

Regional Focus: Central Jersey

Data and analysis for the Edison and Trenton-Ewing labor areas

Regional Employment Gain Matches Statewide Increase

The five-county Central Region (Mercer, Middlesex, Monmouth, Ocean and Somerset counties) posted a net employment increase of 3,300 jobs or 0.3 percent over the year from December 2012 to December 2013. This was equal to the 0.3 percent gain posted statewide since December 2012. Jobholding at the state level increased by 11,000 over the year. The region's private sector employment gain of 7,600 or 0.7 percent offset an employment loss of 4,300 jobs or 2.1 percent in the Central Region's public sector. Educational and health services posted the largest numeric gain (+7,600) over the year while leisure and hospitality had the largest percentage gain (+3.9% or +3,700 jobs). The other sectors posting employment increases over the year were: trade, transportation and utilities (+5,900), financial activities (+1,600), and manufacturing (+300).

The private sector payroll increase during the year ending December 2013 was heavily influenced by hiring in the healthcare and social assistance component industry (+5,900 jobs) of the educational and health services sector. The Edison Labor Area contributed all but 500 jobs of the over the year increase in the healthcare and social assistance industry. Within the leisure and hospitality sector, the accommodation and food services industry accounted for 2,600 of the payroll gain; regional developments that contributed to the increase included the opening of one hotel and several small restaurants. The Central Region's payrolls in the professional and business sector declined by 7,400 jobs, primarily due to a loss of 7,800 in the administrative support and waste management and remediation services sub-sector. These businesses provide administrative and support services for the operations of other businesses which can be in any sector. The administrative and support services subsector was responsible for virtually all of the job loss in the sector. The region also lost 3,100 construction jobs, after two consecutive yearly gains, possibly due to the completion of some projects and a build-up of unsold new homes due to the rise in mortgage interest rates.

In the Edison Labor Area (Ocean, Monmouth, Middlesex and Somerset counties), total employment declined by 1,100 jobs or -0.1 percent. Since 2008, December's level of employment in the Edison Labor Area declined for two consecutive years then improved to post gains in the following two years, only to revert to a decline in 2013. Since December 2012, leisure and hospitality was the fastest growing sector with a 4.5 percent increase (3,700 jobs). Educational and health services (+4.0% or 6,100

Change in Nonfarm Employment December 2012 - December 2013 (not seasonally adjusted)

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	3,300	0.3	11,100	0.3
Private Sector	7,600	0.7	8,300	0.2
Construction	-3,100	-7.3	-3,200	-2.4
Manufacturing	300	0.4	2,500	1.0
Trade, Trans. & Utilities	5,900	2.2	6,900	0.8
Information	0	0.0	-1,400	-1.8
Financial Activities	1,600	2.2	-2,800	-1.1
Prof. & Business Svcs.	-7,400	-3.3	-13,400	-2.1
Ed. & Health Svcs.	7,600	3.7	16,100	2.5
Leisure & Hospitality	3,700	3.9	7,100	2.1
Other Services	-1,000	-1.8	-3,500	-2.1
Government	-4,300	-2.1	2,800	0.4

Source: NJLWD, Current Employment Statistics



Focus on Central Jersey is a quarterly publication of the New Jersey Department of Labor Division of Labor Market and Demographic Research. For questions regarding the material in this publication contact Vin Samuel at (609)777-2189 or email vin.samuel@dol.state.nj.us

