

Regional Focus: South Jersey

Data and analysis for the Atlantic City, Camden, Ocean City, and Vineland/Millville/Bridgeton labor areas

Aftermath of Sandy Affects Regional Employment

The level of nonfarm payroll employment in the Southern Region totaled an estimated 723,000 (not seasonally adjusted) for March 2013, a decline of 2,100 or 0.3 percent from March 2012. In comparison, the state's payrolls advanced by 1.1 percent (+44,200 jobs) during the one-year period. Employment growth in the region may have been held back by the impact of Hurricane Sandy. While New Jersey payrolls posted a second consecutive March-to-March increase following three years of recessionary decline, South Jersey payrolls were down in 2013 following a March to March increase in 2012.

Regional job contraction occurred primarily in the leisure and hospitality sector which fell by 5,600 or 5.9 percent over the year largely due to slower business conditions brought about by the recession and expanded casino competition in neighboring states. Information (-1,900 or -20.2%), construction (-1,800 or -6.9%) and manufacturing (-900, or 1.9%) also shed employment. Job growth occurred in professional and business services (+1,800 or +2.2%); educational and health services (+1,600 or +1.4%); financial services (+1,300 or +3.7%); trade, transportation and utilities (T/T/U), (+900 or +0.6%); other services (+800 or +2.9%) and government (+300 or +0.2%).

Statewide, payrolls were up in educational & health services (+10,800 or +1.7%), professional & business services (+9,700 or +1.6%), government (+9,300 or +1.5%), trade, transportation & utilities (T/T/U, +7,500 or +0.9%) and leisure & hospitality (+4,300 or +1.3%). Information (-4,200 jobs or -5.3%) and construction (-500 or -0.4%) shed jobs.

Atlantic City Labor Area Most Impacted by Sandy

Since March 2012, the labor areas of Atlantic City (Atlantic County) and Vineland/Millville/Bridgeton (Cumberland County) saw total nonfarm employment fall by 4,700 (-3.5%) and 700 (-1.2%), respectively. On the positive side, jobholding in the region's largest labor area, Camden (Burlington, Camden and Gloucester counties), was up by 0.5 percent or 2,300 jobs. The Ocean City Labor Area's payrolls (Cape May County) increased by 1,000.

Change in Nonfarm Employment March 2012 - March 2013 (not seasonally adjusted)				
	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	-2,100	-0.3	44,200	1.1
Private Sector	-2,400	-0.4	34,900	1.1
Construction ¹	-1,800	-6.9	-500	-0.4
Manufacturing ¹	-900	-1.9	2,100	0.9
Trade, Trans. & Utilities	900	0.6	7,500	0.9
Information ¹	-1,900	-20.2	-4,200	-5.3
Financial Activities ¹	1,300	3.7	1,200	0.5
Prof. & Business Svcs. ¹	1,800	2.2	9,700	1.6
Ed. & Health Svcs.	1,600	1.4	10,800	1.7
Leisure & Hospitality	-5,600	-5.9	4,300	1.3
Other Services ¹	800	2.9	4,000	2.5
Government	300	0.2	9,300	1.5

Source: NJLWD, Current Employment Statistics

¹Employment does not include data for Cape May County

Possibly as a result of the after-effects of Hurricane Sandy, the recent recession, and increased casino competition, the Atlantic City Labor Area's casino hotel employment was down by 5,900 or 18.9 percent from the same month a year ago. On a bright note, the retail trade industry added 1,500 jobs (+10.1%).

In the Camden Labor Area, professional and business services had the largest increase

information (-4,200 jobs or -5.3%) and construction (-500 or -0.4%) shed jobs.



