

Regional Focus: South Jersey

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

Regional Employment Trends

From December 2012 to December 2013, employment in the Southern Region was relatively unchanged, adding an estimated 900 jobs, based on not seasonally adjusted data. The region's December 2013 jobholding level of 744,800, represented an over-the-year increase of 0.1 percent while the state added jobs at a slightly faster rate (+0.3%). Although the gain was minor it does mark two years of consecutive December-to-December regional employment increases for the region.

Regionally the most significant employment advances occurred in the educational and health services (+3,500 jobs or +2.9%) and trade, transportation and utilities (T/T/U, +2,100, +1.3%) sectors. Leisure and hospitality experienced the largest payroll decrease (-1,700, -1.8%) followed closely by professional and business services (-1,600 or -1.8%) and manufacturing (-1,100, -2.4%). Payrolls in information (-300 or -3.8%), construction (-200, -0.7%), financial activities (-100, -0.3%) and government (-100, -0.1%) were also down over the year. Staffing levels in other services remained unchanged.

In comparison, the state also had considerable employment growth in educational and health services (+16,100 jobs or 2.5%) and T/T/U (+6,900, 0.8%). Professional and business services had the largest payroll contraction (-13,400 or -2.1%); the administrative and support services component industry had the most significant drop since December 2012 (-13,100 jobs, -5.2%) with over half of the decline (-7,300) occurring in the services to buildings and dwellings subsector.

Camden Labor Area Adds the Most Jobs

Over the 12-month period ending December 2013, the three-county Camden Labor Area (Burlington, Camden and Gloucester counties) added the most jobs in the region (+500 jobs, 0.1%). The Vineland/Millville/Bridgeton (V/M/B, Cumberland County) and the

Ocean City (Cape May County) labor areas also added jobs but at a slightly faster pace (+300 or +0.5% and +100 or +0.3%, respectively). Jobholding in the Atlantic City (Atlantic County) Labor Area remained unchanged over the year.

In the Camden Labor Area, educational and health services continued a state and national industry employment trend by leading employment growth (+3,600 jobs or +4.2%). Trade, transportation & utilities was the only other private sector industry that posted a notable gain (+1,100, +1.0%). Despite several food store closings (Superfresh, Genu-



Regional Focus 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 Michael Dugan at (609)633-6425 or email michael.dugan@dol.state.nj.us

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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	900	0.1	11,100	0.3
Private Sector	1,000	0.2	8,300	0.2
Construction ¹	-200	-0.7	-3,200	-2.4
Manufacturing ¹	-1,100	-2.4	2,500	1.0
Trade, Trans. & Utilities	2,100	1.3	6,900	0.8
Information ¹	-300	-3.8	-1,400	-1.8
Financial Activities ¹	-100	-0.3	-2,800	-1.1
Prof. & Business Svcs. ¹	-1,600	-1.8	-13,400	-2.1
Ed. & Health Svcs.	3,500	2.9	16,100	2.5
Leisure & Hospitality	-1,700	-1.8	7,100	2.1
Other Services ¹	0	0.0	-3,500	-2.1
Government	-100	-0.1	2,800	0.4

Source: NJLWD, Current Employment Statistics

¹Employment does not include data for Cape May County



ardi's and Pathmark) throughout the labor area during the year, retail trade was responsible for an estimated 1,600 job gain within T/T/U while wholesalers reduced staff by 600. The largest payroll cuts occurred in professional and business services (-1,900 or -2.5%), leisure and hospitality (-1,600 jobs or -3.7%) and manufacturing (-1,000 or -2.8%).

