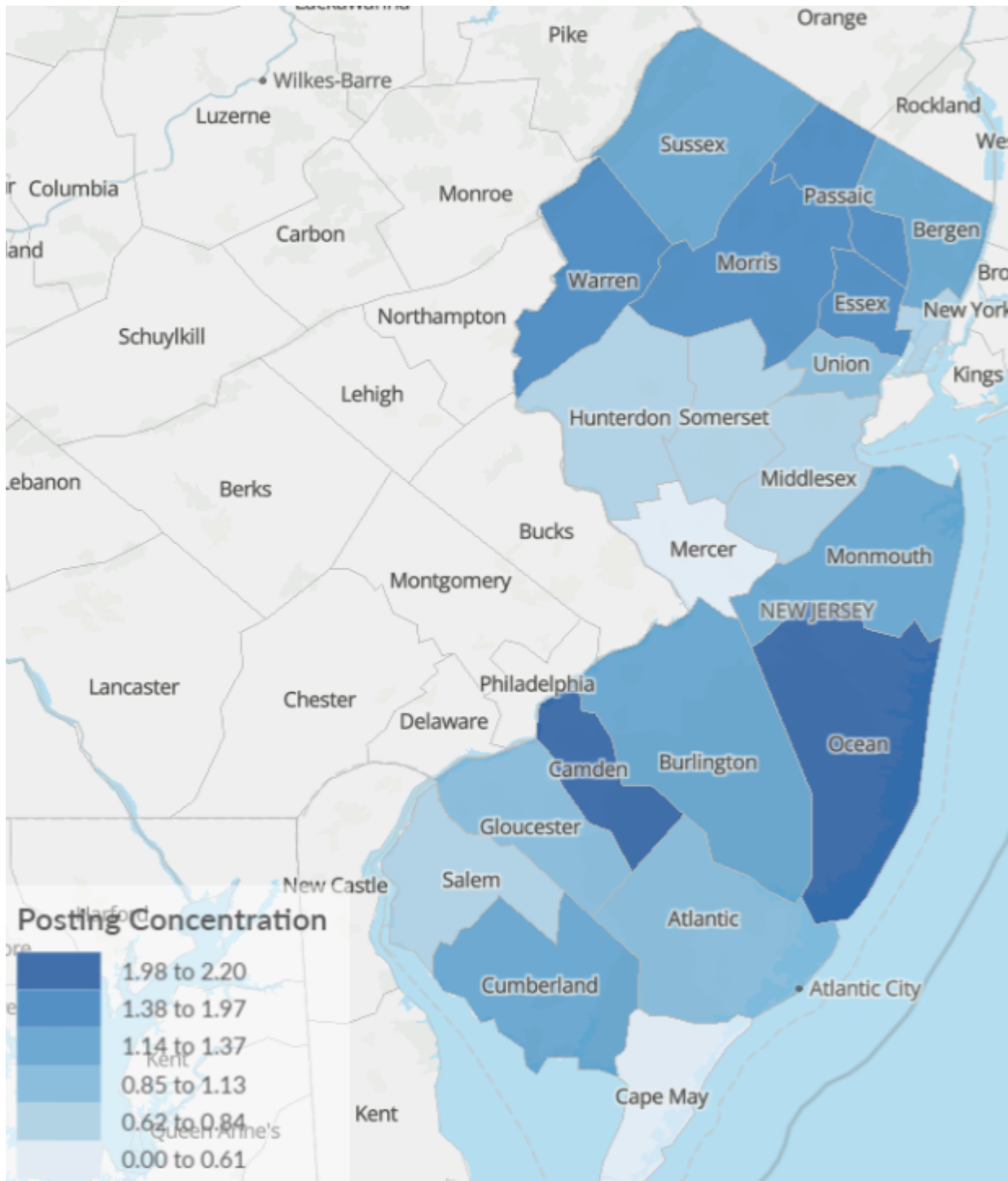
**Table 3.3** and **Figure 3.7** show the county-level data for the raw number of unique job postings and demand concentration for RNs in 2024. There were a total of 6,602 unique RN job postings in 2024. The counties with the highest demand concentration were Camden (2.20), Ocean (1.98) and Warren (1.54). The counties with the greatest number of unique RN job postings were Essex (760), Bergen (739), and Camden (738).