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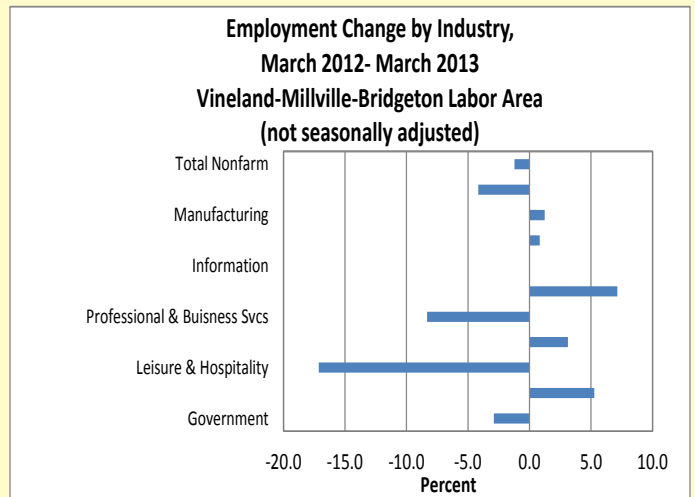
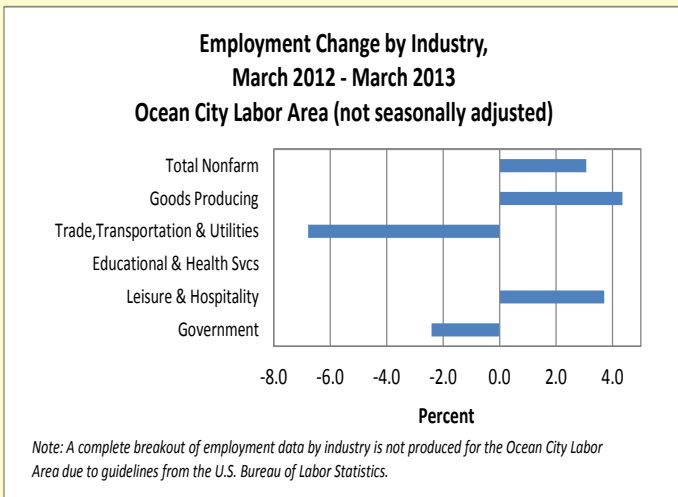
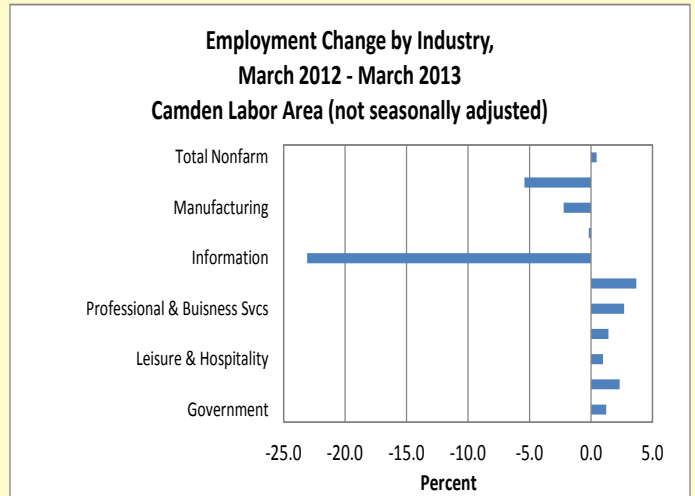
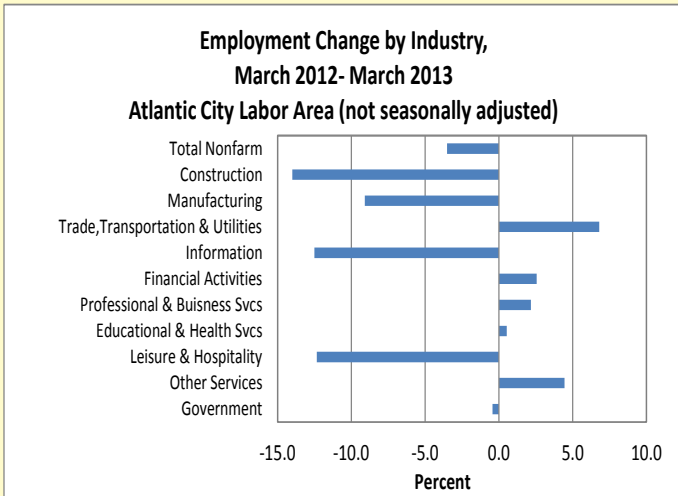
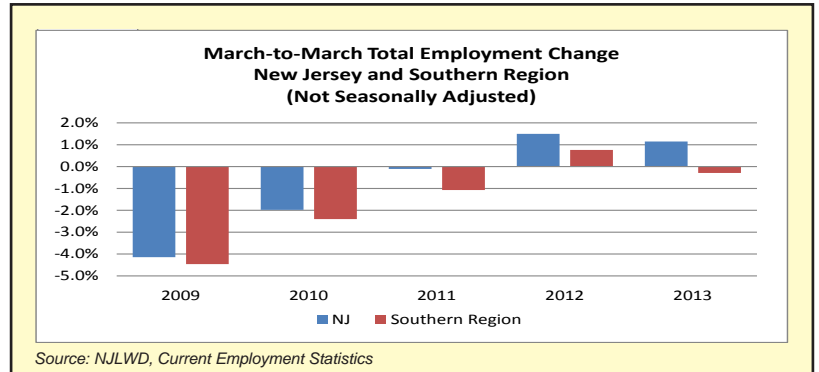