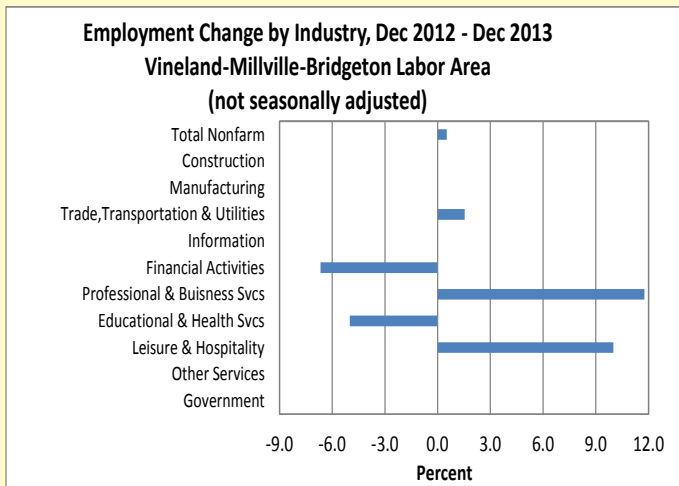
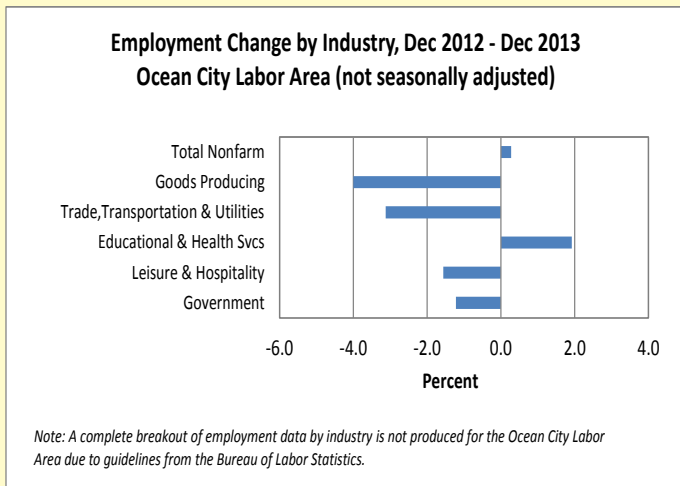
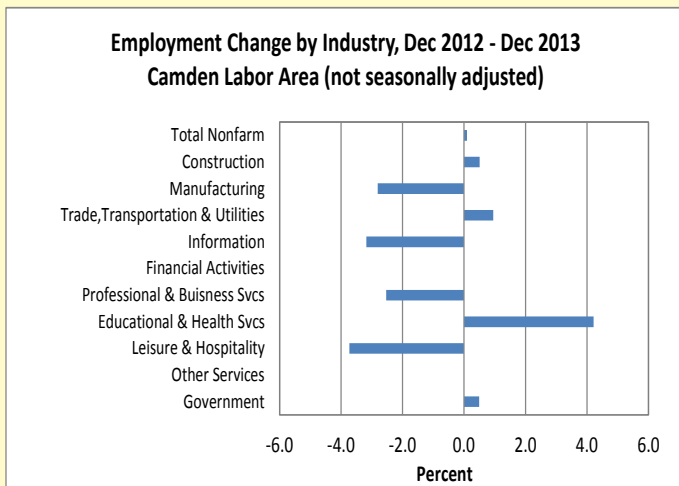
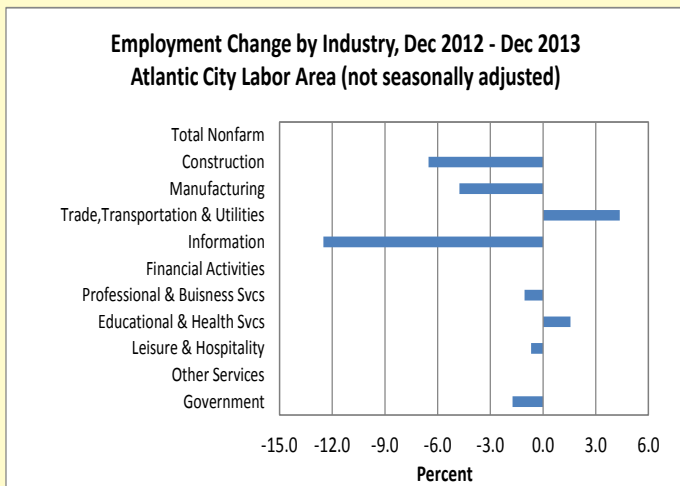
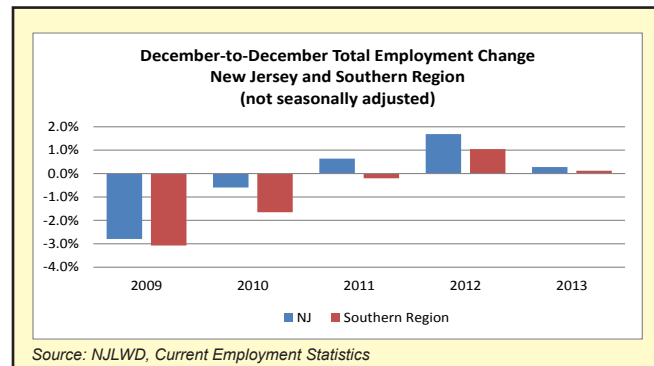
Professional and business services was the job growth leader in the V/M/B Labor Area (+400 or +11.8%) during the year followed by leisure and hospitality (+300 jobs or +10.0%) while educational and health services lost positions (-500 or -5.0%).

