

# Regional Focus: South Jersey

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

## Regional Employment Declines Over the Year

The Southern Region's not seasonally adjusted level of nonfarm payroll employment totaled an estimated 744,900 in September 2014, representing a minimal reduction of 2,800 jobs or 0.4 percent from the same month one year ago. In comparison, New Jersey employers were up slightly over the year (+4,400 jobs or +0.1%) and posted the fourth consecutive September-to-September gain. Regional jobholding posted September-to-September increases in 2012 and 2013 before the slight drop in 2014.

Job contraction in the region occurred mainly in leisure and hospitality which declined by 9,800 jobs or 8.8 percent over the year reflecting the closure of the Showboat and the Revel hotel/casinos over the Labor Day weekend. (Note: The September 16, 2014 closing of the Trump Plaza hotel/casino will be reflected in the October 2014 estimates.) Expanded casino competition in neighboring states as well as the national recession eventually led to the recent casino hotel closures, resulting in an estimated loss of 8,200 jobs (-26.5%) since September 2013. Across the Southern region of New Jersey employment advances occurred in the following supersectors: professional and business services (+5,100 jobs, +5.7%); trade, transportation and utilities (T/T/U, +1,600, 1.0%); educational and health services (+800, 0.7%); construction (+300, 1.0%) and manufacturing (+300, 0.7%).

New Jersey's three largest sectors led the state in payroll expansion over the year. T/T/U added the most jobs (+18,000 or +2.2%) followed by professional and business services (+10,200 or +1.6%) and educational and health services (+8,900 or +1.4%). Although the main contributor to statewide leisure and hospitality job losses (-11,900 jobs, -3.2%) was the recent casino hotel closings, the arts, entertainment and recreation component industry also declined since September 2013 (-2,600, -4.2%).

## Professional and Business Services Leads Area Job Gains

The three-county Camden Labor Area (Burlington, Camden and Gloucester counties) posted the most significant employment increase in the region adding 6,300 jobs or 1.2 percent. Payrolls in the Vineland/Millville/Bridgeton (Cumberland County, V/M/B) and Ocean City (Cape May County) labor areas each had small gains (+500 jobs and +400 jobs, respectively). Atlantic City (Atlantic County) was the only labor area to post a decline (-10,000 jobs, -7.2%).

Jobholding in the Camden Labor Area climbed to an estimated September 2014 level of 511,700

### Change in Nonfarm Employment September 2013 - September 2014p (not seasonally adjusted)

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	-2,800	-0.4	4,400	0.1
Private Sector	-2,700	-0.4	6,300	0.2
Construction <sup>1</sup>	300	1.0	-9,400	-6.5
Manufacturing <sup>1</sup>	300	0.7	1,400	0.6
Trade, Trans. & Utilities	1,600	1.0	18,000	2.2
Information <sup>1</sup>	-400	-5.1	-1,300	-1.8
Financial Activities <sup>1</sup>	0	0.0	-3,500	-1.4
Prof. & Business Svcs. <sup>1</sup>	5,100	5.7	10,200	1.6
Ed. & Health Svcs.	800	0.7	8,900	1.4
Leisure & Hospitality	-9,800	-8.8	-11,900	-3.2
Other Services <sup>1</sup>	-200	-0.7	-6,100	-3.7
Government	-100	-0.1	-1,900	-0.3

Source: NJLWD, Current Employment Statistics

<sup>1</sup>Employment does not include data for Cape May County



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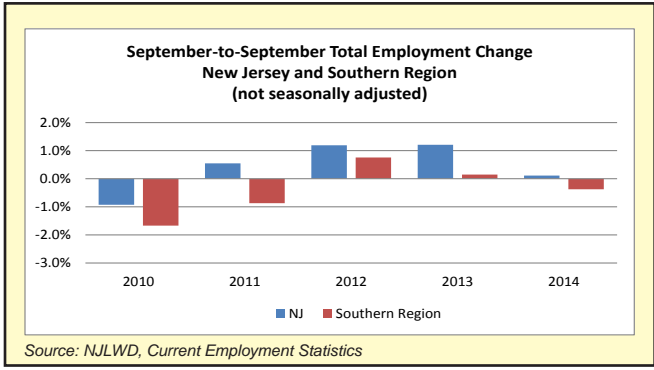
on the strength of a 3,500 increase (+4.6%) in professional and business services, which provided over half of the area's gains. Employment service agencies was the biggest contributor to the sector's gain (+1,400 jobs, +7.2%). Educational and health services (+1,300 jobs, +1.5%) and construction (+900, +4.2%) also had notable employment growth.