over the year (+1,900 jobs or +2.7%) fueled by an increase in employment services (+3,200 jobs or +18.5%). Continuing the trend of increased out-patient services, ambulatory health care contributed 1,000 jobs (+3.8%) to the expansion in health care and social assistance (+1,300). In leisure and hospitality, accommodation and food services added jobs (+1,200 or 3.4%). A significant employment gain also occurred in financial activities (+1,100 or 3.7%). Jobholding was down in information (-1,800 or -23.1%), construction (-1,000 or -5.4%) and durable goods manufacturing (-700 or -3.4%).

Cape May County's private service-providing firms added 1,100 jobs since March 2012, an increase of 3.0 percent. In the Vineland/Millville/Bridgeton Labor Area, leisure & hospitality shed the most jobs (-600 or +17.1%) followed by government (-400 or -2.9%) and professional & business services (-300 or -8.3%). Offsetting some of the loss, staffing increased in educational & health services and T/T/U (+300 jobs each).

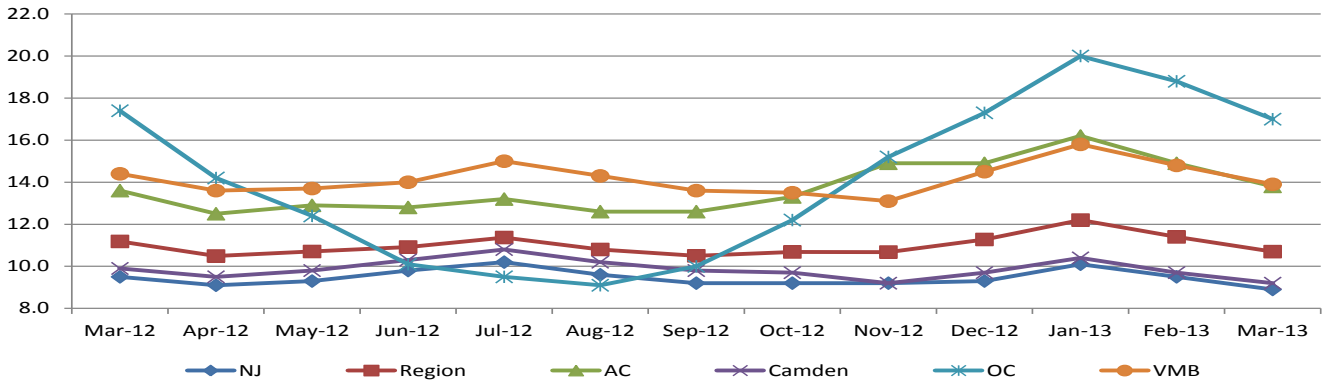
Total Nonfarm Employment (unadjusted March data, employment in thousands)						
	2008	2009	2010	2011	2012	2013
New Jersey	4,041.4	3,874.0	3,797.4	3,793.3	3,850.2	3,894.4
Southern Region	780.1	745.3	727.4	719.6	725.1	723.0
Atlantic City Labor Area (Atlantic County)	147.1	137.4	134.7	131.8	133.9	129.2
Camden Labor Area (Burlington, Camden, Gloucester counties)	536.9	515.2	501.6	498.6	501.4	503.7
Ocean City Labor Area (Cape May County)	34.1	33.4	32.9	32.4	32.6	33.6
Vineland-Millville-Bridgeton Labor Area (Cumberland County)	62.0	59.3	58.2	56.8	57.2	56.5