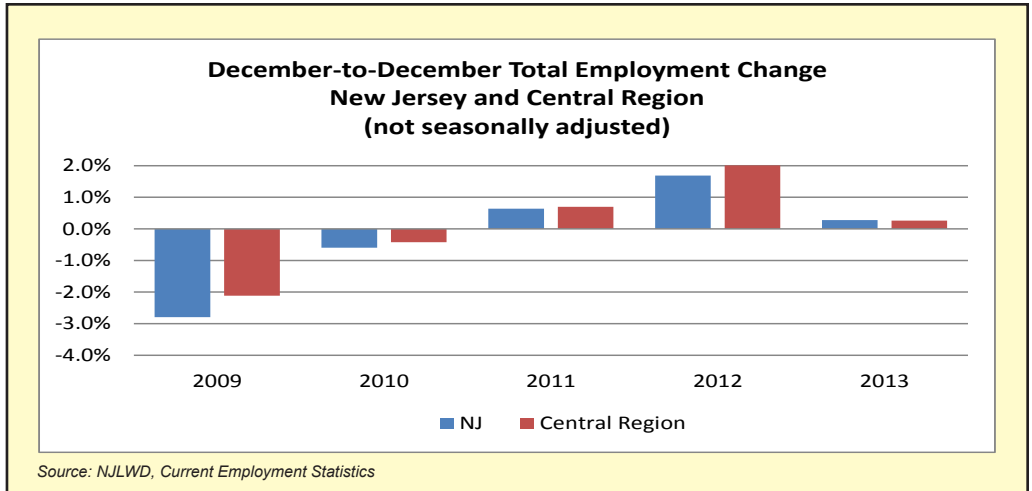
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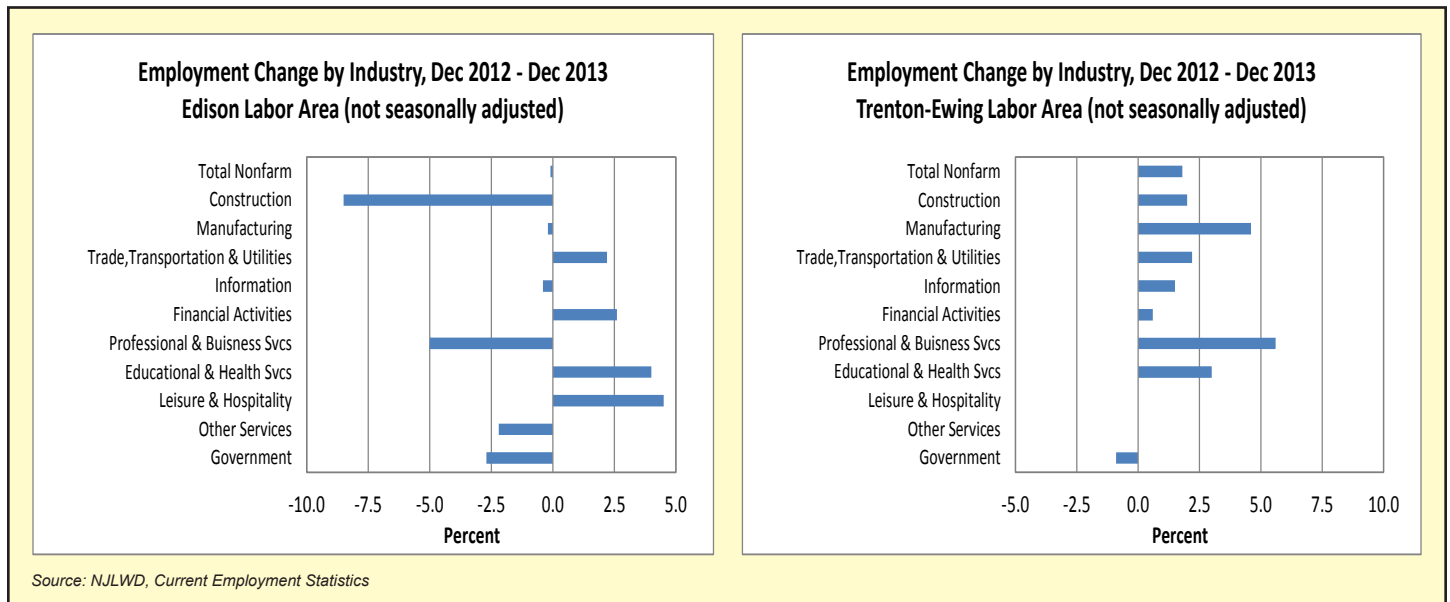
jobs), financial activities (+2.6%, 1,500), and trade, transportation and utilities (+2.2%, +5,900) also posted employment increases over the year. The increase in leisure and hospitality was powered by a 5.3 percent increase in employment at food services and drinking places (+3,300 jobs). The ambulatory health care services subsector (+4,100 jobs) of healthcare and social assistance made the largest contribution to the area's employment gain in the educational and healthcare sector. Payrolls in trade, transportation and utilities were up by 2.2 percent from the same month a year ago due largely to an increase of 5,900 in the retail subsector, which could be partly a reflection of more than expected hiring for the Christmas holiday season.