Total nonfarm payrolls in the V/M/B Labor Area reached an estimated 57,800 jobs in September 2014. Professional and business services sparked the gains by adding almost a third of the area's new jobs (+1,400 or +31.1%). T/T/U added 500 jobs (+3.9%) with growth concentrated in the transportation, warehousing and utilities component; retail and wholesale trade were each unchanged over the year. Offsetting some of the job gains were reductions in staffing levels in educational and health services (-700, -7.4%) and leisure and hospitality (-500 or -13.9%). Along the coast in Cape May County, employers in the T/T/U (+4.9%) and government (+4.5%) sectors each added 400 to their payrolls. Retail trade remained unchanged while local government accounted for the gain in the public sector.

The main story behind the Atlantic City Labor Area's job loss is the recent casino closures. Over the year, casino hotel employment in Atlantic City was down by 26.5 percent (-8,200 jobs) causing a drop of 9,200 jobs (-18.7%) in the leisure and hospitality sector. In addition to the casino workers, the closings impact businesses located in the casino/hotels. For example, due to the closing of Revel, restaurants were also forced to close resulting in additional job losses. The reversal of fortunes for Atlantic City's casinos could have a ripple effect on local and regional businesses. Business that rely on the casinos for the purchase of goods and services and the revenue from local workers will also be affected. Some recently unemployed may move to neighboring states to work in other casinos or out of the area to find employment further negatively impacting the city's tax base. The tourism industry in nearby Cape May County that usually benefits from day trippers who are spending more than one day in Atlantic City may also experience a loss of visitors and revenue.

Total Nonfarm Employment (unadjusted September data, employment in thousands)						
	2009	2010	2011	2012	2013	2014
New Jersey	3,877.6	3,841.6	3,862.6	3,908.6	3,955.8	3,960.2
Southern Region	760.2	747.5	741.0	746.6	747.7	744.9
Atlantic City Labor Area (Atlantic County)	141.2	139.3	137.9	138.8	138.7	128.7
Camden Labor Area (Burlington, Camden, Gloucester counties)	511.1	501.5	499.4	504.3	504.9	511.2
Ocean City Labor Area (Cape May County)	48.3	48.5	45.8	46.1	46.8	47.2
Vineland-Millville-Bridgeton Labor Area (Cumberland County)	59.6	58.2	57.9	57.4	57.3	57.8

Source: NJLWD, Current Employment Statistics



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#### Employment Change by Industry, Sept 2013 - Sept 2014 Atlantic City Labor Area (not seasonally adjusted)

#### Employment Change by Industry, Sept 2013 - Sept 2014 Camden Labor Area (not seasonally adjusted)

#### Employment Change by Industry, Sept 2013 - Sept 2014 Vineland-Millville-Bridgeton Labor Area (not seasonally adjusted)