Source: NJLWD, Current Employment Statistics



Source: NJLWD, Current Employment Statistics

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



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

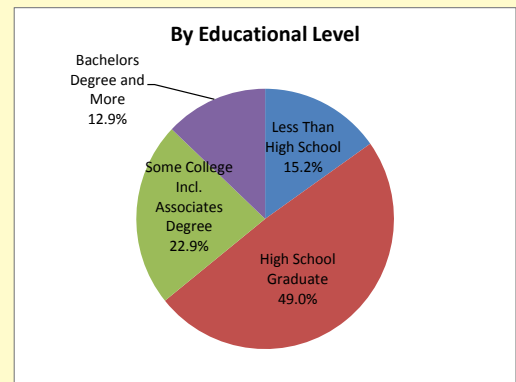
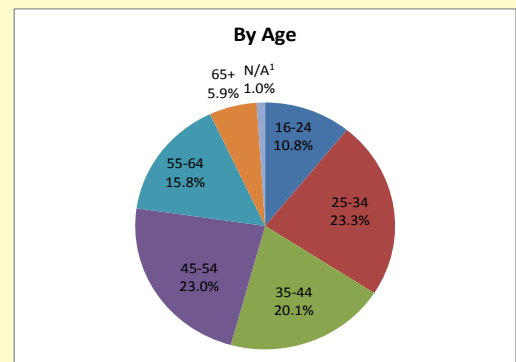
- Overall, from March 2012 to March 2013, the not seasonally adjusted unemployment rate for both the region and New Jersey improved in similar fashion. While the rate for the south improved from 11.2 percent to 10.7 percent (-0.5 percentage point), the statewide rate declined from 9.5 to 8.9 percent (-0.6 percentage point).
- The southern region has several areas that show seasonal employment patterns related to the leisure and hospitality industry. In these areas unemployment rates peak during the winter months as can be seen in the Ocean City and Atlantic City Labor Areas which had January – March average unemployment rates of 18.6 and 15.0 percent, respectively. In addition, the effects of Superstorm Sandy have yet to be fully determined.

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
 SOUTHERN REGION, FIRST QUARTER 2013**

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	6,492	7.1
Business and Financial	2,111	2.3
Professional and Related	7,718	8.4
Services	22,558	24.6
Sales and Related	7,383	8.0
Office and Administrative Support	11,897	13.0
Farming, Fishing and Forestry	689	0.8
Construction and Extraction	9,580	10.4
Installation, Maintenance and Repair	3,762	4.1
Production	8,150	8.9
Transportation and Material Moving	10,734	11.7
Military	562	0.6

- In the first quarter of 2013, southern region residents accounted for over one-quarter (26.5%) of the people claiming continued unemployment insurance benefits throughout New Jersey. Out of the 91,827 total claimants in the region, 56.1 percent were male, 64.8 percent were white and 49.0 percent were high school graduates.



¹N/A: No information provided by claimant
 Source: NJLWD, Characteristics of U.I. Claimants

Florence Flourishes

Burlington Coat Factory will remain in the region and move into a new 215,000-sq.ft. office building in Florence (Burlington County). Construction of the new corporate headquarters recently started (April) with an estimated completion date of July 2014. It is estimated that the firm's area payrolls will expand by roughly 120. Current warehouse operations will remain in Burlington Township.