Total Nonfarm Employment (unadjusted December data, employment in thousands)						
	2008	2009	2010	2011	2012	2013
New Jersey	4,015.3	3,903.1	3,879.9	3,904.7	3,970.6	3,981.7
Central Region	1,262.0	1,235.3	1,230.1	1,238.7	1,270.0	1,273.3
Edison Labor Area (Middlesex, Monmouth, Ocean, and Somerset counties)	1,018.6	993.6	989.0	996.8	1,022.2	1,021.1
Trenton-Ewing Labor Area (Mercer County)	243.4	241.7	241.1	241.9	247.8	252.2

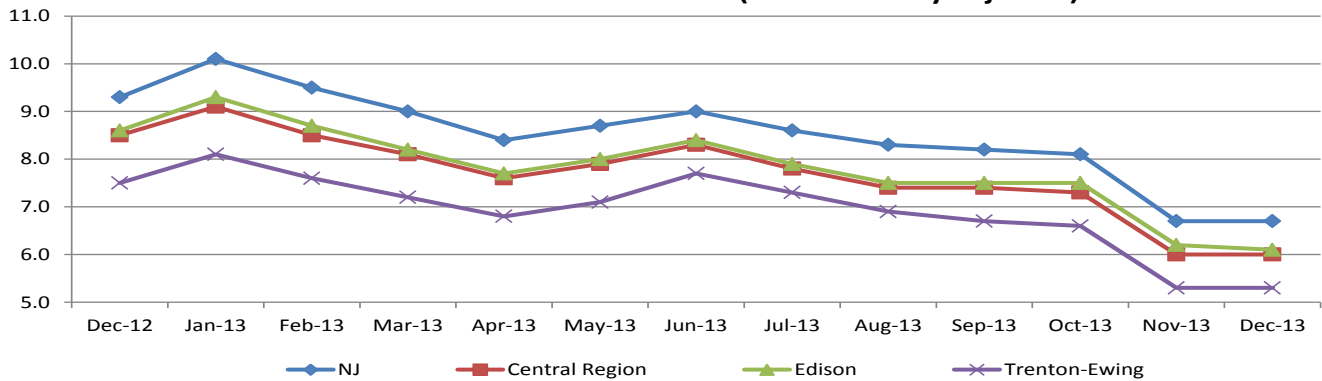
Source: NJLWD, Current Employment Statistics



Over the year ending with December 2013, employment in the Trenton-Ewing Labor Area was up by a 4,400 or 1.8 percent. The greatest contributor to this net increase was the professional and business services sector which posted a gain of 2,100 jobs or 5.6 percent over the year. Professional, scientific and technical services was the largest contributor to the employment gain in the labor area (+200 jobs or +0.8%). Government, the largest employment sector in the Trenton-Ewing Labor Area, recorded an employment decline of 600 jobs or 0.9 percent due primarily to a contraction of 700 jobs (-1.4%) in state government employment. Area payrolls in both leisure and hospitality and other services were flat over the year.



**Unemployment Rates, New Jersey and Central Region
 December 2012 - December 2013 (not seasonally adjusted)**



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

- From December 2012 to December 2013 the unadjusted unemployment rate in New Jersey declined by 2.6 percentage points, going from 9.3 percent to 6.7 percent. While the Central Region's unemployment rates of 8.5 percent in December 2012 and 6.0 percent in December 2013 were lower than at the state level, the unemployment rate declined at a comparable pace at both the state and regional levels.
- The number of unemployed residents in the Central Region was down by 29.4 percent over the year; similarly the state realized a reduction of 28.4 percent. Both the region and state had a 3.2 percent decline in the size of the labor force from the same month a year ago.
- During December 2013, the unemployment rate in the Trenton-Ewing Labor Area (5.3%) continues to be lower than the rate in the Edison Labor Area (6.1%). Somerset County had the lowest unemployment rate in the region (5.1%) while the more seasonal Ocean County had the highest (7.3%)