**Table 3.3:** Demand for RNs by NJ County

County	Unique Job Postings	Demand Concentration
Atlantic	114	1.03
Bergen	739	1.16
Burlington	376	1.27
Camden	738	2.20
Cape May	9	0.38
Cumberland	64	1.14
Essex	760	1.38
Gloucester	112	0.87
Hudson	279	0.63
Hunterdon	47	0.76
Mercer	232	0.46
Middlesex	448	0.68
Monmouth	452	1.20
Morris	706	1.46
Ocean	378	1.98
Passaic	343	1.53
Salem	20	0.76
Somerset	193	0.62
Sussex	96	1.32
Union	345	0.99
Warren	75	1.54

Figure 3.7 shows the level of demand for RNs across New Jersey from January 1, 2024 through December 31, 2024.

Figure 3.7: Demand Map for RNs by NJ County

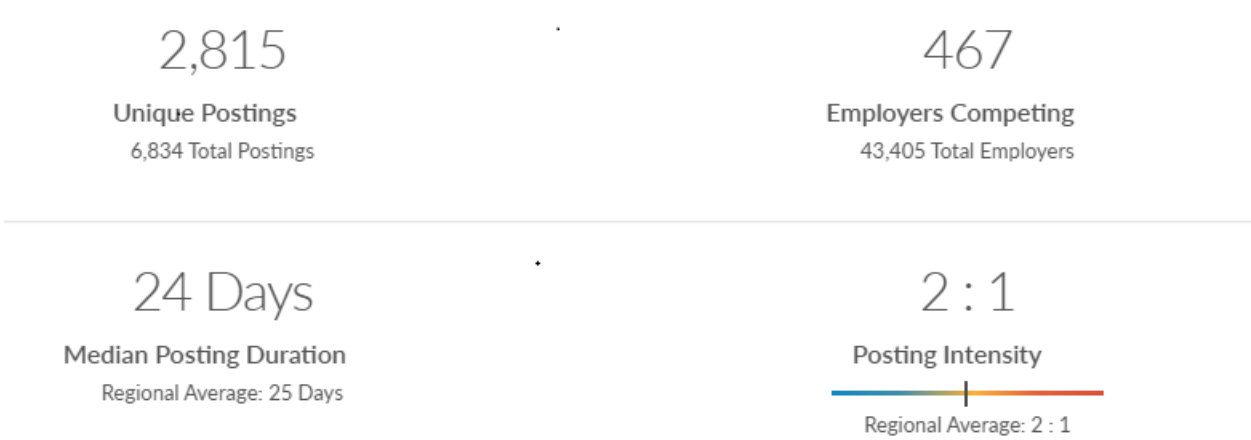


# Nurse Practitioner (NP) Demand Profile

## Job Postings

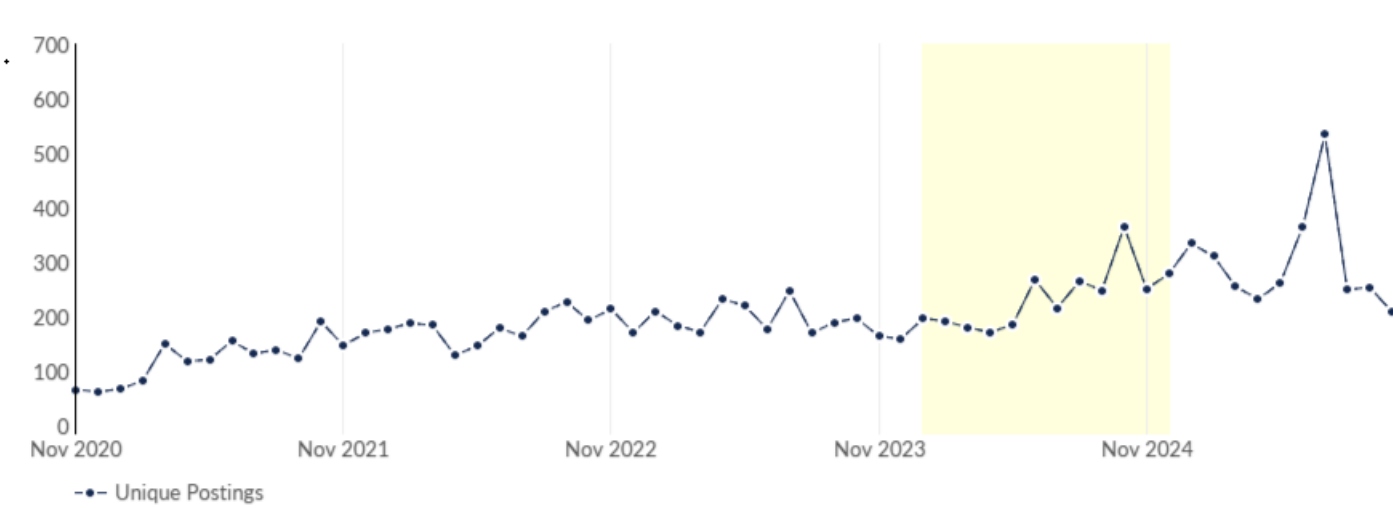
According to **Figure 3.8**, there were 6,834 total job postings and 2,815 unique job postings for Nurse Practitioner (NP). The median posting duration was 24 days. Posting intensity is the ratio of total job postings to unique (de-duplicated) job postings. The job posting intensity of 2:1 means that there were 2 job postings for every 1 unique NP position.