In Cape May County, the fastest-growing sector was educational and health services (+1.9%). T/T/U posted the steepest payroll decline (-3.1%) with all of the sector loss occurring in the retail trade component (-200 jobs or -3.6%).

In the Atlantic City Labor Area, the greatest employment advances occurred in T/T/U (+1,000 jobs, +4.4%) with growth concentrated in retail trade (+1,100 or +6.5%). Payrolls in educational and health services were up by 300 or 1.6 percent. Construction employment was down by 300 or 6.5 percent. The area's largest industry, leisure and hospitality, shed 300 jobs or 0.7 percent due to a loss of 900 or 3.0 percent in casino hotels.

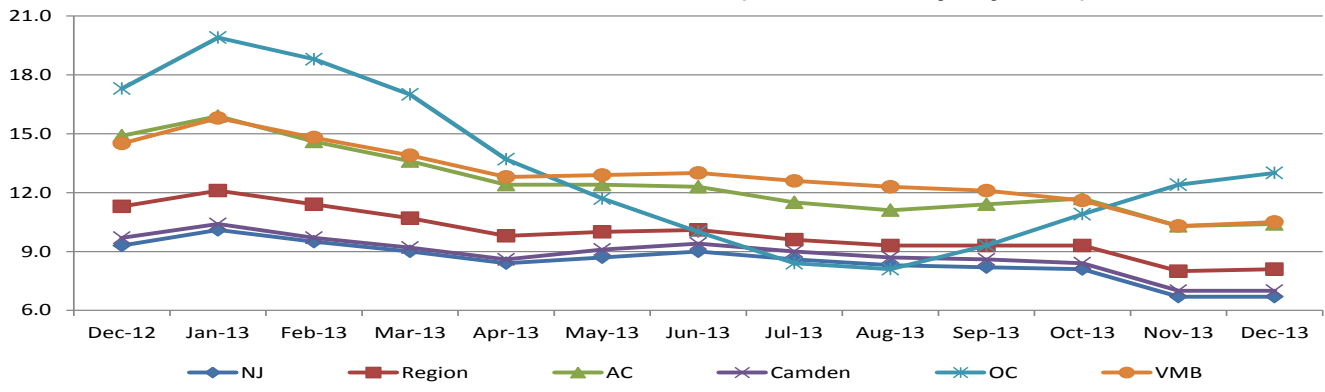
Total Nonfarm Employment (unadjusted December data, employment in thousands)						
	2008	2009	2010	2011	2012	2013
New Jersey	4,015.3	3,903.1	3,879.9	3,904.7	3,970.6	3,981.7
Southern Region	773.9	750.1	737.7	736.2	743.9	744.8
Atlantic City Labor Area (Atlantic County)	143.3	138.2	135.0	135.1	134.8	134.8
Camden Labor Area (Burlington, Camden, Gloucester counties)	533.3	516.5	509.0	509.2	515.2	515.7
Ocean City Labor Area (Cape May County)	36.0	35.6	35.5	33.9	36.1	36.2
Vineland-Millville-Bridgeton Labor Area (Cumberland County)	61.3	59.8	58.2	58.0	57.8	58.1

Source: NJLWD, Current Employment Statistics



Source: NJLWD, Current Employment Statistics

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



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

- Since December 2012 the Southern Region of the state saw its non-seasonally adjusted unemployment rate decline by 3.2 percentage points to reach 8.1 percent in December 2013. A shrinking labor force contributed to this drop; there were 34,800 less residents either employed or looking for work during December 2013 than the same month a year ago. Statewide, December 2013's unemployment rate of 6.7 percent represented a drop of 2.6 percentage points since December 2012.
- With a December 2013 unemployment rate of 7.0 percent, the Camden Labor Area had the lowest unemployment rate in the region while the region's most tourism-dependent and seasonal labor area, Ocean City, had the highest at 13.0 percent.