More detailed data from the Local Area Unemployment Statistics (LAUS) program can be found at:
http://lwd.dol.state.nj.us/labor/lpa/employ/uirate/lfest_index.html

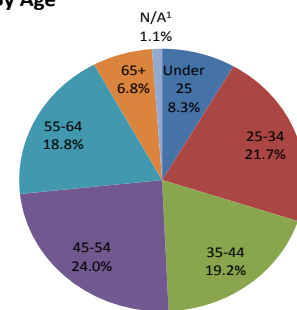
**CHARACTERISTICS OF NEW JERSEY'S
 INSURED UNEMPLOYED
 CENTRAL REGION, THIRD QUARTER 2013**

CLAIMANTS BY OCCUPATIONAL GROUP

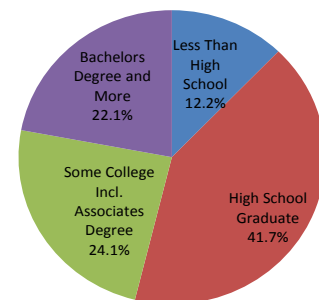
	Number	Percent
Management	7,294	9.7
Business and Financial	3,245	4.3
Professional and Related	10,128	13.4
Services	11,979	15.9
Sales and Related	5,998	7.9
Office and Administrative Support	11,740	15.6
Farming, Fishing and Forestry	196	0.3
Construction and Extraction	6,875	9.1
Installation, Maintenance and Repair	3,033	4.0
Production	5,809	7.7
Transportation and Material Moving	8,654	11.5
Military	440	0.6

- Residents with only a high school diploma continue to represent the largest percentage of persons claiming unemployment benefits in the Central Region during the fourth quarter of 2013. The trade, transportation & utilities industry sector accounted for 19.8 percent of regional claimants.
- By age, workers in the 45-54 age group (24.0%) had the highest percentage of unemployment claims, followed closely by those in the 25-34-year old age group (21.7%).

By Age



By Educational Level



¹N/A: No information provided by claimant

Source: NJLWD, Characteristics of UI Claimants

REGIONAL JOB OUTLOOK OCTOBER 2013 - DECEMBER 2013

The New Jersey Department of Labor and Workforce Development through its agreement with Burning Glass Technologies is able to provide the the following labor market information aggregated from online employer job listings during the quarter. This data provides valuable insight regarding current demand for characteristics such as skills and educational requirements. Note that this data is not meant to represent all available employment opportunities but rather should be viewed in terms of analysis of labor market demand.

JOB LISTINGS BY COUNTY

County	Listings
Middlesex	17,254
Somerset	13,048
Mercer	11,724
Monmouth	9,609
Ocean	4,552

In the Central Region during the most recent quarter employers in the professional, scientific and technical services, hospitals, chemical manufacturing, educational services and food services and drinking places exhibited the most occupational demand based on online job listing activity. Concentrated in Middlesex, Somerset and Mercer counties, employers indicated that they were interested in filling positions for software developers, retail salespersons, sales representatives, registered nurses, computer systems analysts, and medical and health services managers. Skills that were actively sought by employers included sales, accounting, scheduling, repair and technology-related Oracle, SQL and JAVA.

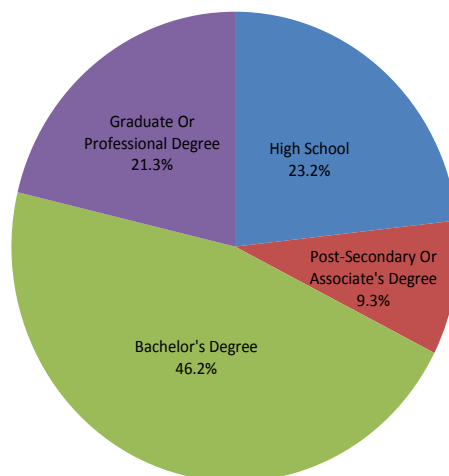
OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Software, Developers, Applications	2,961
Retail Salespersons	1,791
Sales Representatives, Wholesale	1,465
Registered Nurses	1,417
Computer Systems Analysts	1,210
Medical and Health Services Managers	1,193
Customer Services Representatives	1,057
First Line Supervisors of Retail Sales Workers	942
Managers, All Other	879
Secretaries and Administrative Assistants, except Legal, Medical, and Executive	773
Heavy and Tractor Trailers Drivers	748
Sales Managers	748
Human Resources Specialists	733
Computer Programmers	711