**Figure 3.8:** NP Posting Overview



**Figure 3.9** shows the time series of unique NP job postings for 5 years from November 2020 through November 2025. The section in yellow highlights the time frame from January 2024 through December 2024.

**Figure 3.9:** NP Job Posting Time Series 2020-2025



**Table 3.4** shows the monthly number of unique NP job postings from January 2024 to October 2025. Posting intensity is the ratio of total job postings to unique (de-duplicated) job postings. The posting intensity for nurse practitioners is comparable to the regional averages.

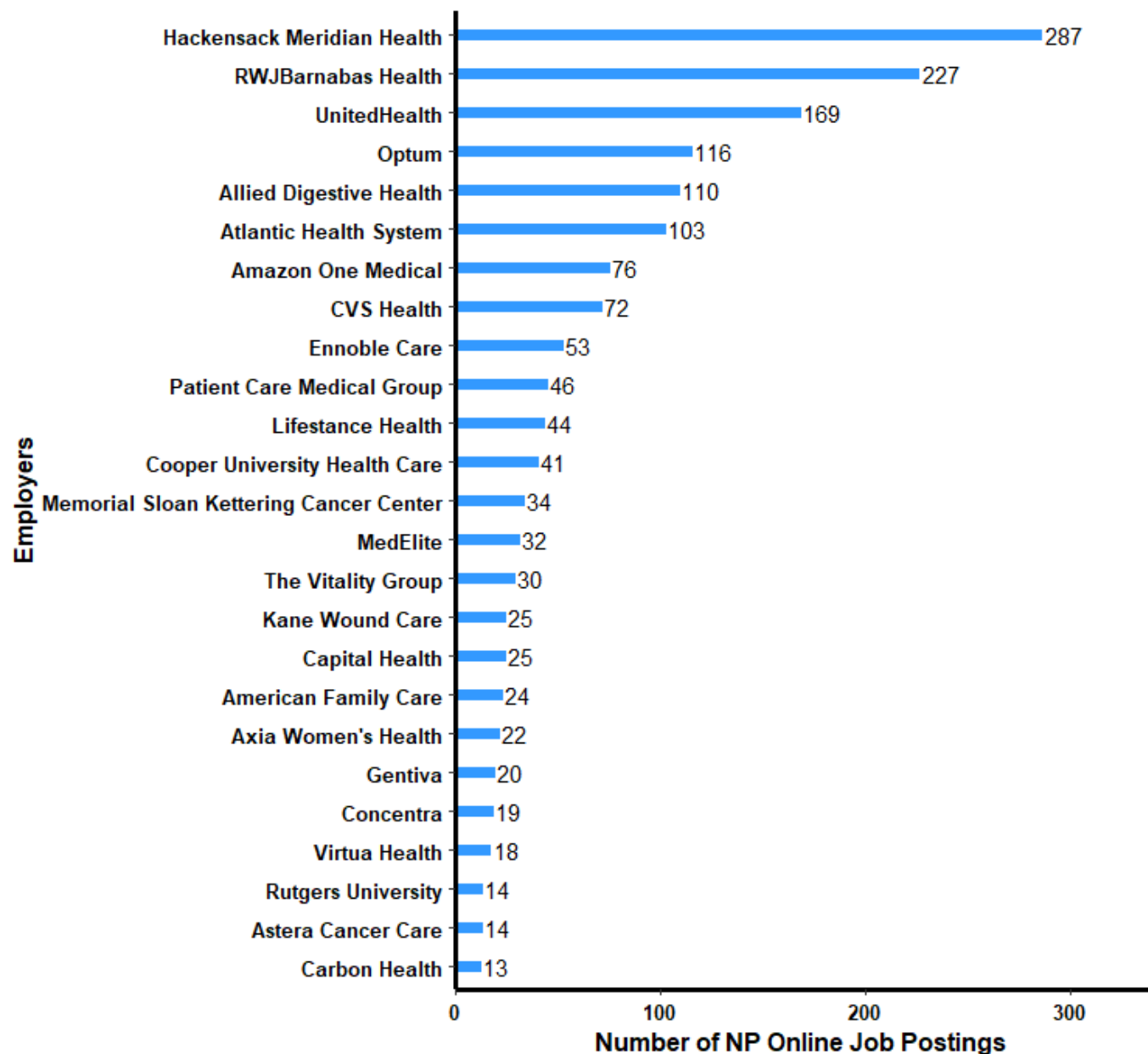
**Table 3.4:** Monthly Unique NP Job Posting Trend