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

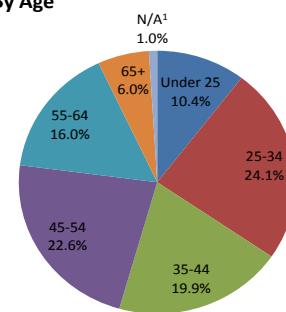
**CHARACTERISTICS OF NEW JERSEY'S
 INSURED UNEMPLOYED
 SOUTHERN REGION, FOURTH QUARTER 2013**

CLAIMANTS BY OCCUPATIONAL GROUP

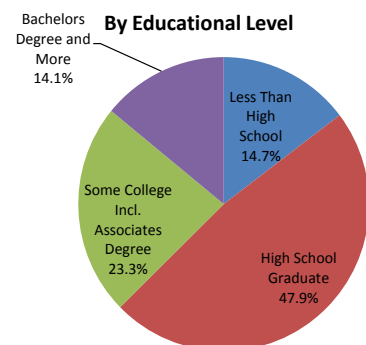
	Number	Percent
Management	5,261	7.1
Business and Financial	2,302	3.1
Professional and Related	8,714	11.7
Services	15,557	20.9
Sales and Related	6,052	8.1
Office and Administrative Support	10,196	13.7
Farming, Fishing and Forestry	255	0.3
Construction and Extraction	7,095	9.5
Installation, Maintenance and Repair	2,694	3.6
Production	6,081	8.2
Transportation and Material Moving	9,399	12.6
Military	572	0.8

- From October 2013 to December 2013, the nearly 75,700 claimants residing in the southern region accounted for over one-quarter (27.5%) of the people claiming unemployment insurance benefits throughout New Jersey. The latest quarterly total is a decline of nearly 19,814 (or 26.2%) regional claimants from the same quarter (4th) of 2012. In comparison, the number of claimants statewide was reduced by 93,437 or 33.9 percent. Much of the decline is the result of less benefit weeks available to the insured unemployed as federal extension programs began to end.

By Age



By Educational Level



¹N/A: No information provided by claimant

Source: NJLWD, Characteristics of U.I. 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
Camden	8333
Burlington	6719
Atlantic	3791
Gloucester	2690
Cumberland	1458
Salem	669
Cape May	654

In the Southern Region during the most recent quarter employers in the hospitals, food services and drinking places, credit intermediation and ambulatory health care services exhibited the most occupational demand based on online job listing activity. Concentrated in Camden, Burlington and Atlantic counties, employers indicated that they were interested in filling positions for retail salespersons, sales representatives, registered nurses, customer service representatives and tractor-trailer drivers. Skills actively sought by employers included sales, scheduling, repair and merchandising.

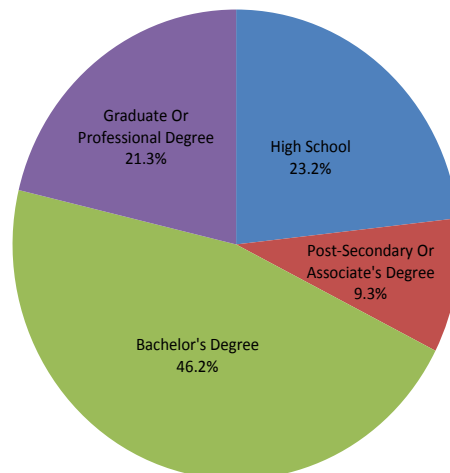
OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Retail Salespersons	1,282
Sales Rep., Wholesale And Manufacturing, Except Technical And Scientific Products	881
Registered Nurses	815
First-Line Supervisors Of Retail Sales Workers	683
Customer Service Representatives	674
Heavy And Tractor-Trailer Truck Drivers	505
Software Developers, Applications	486
First-Line Supervisors Of Food Preparation And Serving Workers	452
Laborers And Freight, Stock, And Material Movers, Hand	371
Medical And Health Services Managers	361
Merchandise Displayers And Window Trimmers	344
Computer Systems Analysts	318
Cashiers	309