INDUSTRIES WITH THE MOST JOB LISTINGS

Industry	Listings
Professional Scientific and Technical Services	3,752
Hospitals	3,726
Chemical Manufacturing	2,861
Educational Services	2,053
Food Services and Drinking Places	1,725
Credit Intermediation and Related Activities	1,631
Insurance Carriers and Related Activities	1,549
Ambulatory Healthcare Services	1,460
General Merchandise Stores	1,101
Telecommunications	1,085
Administrative and Support Services	842
Nursing and Residential Care Facilities	493
Building Material and Garden Equipment and Supplies Dealers	487
Publishing Industries, Except Internet	466

Job Listings by Educational Requirement



TOP SKILLS IN DEMAND	
Skill	Listings
Sales	3,344
Accounting	2,687
SQL	2,514
Oracle	2,420
JAVA	2,414
Scheduling	2,164
Repair	1,928
Mathematics	1,840
Business Development	1,763
Product Sale and Delivery	1,683
Business Process	1,520
Extensible Markup Language (XML)	1,466
Data Management	1,449

EMPLOYERS WITH SIGNIFICANT ONLINE JOB LISTING ACTIVITY	
Employer	
Meridian Health System	
Johnson & Johnson	
Verizon Communications Incorporated	
Sears	
Bank of America	
Novo Nordsk	
Bristol-Myers Squibb	
Sanofi Aventis	
Barnabas Health	
Princeton University	
Princeton Healthcare System	
Covance Incorporated	
Jersey Shore University Medical Center	

Source: Burning Glass Technologies, Labor Insight

Prepared by: New Jersey Department of Labor and Workforce Development, Bureau of Labor Market Information

Spotlight on North Brunswick

Conveniently located between the New Jersey Turnpike and Route 27, North Brunswick Township enjoys proximity to Philadelphia and New York. In addition to major highways such as U.S. routes 1 and 130, residents of North Brunswick have access to Amtrak and New Jersey Transit rail stations in neighboring downtown New Brunswick for easy commute to New York and points north, and to Trenton and points south. Consequently, it is no surprise to find the township's major economic developments emanating along these busy highways.

Since 1970, the population of North Brunswick increased every decade to reach 40,742 persons in 2010 and ascending to an estimated 41,218 persons in 2012. While there are no large-scale residential developments occurring in North Brunswick presently, several large high-density housing developments and some single-family homes were completed in the last decade. These newer homes are located in the vicinity of Routes 1, 27, and 130.

As is common in New Jersey, North Brunswick has an agricultural history. However, today, few farms remain. The Jersey Avenue corridor that runs between How's Lane and Route 1 is characterized by manufacturing industries which until two years ago included a plant by Church and Dwight that manufactured soaps and other detergents. The plant and several others are now vacant. A mixture of small manufacturing and retail businesses exist along the Livingston Avenue corridor. Most major developments are located along Routes 1 and 130.

The Route 1 corridor is home to a mixture of retail, offices, and small manufacturing operations. In the retail mix are automobile dealerships, supermarkets and big-box stores while a high-end "Shoppes at North Brunswick" is home to many boutique-style retailers. A portion of Rutgers University's Cook College is situated in the northeast corner while DeVry University, Anthem Institute, The Technology Center of New Jersey and Ross University's administrative offices are all located between Route 1 North and Milltown Road. On the bank of the Raritan River overlooking Edison, a former flea market has ceded space to a cinema and accompanying retail businesses.

Recently, the corridor bordered by Adams Lane to the north and Finnegan's Lane to the south has seen significant economic activities. Existing businesses in this area include a car dealership, a former 3M plant that is now home to Alphagraphics - a printing franchise, restaurants, a cinema, farm market and three gas stations. A Staybridge Hotel and BJ's Wholesale Club opened in 2013 to join restaurants, a cinema and other businesses at the Commerce Center on the south-bound side of Route 1.