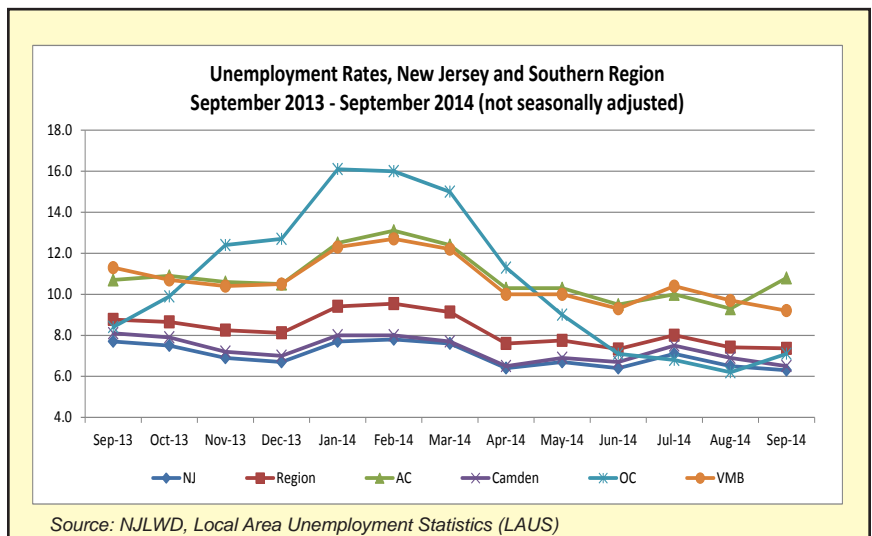
#### Employment Change by Industry, Sept 2013 - Sept 2014 Ocean City Labor Area (not seasonally adjusted)

Note: A complete breakout of employment data by industry is not produced for the Ocean City Labor Area due to guidelines from the Bureau of Labor Statistics.

Source: NJLWD, Current Employment Statistics

## LABOR FORCE DATA

- The Southern Region and the state each experienced a drop of 1.4 percentage points in their not seasonally adjusted unemployment rates from September 2013 to September 2014. The region trended down from 8.8 percent to 7.4 percent while the state's rate improved from 7.7 to 6.3 percent from the same month a year ago. The region's reduced unemployment rate was mainly attributable to a decline in its labor force as there were only 400 additional area residents employed over the year.
- With a September 2014 unemployment rate of 6.5 percent, the Camden Labor Area had the lowest rate in the region. The labor area (Burlington, Camden and Gloucester counties) saw 7,300 additional area residents employed during September 2014 when compared with September 2013. All area counties saw over the year improvement in resident employment.
- The Atlantic City Labor Area, due to the rash of casino hotel closures during the year, was the only area to not improve its unemployment rate over the September-to-September period (10.7% to 10.8%). Atlantic County was also the only county in the region that had less residents employed from the same period a year ago (-6,900 or -5.8%).

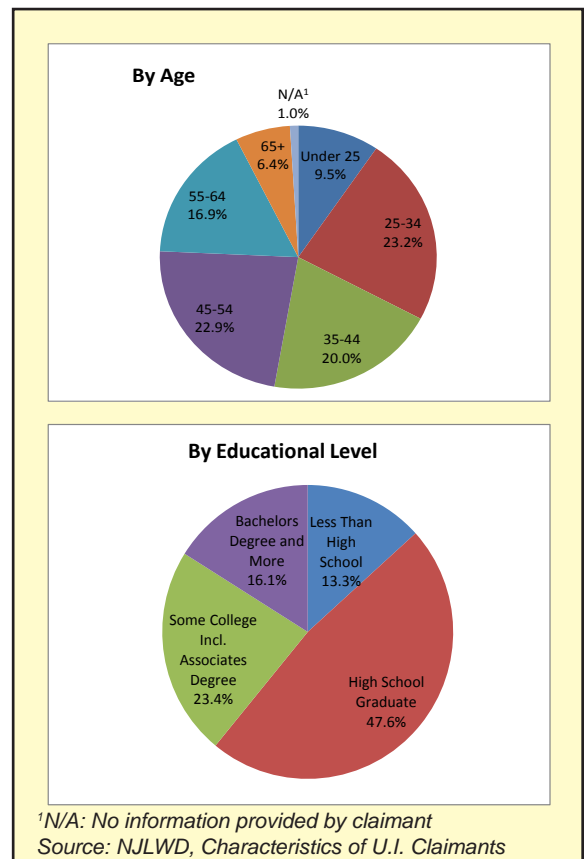


More detailed data from the Local Area Unemployment Statistics (LAUS) program can be found at: [http://lwd.dol.state.nj.us/labor/lpa/employ/uirate/lfest\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/employ/uirate/lfest_index.html)