Month/Year	Unique Job Postings	Posting Intensity
Jan 2024	197	2:1
Feb 2024	191	2:1
Mar 2024	180	2:1
Apr 2024	171	2:1
May 2024	185	2:1
Jun 2024	268	2:1
Jul 2024	216	2:1
Aug 2024	265	2:1
Sep 2024	248	3:1
Oct 2024	365	3:1
Nov 2024	251	3:1
Dec 2024	278	3:1
Jan 2025	334	3:1
Feb 2025	311	3:1
Mar 2025	255	3:1
Apr 2025	232	2:1
May 2025	262	3:1
Jun 2025	364	2:1
Jul 2025	534	2:1
Aug 2025	249	3:1
Sep 2025	254	2:1
Oct 2025	209	2:1

# Employer

Figure 3.10 shows the top 25 NP employers in New Jersey with the greatest number of unique job postings (n=1,634) in 2024. Hospital employers were combined under their healthcare system where applicable. A greater number of unique postings may reflect a high rate of turnover or a high demand for employees.

Figure 3.10: Top 25 NP Employers Hiring During 2024

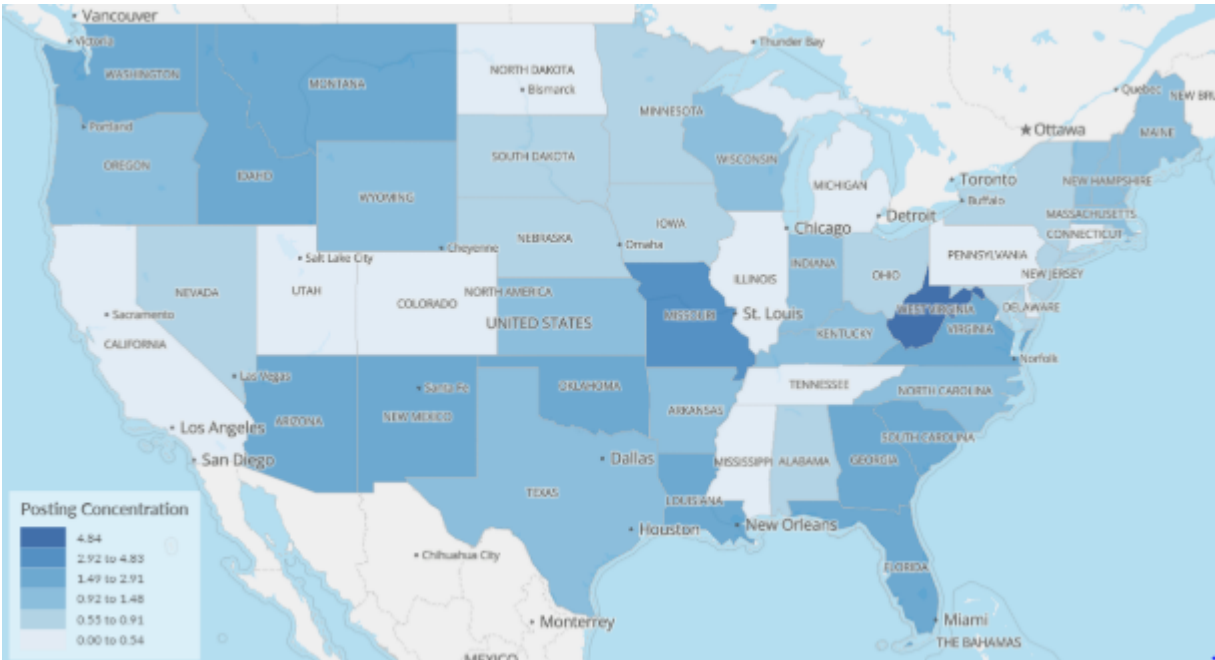


# National Demand Comparison

January 1, 2024 - December 31, 2024

Posting concentrations show the concentration of job postings in a region relative to the national average. **Figure 3.11** shows the level of demand for NPs across the United States from January 1, 2024 through December 31, 2024. This can be used to determine if the job posting concentration is high or low in a region compared to the nation. A concentration score greater than one indicates that posting in the region has a high concentration. Scores lower than one indicate posting concentration is lower than the national average.

**Figure 3.11:** National Demand Map for NPs



**New Jersey has a posting concentration of 0.55 and ranked 38th in the nation.** The states with the highest posting concentration were West Virginia (4.84), Alaska (3.75), Missouri (2.92), Idaho (2.24) and Virginia (2.06). The states with the lowest posting concentration were Utah (0.09), Michigan (0.13), Connecticut (0.21), North Dakota (0.26), and California (0.28).