Transforming Manufacturing Site To MainStreetNB

In late 2004, Johnson and Johnson closed its consumer products facility along the northbound side of Route 1 in North Brunswick. Production at the plant, which employed about 500 workers, was shifted to Brazil, Canada and other parts of

the United States. Today, the former plant is being transformed into the North Brunswick Transit Village or MainStreetNB. The project is being developed by Garden Homes Development. Within the region, Garden Homes has developed properties in Mercer, Middlesex and Somerset counties.

Phase I (south side) of the two-phase project is now under construction and includes 300 residential units and 500,000-sq.ft. of commercial space. Phase II (north side) is a long term project and plans include a hotel, retail space, additional residential units, and restaurants.

Costco and Target will anchor MainStreetNB. The new Costco, under construction almost directly across the highway from a new BJ's membership store on another property, is expected to open in April 2014. The new 140,000-sq.ft. Target, not yet under construction, plans to open in October 2014 with approximately 250 employees.

New Jersey Transit announced plans to build a new state-of-the-art train station along their Northeast Corridor line in North Brunswick which will be located at the rear of the 212-acre MainStreetNB development. Part of the station and track design includes a "flyover" which will allow southbound trains to turn around and head north towards Newark and New York without having to travel farther south to Trenton. This new station will also help ease congestion at the Jersey Avenue rail station which residents of surrounding Middlesex and Somerset County use as a commuter hub. It will close a 14-mile gap in NJ Transit's Northeast Corridor between Princeton Junction and Jersey Avenue.

Other North Brunswick Developments

The forested corner of Route 130 and Adams Lane diagonally across from the Maple Meade Plaza is targeted for retail development. A new childcare center has opened on Old Georges Road while new single-family homes are being built in a development on Church Road.

The new developments in North Brunswick, especially MainStreetNB, are positioning the township to become a shopping, entertainment and employment hub that will draw consumers from the entire region as well as parts of Pennsylvania. It may also stimulate the demand to develop parts of South Brunswick, particularly between Route 522 and the North Brunswick border. This area has recently seen the construction of a new Mosque, updated and expanded gas station, a furniture store, and the expansion of a car dealership. However, there remains vacant land and older businesses that could make way for modern developments.

Central Region Developments

The Central Region has been gaining new, yet small developments. Retail trade, childcare facilities, restaurants, and hotels are some of the types of development coming to the area. Developments planned for the near future include:

In Sayreville (Middlesex County) Bass Pro Shops is expected to open at the planned O'Neil Properties on the banks of the Raritan River in 2015. This store is among many other retail, offices, and residential entities planned for the 400-acre brownfield site, a former National Lead Industries facility where paint pigments were manufactured.

In the Avenel section of Woodbridge Township (Middlesex County), Amazon retro-fit a 560,000-sq. ft. warehouse that formerly housed C&S Grocery to serve as one of two fulfillment centers being developed in New Jersey. Amazon's other location is under construction in Robbinsville (Mercer County).

Robbinsville officials have approved plans for the construction of facilities for several new businesses. These businesses would include a Kiddie Academy, Dunkin Donuts, bank and additional retail space. In West Windsor, a Corner Bakery restaurant opened in Princeton MarketFair with 50 to 60 workers in January 2014.

In Lawrence Township (Mercer County), Auto Lenders plans to open a 30,200-sq.ft. showroom at the corner of Marrow Lane and Brunswick Pike. Additionally, ten new stores are expected to open in the recently remodeled QuakerBridge Mall while a BoneFish Grill, Outback Steakhouse, and PNC Bank are planned for Mercer Mall. Bonefish Grill is expected to employ roughly 130 workers. Another Bonefish Grill is planned to open in Manalapan (Monmouth County).

In Trenton (Mercer County) work continues on the construction of low-rise residential homes on the former Millers Home site. The former Lorenzo's restaurant across from the Trenton train station has been demolished to make way for new offices and retail space. Trenton Central High School's existing structure will be replaced by a \$130 million new school building.

In Princeton (Mercer County), Avalon Bay's re-development of the former University Hospital site on Witherspoon Street will include two multi-story apartment buildings and three buildings that will each contain four townhouses. The site is vacant after the hospital's move to a new, state-of-the-art facility in Plainsboro (Middlesex County).