The state's Economic Development Authority's [Grow New Jersey Program](#) provided the firm with \$40 million in tax credits over the next ten years for staying in Burlington County in lieu of moving to Pennsylvania.

Another significant economic development occurring in Florence is the construction of Subaru America's parts distribution center and training facility. The 526,050-sq.ft. project is currently one of the largest built-to-suit developments in New Jersey.

Food Store Expansions in Camden County

ShopRite recently announced plans to open the city of Camden's first major supermarket in over 30 years. It is expected to anchor Admiral Wilson Plaza, a retail shopping center expected to open in 2015. The project will provide 320 new full- and part-time jobs and create temporary work for about 400 in construction. In addition, ShopRite recently broke ground for a new grocery store at the Lawnside Shopping Center along White Horse Pike. When completed, the new store is expected to bring more than 200 jobs to the community. The natural and organic grocer, Whole Foods, is planning a 2014 opening of a new store in Cherry Hill (Camden County). Additionally, an Aldi's is under construction in Marlton.

In Cherry Hill, ShopRite, the only bidder for the newest liquor license in the township, plans to build a liquor store within the company's current Garden State Pavilion store located along Route 70.

Here She Is (Again)...Miss America

After a seven-year stint in Las Vegas, the Miss America pageant is returning to its historic beginnings in Atlantic City. An economic impact analysis completed by NW Financial Group estimates that the pageant and its parade will draw 129,200 people to the resort. Those people are expected to spend more than \$32 million in Atlantic City between gambling, shopping, food and beverage, entertainment, lodging and travel.

The return of the pageant fits with the resort area's recent trend to focus on non-gaming revenue. For example, the Tropicana is planning to add six new restaurants: Chickie's & Pete's, Tony Luke's, Broadway Burger Bar and Grill, Caso Taco and Tequila Bar, Perry's Pizza and Marketplace Express.

Also in Atlantic City, a job fair was recently held to fill 600 new jobs at the Jimmy Buffett-backed Margaritaville project underway at Resorts. The casino is hiring for various positions in retail, restaurant and beverage services in anticipation of an expected May opening.

Developments in the Pipeline

A former SuperFresh grocery store located in a Cape May Court House strip mall which has been vacant for two years will become a Big Lots. The discount retailer plans to open in late April and employ about 65 people.

In the midst of bankruptcy/refinancing, Atlantic City's Revel casino announced plans to trim payrolls by laying off about 80 workers.

Bottom Dollar Food is continuing to expand in New Jersey by constructing a new store in Woodbury (Gloucester County). Plans call for the new store to open later in the year with a staff of approximately 60 workers.

Southern Region Counties, 2010-2020 Projected Annual Job Openings			
	Annual Average Job Openings		
	Total	Growth	Replacements
New Jersey	132,940	35,070	97,870
Atlantic	5,550	1,580	3,970
Burlington	7,380	2,330	5,040
Camden	7,030	1,850	5,180
Cape May	1,420	250	1,170
Cumberland	1,980	480	1,490
Gloucester	3,640	940	2,700
Salem	740	190	540

- The recently released 2010-2020 industry and occupational employment projections for the State of New Jersey were developed by the New Jersey Department of Labor and Workforce Development, Division of Labor Market and Demographic Research, as part of the Division's economic and demographic projections series. The projections are neither predictions nor forecasts. For more detailed projections data, click [here: http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj_index.html](http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj_index.html).
- Occupational projections estimate a breakdown of annual average job openings due to two factors: actual growth and replacement demand. Openings due to growth are new job opportunities representing growth in the employment base of an occupation. Openings due to replacement demand are an estimate of employment opportunities to replace a worker in the current workforce. This does not

increase the employment base, but still represents an employment opportunity. The need to replace a worker can occur from a variety of reasons, including promotion, termination, and retirement.