# Job Postings by NJ County

January 1, 2024 - December 31, 2024

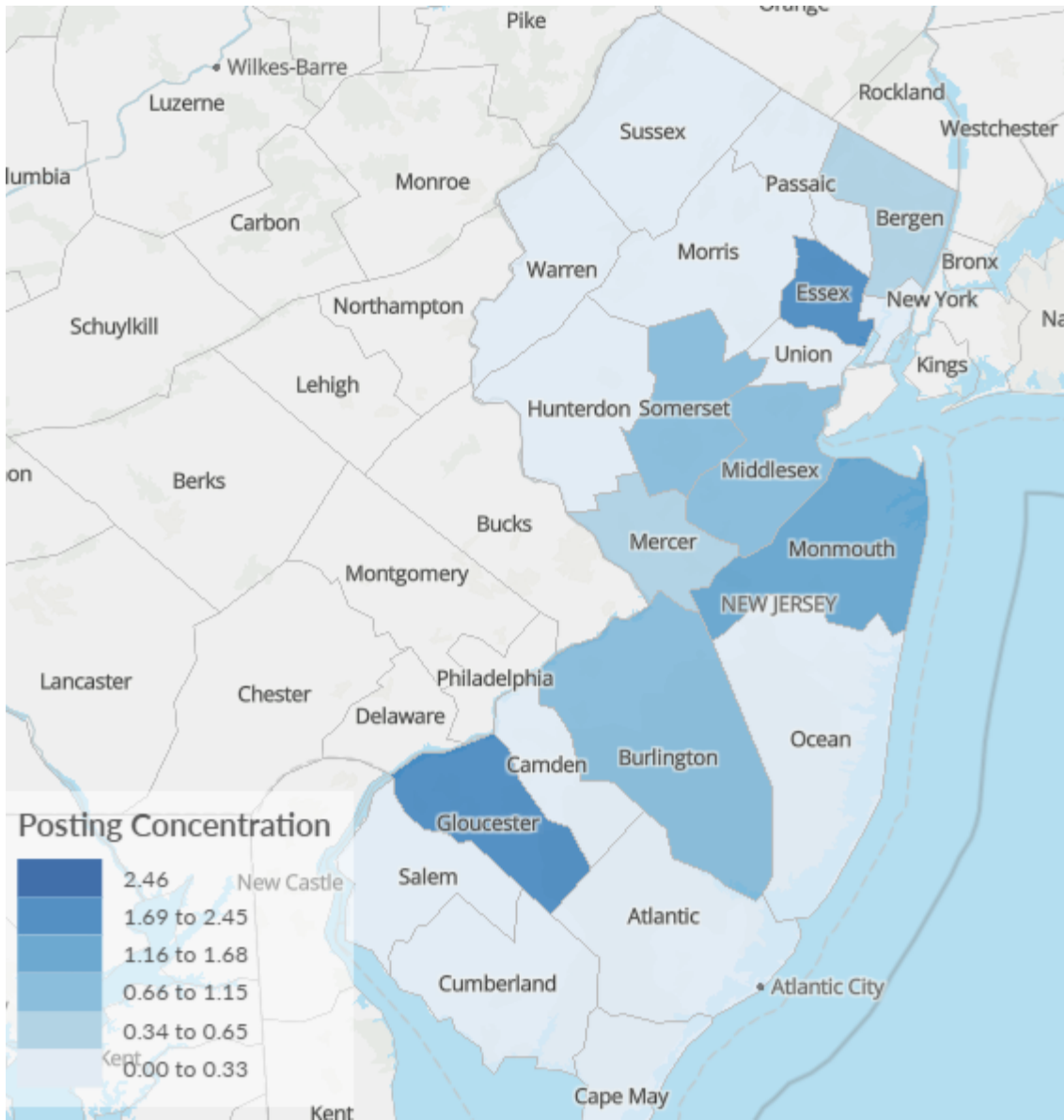
**Table 3.5** and **Figure 3.12** show county-level data for the number of unique job postings and demand concentration for NPs in 2024. There were a total of 2,815 unique NP job postings in 2024. The counties with the highest demand concentration were Cape May (1.99), Monmouth (1.66), and Atlantic (1.45). The counties with the greatest number of unique NP job postings were Essex (339), Bergen (324), and Monmouth (305).