### CHARACTERISTICS OF NEW JERSEY'S INSURED UNEMPLOYED SOUTHERN REGION, THIRD QUARTER 2014

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	3,272	6.4
Business and financial	1,699	3.3
Professional and related	6,481	12.6
Services	12,449	24.3
Sales and related	3,683	7.2
Office and administrative support	6,343	12.4
Farming, fishing and forestry	115	0.2
Construction and extraction	4,561	8.9
Installation, maintenance and repair	1,660	3.2
Production	3,804	7.4
Transportation and material moving	6,857	13.4
Military	307	0.6

- During the third quarter of 2014, the 51,281 Southern Region residents claiming continued unemployment insurance benefits accounted for over one-quarter (25.9%) of the people claiming benefits statewide. The number of regional claimants was down by 23,047 (or -31.0%) from the third quarter of 2013. In comparison, the number of New Jersey claimants was reduced by 33.7 percent or 100,584 over the same period.
- The region had several significant differences in proportions of claimants compared with the state in the most recent quarter. The leisure and hospitality sector accounted for 18.4 percent of regional claimants versus 11.7 percent for the state; nearly sixty percent (59.1%) of the region's claimants resided in Atlantic County. Other differences were: by industry, professional and business services (12.4% for the region vs. 15.5%, statewide); by occupational group, services (24.3%, region vs. 19.2%, statewide); by educational attainment, high school graduate and bachelor's degree or more (47.6% and 16.1% for the region vs. 42.2% and 20.5%, statewide), respectively.



## REGIONAL INCOME, POVERTY AND HEALTH INSURANCE COVERAGE: 2013

- According to 2013 figures from the U.S. Census Bureau's American Community Survey, Burlington (\$77,398) and Gloucester (\$71,355) were the only counties in New Jersey's Southern Region with a higher median household income than the state as a whole (\$70,165). The median household income for Burlington and Gloucester counties ranked seventh and ninth, respectively, among the state's 21 counties.
- Cumberland (\$45,978) and Atlantic (\$52,127) were the counties with the lowest median household income in both the region and the state. This is due in part to greater concentrations of employment in the leisure and hospitality, retail trade and agricultural industries which typically employ a high number of seasonal and part-time workers.
- Burlington (5.7%), Cape May (9.4%) and Gloucester (9.8%) counties had the lowest proportions of persons living below the poverty threshold in the region, as of 2013, while the percent of persons living below the poverty threshold were highest in Cumberland (20.6%), Salem (18.4%) and Atlantic (14.6%) counties.
- In the region, Burlington (6.8%; 29,744), Cape May (8.9%, 8,332) and Gloucester (9.0%; 26,057) counties had the lowest percentage of uninsured population in 2013 while Cumberland (16.5%; 24,136), Atlantic (15.4%; 42,040), and Camden (12.5%; 63,285) counties had the highest.

Income, Poverty and Health Insurance Coverage, New Jersey and the Southern Region: 2013			
	Median Household Income (dollars)	Percent Persons below poverty level	Health Insurance Coverage: Percent Uninsured
New Jersey	\$70,165	11.4%	13.2%
Atlantic	\$52,127	18.0%	15.4%
Burlington	\$77,398	5.7%	6.8%
Camden	\$58,006	15.0%	12.5%
Cape May	\$60,560	9.4%	8.9%
Cumberland	\$45,978	20.6%	16.5%
Gloucester	\$71,355	9.8%	9.0%
Salem	\$61,943	18.4%	12.0%

Source: U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates

## REGIONAL JOB OUTLOOK JULY 2014 - SEPTEMBER 2014

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.

During the third quarter of 2014, southern region employers in ambulatory health care services, educational services, hospitals, credit intermediation and related activities, food services and drinking places, general merchandise stores and professional, scientific and technical services exhibited the most industry demand based on online job listing activity.

Concentrated in its two most populous counties, Burlington and Camden, employers indicated they were interested in filling positions for registered nurses, retail salespersons, sales representatives for wholesale and manufacturing, first-line supervisors of retail sales workers, heavy and tractor trailer truck drivers, and customer service representatives. Skills that were actively sought by area employers included sales, repair, mathematics, scheduling, patient care, accounting, merchandising and physical demand.