**Table 3.5:** Demand for NPs by NJ County

County	Unique Job Postings	Demand Concentration
Atlantic	78	1.45
Bergen	324	1.05
Burlington	111	0.77
Camden	165	1.01
Cape May	23	1.99
Cumberland	26	0.95
Essex	339	1.26
Gloucester	54	0.86
Hudson	198	0.92
Hunterdon	12	0.40
Mercer	153	0.62
Middlesex	240	0.74
Monmouth	305	1.66
Morris	169	0.72
Ocean	116	1.25
Passaic	96	0.88
Salem	11	0.85
Somerset	123	0.81
Sussex	45	1.27
Union	169	1.00
Warren	19	0.80

**Figure 3.12** shows the level of demand for NPs across New Jersey from January 1, 2024 through December 31, 2024.

**Figure 3.12:** Demand Map for NPs by NJ County



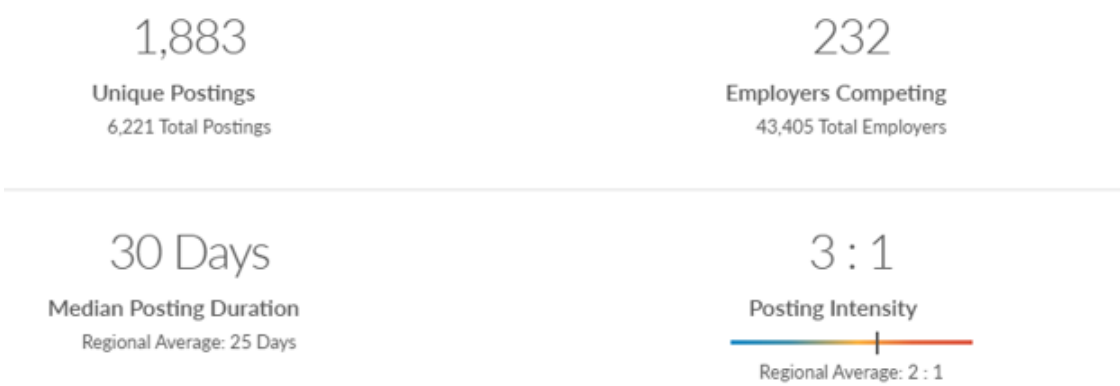


# Licensed Practical Nurse (LPN) Demand Profile

## Job Postings

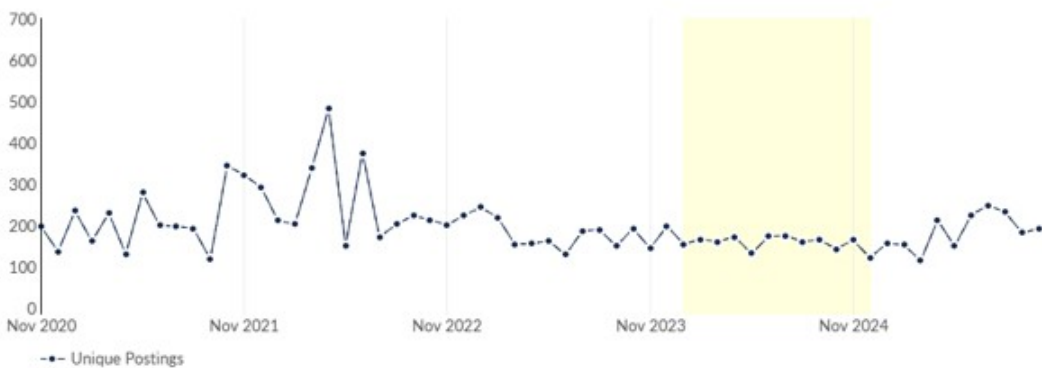
**Figure 3.13** shows there were 6,221 total job postings and 1,883 unique job postings for Licensed Practical Nurses (LPNs). The median posting duration was 30 days. Posting intensity is the ratio of total job postings to unique (de-duplicated) job postings. The job posting intensity of 3:1 means that there were 3 job postings for every 1 unique LPN position.

**Figure 3.13:** LPN Posting Overview



**Figure 3.14** shows the time series of unique LPN job postings for 5 years from November 2020 through November 2025. The section in yellow highlights the time frame from January 2024 through December 2024.

**Figure 3.14:** LPN Job Posting Time Series 2020-2025



**Table 3.6** shows the monthly number of unique LPN job postings from January 2024 to October 2025. Posting intensity is the ratio of total job postings to unique (de-duplicated) job postings. The unique postings in these months reflect the top employer postings which may account for the high unique posting number.

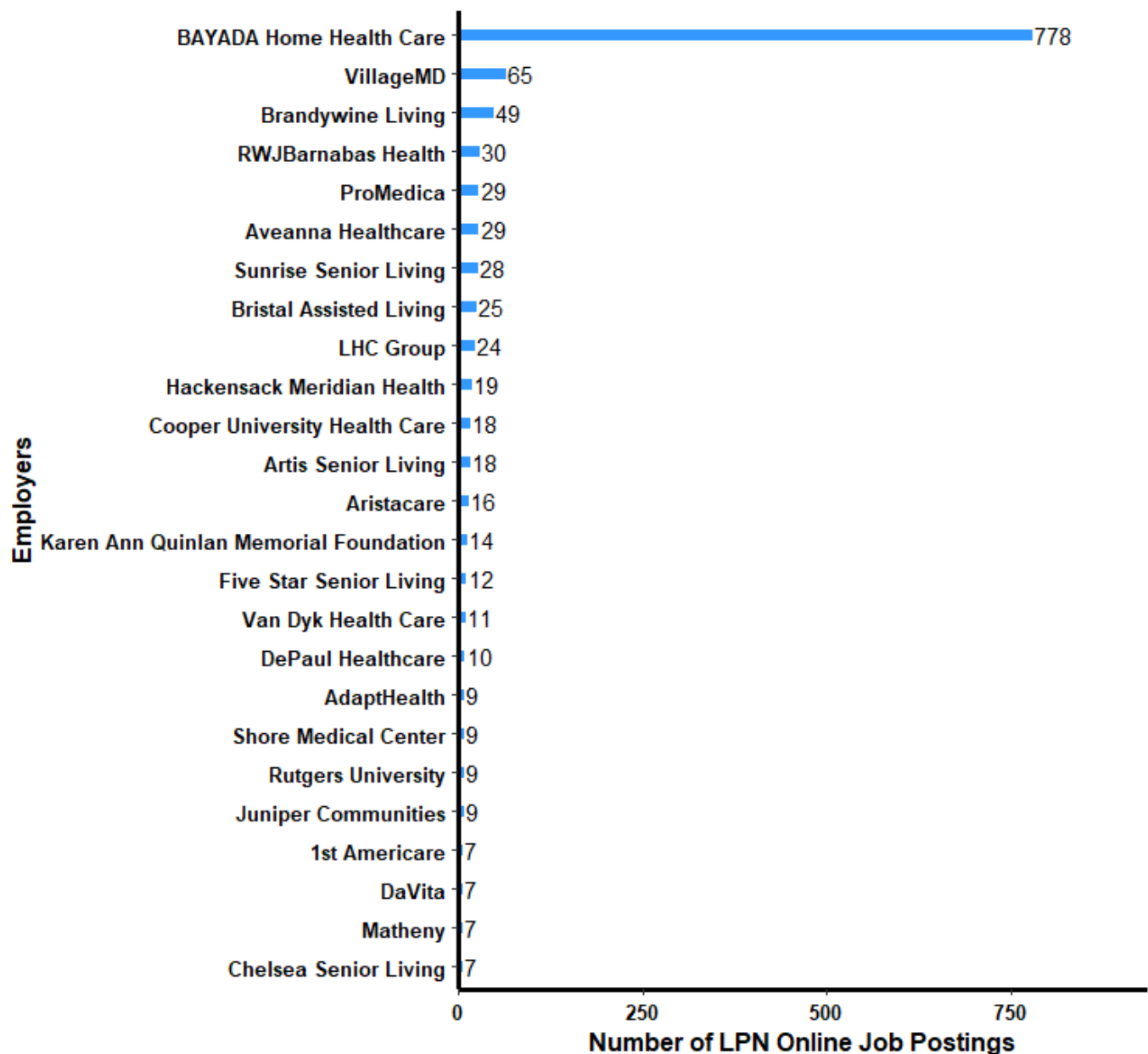
**Table 3.6:** Monthly Unique LPN Job Posting Trend

Month/Year	Unique Job Postings	Posting Intensity
Jan 2024	154	3:1
Feb 2024	166	4:1
Mar 2024	160	3:1
Apr 2024	172	3:1
May 2024	131	3:1
Jun 2024	173	4:1
Jul 2024	175	4:1
Aug 2024	160	4:1
Sep 2024	165	3:1
Oct 2024	142	3:1
Nov 2024	164	3:1
Dec 2024	121	3:1
Jan 2025	156	3:1
Feb 2025	152	3:1
Mar 2025	114	3:1
Apr 2025	212	3:1
May 2025	149	3:1
Jun 2025	225	2:1
Jul 2025	248	2:1
Aug 2025	231	2:1
Sep 2025	181	2:1
Oct 2025	192	2:1

# Employer

Figure 3.15 shows the top 25 employers with the greatest number of unique job postings (n=1,239) for LPNs in 2024. Hospital employers were combined under their healthcare system where applicable. A greater number of unique postings may reflect a high rate of turnover or a high demand for employees.