JOB LISTINGS BY COUNTY	
County	Listings
Burlington	6,540
Camden	6,290
Atlantic	3,365
Gloucester	2,818
Cumberland	1,353
Cape May	736
Salem	517

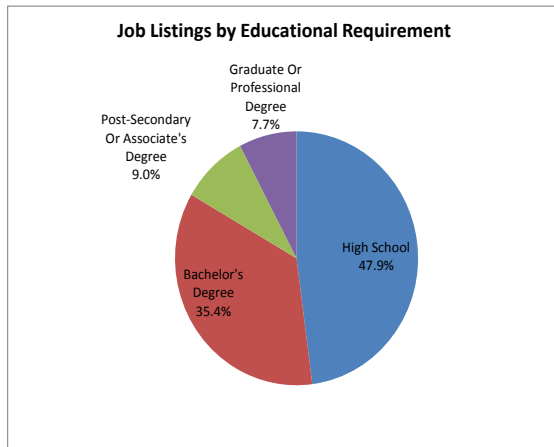
INDUSTRIES WITH THE MOST JOB LISTINGS	
Industry	Listings
Ambulatory Health Care Services	1,432
Educational Services	1,431
Hospitals	1,341
Credit Intermediation and Related Activities	1,023
Food Services and Drinking Places	1,015
General Merchandise Stores	886
Professional, Scientific, and Technical Services	748
Accommodation	572
Nursing and Residential Care Facilities	561
Insurance Carriers and Related Activities	411
Administrative and Support Services	332
Rental and Leasing Services	258

### TOP SKILLS IN DEMAND

Skill	Listings
Sales	1,449
Repair	1,054
Mathematics	1,022
Scheduling	928
Patient Care	867
Accounting	840
Merchandising	826
Physical Demand	763
Inspection	628
Cleaning	607
Treatment Planning	586
Product Sale and Delivery	522

### EMPLOYERS WITH SIGNIFICANT JOB LISTING ACTIVITY

Bayada Home Health Care
Sears
TD Bank
Our Lady Of Lourdes Health System
Rowan University
Virtua Health
Cooper University Hospital
Macy's
Lockheed Martin Corporation
Atlanticare
Genesis Healthcare Corporation
Caesar's Entertainment



Of the regional job listings in the first quarter for which educational requirements were provided, the vast majority required a bachelor's degree or a high school diploma.

### OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Registered Nurses	1,099
Retail Salespersons	1,056
Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products	718
First-Line Supervisors of Retail Sales Workers	580
Heavy and Tractor-Trailer Truck Drivers	519
Customer Service Representatives	453
Supervisors of Food Prep & Serving Workers	328
Licensed Practical/Licensed Vocational Nurses	321
Software Developers, Applications	321
Laborers and Freight, Stock, and Material Movers, Hand	319
Merchandise Displayers and Window Trimmers	300
Physical Therapists	280

Source: Burning Glass Technologies, Labor Insight

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

## Warehousing News

### New Amazon Warehouse in Gloucester County

In Logan Township (Gloucester County), online retailer, Amazon, is set to open a sorting center along Center Square Road in October. The company plans to fill 300 to 500 seasonal jobs at the 200,000-sq.ft. warehouse. The positions being offered are 11-month temporary positions, many of which will become permanent based on post-holiday demand. Amazon recently announced it will hire 80,000 seasonal workers in the U.S.

### Burlington County Warehouse Closure

The U.S. General Services Administration has moved to a new supply model that allows government offices

to obtain supplies directly from commercial vendors, therefore, the agency will close its warehouse located along River Road in Burlington Township (Burlington County) in December 2014. The 1.1-million-sq.ft. eastern distribution center employs roughly 200 workers. Affected employees have access to voluntary and early retirement packages, placement with other federal agencies, relocation assistance, resume development and career coaching.

### Salem County Attracts Delaware Employer

Retailer Five Below is supporting their continued growth and expansion on the East Coast by opening a new distribution center in Oldman's Township. The 1,045,000-sq.ft. facility will replace an existing

421,000-sq.ft. facility located 12 miles away in New Castle, Delaware. Five Below expects to move to the new center in the summer of 2015 bringing 175 jobs to the county initially with plans to add 100 new jobs over the next few years.

### **Siegfried-USA Expands**

Siegfried-USA, an international pharmaceutical production company headquartered in Switzerland opened a state-of-the-art facility in Pennsville (Salem County). Currently the plant has 184 workers that manufacture compounds that are used to manufacture consumer medicines. The company is planning to grow due to several future projects which will ultimately result in expanded employment. Siegfried-USA's expansion and Five Below's recent announcement to relocate a distribution center from Delaware will help offset some of Salem County's recent employment loss of 300 jobs due to the October closure of glass manufacturer Aardagh Glass, which was located in the city of Salem.

### **Cumberland County Developments**

Modular home manufacturer Renewable Jersey purchased an 83,000-sq.ft. warehouse in Bridgeton which it plans to convert to a manufacturing facility. The new modular home manufacturing operation may provide up to 120 full-time jobs.

Earlier this year, the city of Bridgeton named Agri-Global as the developer of the old Ferracute Manufacturing site located on East Commerce Street. The company plans to redevelop the site for fish farming and hydroponic farming of aquatic plants. Once completed, the facility could employ as many as 100 workers.

Elsewhere in the county, new tenants are coming to Cumberland Mall (Vineland). A Red Robin restaurant is expected to open in early 2015. Red Robin establishments typically employ around 150 people. Two new stores and an additional restaurant are also expected to open at the mall.

### **Atlantic City Developments**

Urban developer Boraie Development and former NBA superstar Shaquille O'Neal have teamed up to develop a \$60 million, 250-unit apartment complex in the south inlet area of Atlantic City. The project is being backed by a \$30 million loan from the Casino Reinvestment Development Authority which is in line with the overall strategy of diversifying the city's economy. A second phase is planned to include smaller-scale retail and entertainment attractions catering to neighborhood residents. Site work is scheduled to begin by the end of 2014 with construction starting in late March 2015. The project is expected to create more than 500 construction jobs during building and 150 permanent positions once the project is completed.

Another casualty of the multitude of casino closings is the city of Atlantic City itself. Due to the lack of revenue as a result of the recent closings, the city announced plans to trim 200 to 300 jobs by the end of 2014. Job cuts will come through layoffs as well as retirements and attrition.

### **Medical Care Expansion**

In an ongoing trend of expansion of ambulatory urgent care facilities that offer more convenient locations and hours of operation to meet the needs of patients, Woodbury (Gloucester County) will be home to a new Patient First medical care facility. The establishment is planning to open later this year or early 2015 and will employ between 40 and 60 medical staff.

In Cherry Hill (Camden County), Kennedy Health System's plan to expand hospital services includes a \$55 million construction project that could start before the end of the year. Kennedy plans to construct a 102,000-sq.ft. medical office building which will replace an outdated 24,000-sq.ft. structure that now houses doctors' offices and a sleep center. The larger outpatient pavilion will include medical offices, lab services and a rehabilitation program.

St. Francis Medical Center plans to occupy two buildings at the six-building Team Campus Bordentown (Burlington County) campus, a \$50 million, 32-acre complex focused on providing athletic and fitness training, physical therapy and health care located along Route 130. One building will be dedicated to ambulatory care services including outpatient and urgent care, radiology services, lab services and some physician offices while the second building will be home to the PACE Center, or Program for All-Inclusive Care for the Elderly.

### **Princeton Tectonics Expands**

Princeton Tectonics, a research, design, and manufacturer of lighting solutions and products headquartered in Bordentown (Burlington County), received a 10-year, \$18.3 million Grow New Jersey award to relocate and expand to Pennsauken (Camden County) rather than move to Queensbury, New York. The move, which has an estimated net benefit of \$26.2 million to the state over 20 years, would retain 95 jobs and create an additional 156 positions.

### **Super Wawa**

Wawa, the 24-hour gas station and convenience store operation is continuing its expansion throughout New Jersey with multiple locations under development in the southern region: Egg Harbor Township (Atlantic County, Fall of 2014); Mt. Laurel (across Lenola Rd. from Moorestown Mall, December 2014) and Route 38 Cherry Hill (Winter 2015).