Figure 3.15: Top 25 Employers of LPNs Hiring During 2024

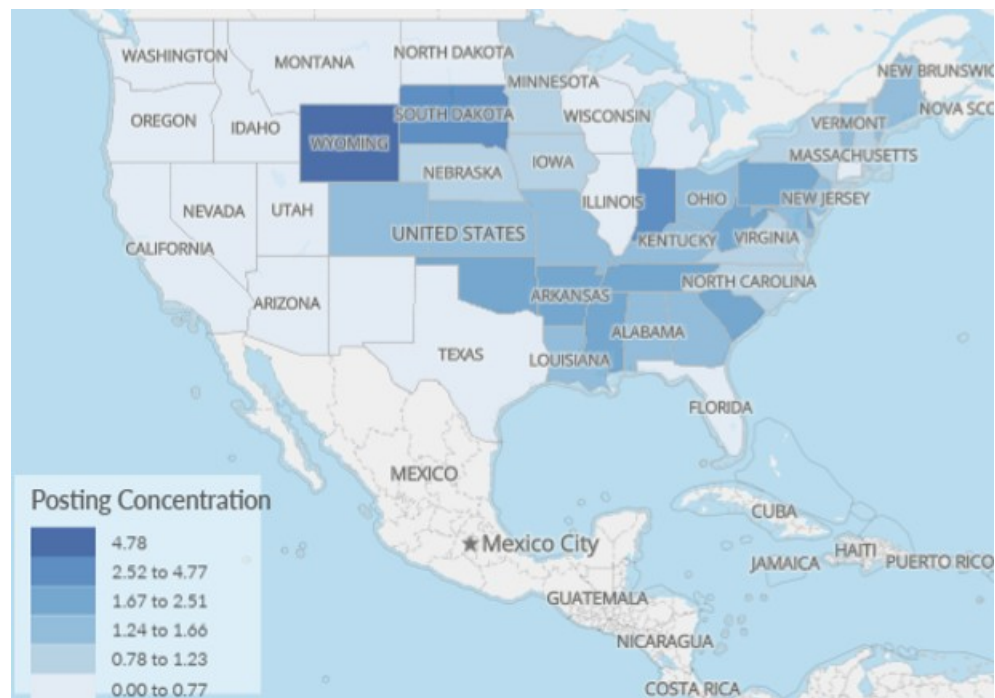


# National Demand Comparison

January 1, 2024 - December 31, 2024

**Figure 3.16** shows the level of demand for LPNs across the United States from January 1, 2024 through December 31, 2024. Posting concentrations shows the concentration of job postings in a region relative to the national average. This can be used to determine if the job posting concentration is high or low in a region compared to the nation. A concentration score greater than one indicates that posting in the region has a high concentration. Scores lower than one indicate posting concentration is lower than the national average.

**Figure 3.16:** National Demand Map for LPNs



**New Jersey has a posting concentration of 1.38 and ranked 17th in the nation.** The states that have the highest posting concentration were Wyoming (4.78), South Dakota (2.62), Indiana (2.52), West Virginia (2.03), and South Carolina (1.99). The states with the lowest posting concentration were Utah (0.23), District of Columbia (0.25), Michigan (0.25), Nevada (0.41), and Alaska (0.44)

# Job Postings by NJ County

Timeframe: January 1, 2024 - December 31, 2024

**Table 3.7** and **Figure 3.17** show county-level data for the number of unique job postings and demand concentration for LPNs in 2024. There were a total of 1,215 unique LPN job postings in 2024. The counties with the highest demand concentration were Cape May (4.81), Salem (4.15), and Cumberland (3.52). The counties with the greatest number of unique LPN job postings were Camden (158), Monmouth (155), and Middlesex (153).

**Table 3.7:** Demand for LPNs by NJ County

County	Unique Job Postings	Demand Concentration
Atlantic	81	3.22
Bergen	134	0.93
Burlington	140	2.08
Camden	158	2.07
Cape May	26	4.81
Cumberland	45	3.52
Essex	90	0.72
Gloucester	73	2.48
Hudson	55	0.55
Hunterdon	27	1.91
Mercer	147	1.27
Middlesex	153	1.01
Monmouth	155	1.80
Morris	83	0.75
Ocean	132	3.04
Passaic	99	1.95
Salem	25	4.15
Somerset	62	0.87
Sussex	54	3.26
Union	95	1.20
Warren	32	2.89

**Figure 3.17** shows the level of demand for LPNs across New Jersey from January 1, 2024 through December 31, 2024.

**Figure 3.17:** Demand Map for LPNs by NJ County