INDUSTRIES WITH THE MOST JOB LISTINGS

Industry	Listings
Hospitals	1,385
Food Services And Drinking Places	1,217
Credit Intermediation And Related Activities	1,008
Ambulatory Health Care Services	970
Educational Services	894
General Merchandise Stores	867
Professional, Scientific, And Technical Services	863
Accommodation	855
Insurance Carriers And Related Activities	534
Nursing And Residential Care Facilities	486
Administrative And Support Services	425
Clothing And Clothing Accessories Stores	377
Sporting Goods, Hobby, Musical Instrument, And Book Stores	305
Building Material And Garden Equipment And Supplies Dealers	249

Job Listings by Educational Requirement



TOP SKILLS IN DEMAND	
Skill	Listings
Sales	1,819
Scheduling	1,123
Repair	1,117
Merchandising	951
Mathematics	835
Product Sale and Delivery	733
Accounting	648
Inspection	610
Patient Care	607
Description and Demonstration of Products	595
Retail Sales	515
Cash Handling	475
Physical Demand	462
Treatment Planning	447
Loss Prevention	438

EMPLOYERS WITH SIGNIFICANT JOB LISTING ACTIVITY
Cooper University Hospital
TD Bank
Revel Entertainment
Sears
Genesis Healthcare Corporation
Pizza Hut
Caesar's Entertainment
Lockheed Martin Corporation
Burlington Coat Factory
Atlanticare
McDonald's
Rowan University
Toys"R"Us, Inc
Virtua Health
Comcast

Source: Burning Glass Technologies, Labor Insight

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

Atlantic City Development Activity

The increasingly competitive nature of the regional (NJ, PA, NY and MD) casino industry has resulted in the closure of Atlantic City's Atlantic Club Casino & Hotel (January 2014) and the loss of about 1,600 jobs. This marks the first casino closure in Atlantic City since the Sands closed its doors in 2006 to make way for new development. The Atlantic Club Casino was purchased in December 2013 by the Tropicana and Caesars Entertainment with no plans to keep the casino open. Tropicana's share of the purchase includes the gaming equipment, table games and slot machines while Caesars bought the 800-room hotel. presently there are no plans for the hotel property. With this closure, there are now eleven casino hotels operating in the Atlantic City market.

In October 2013, Bass Pro Shops started construction on a 70,000-sq.ft. sporting goods store along Atlantic Avenue in Atlantic City. The opening is planned for 2015 and the store will employ between 150 and 200 workers. In an effort to help attract non-gaming activity to the area, the Casino Reinvestment Development Authority (CRDA) approved \$12.3 million in financing for the store. This will be Bass Pro Shop's first New Jersey location. The company also plans to develop a location in the Central Region in Sayreville (Middlesex County)

Cumberland County College Receives National Recognition

Cumberland County College was recently named one of the best community colleges in the country by *Washington Monthly* magazine which

ranked the college at number 29 on their annual list of the top 50 community colleges. In fact, it was the only New Jersey community college to make the list.

One of the college's recent initiatives was the development of an Advanced Manufacturing training program which has been nationally recognized by the Council for Adult & Experiential Learning (CAEL). Cumberland County College formed partnerships with local employers to train unemployed workers for in-demand manufacturing jobs in the region, particularly in the glass and food processing industries. The program is designed to bridge skills gaps and expand the region's pool of available manufacturing talent. Now in its second year, four groups of students have graduated from the program to date.

Drone Testing Should Benefit the Region

New Jersey is expected to play a major role in the research and development of drone technology. The Federal Aviation Administration awarded a consortium of Mid-Atlantic universities which includes Rutgers permission to test the unmanned aircraft. The proposal submitted by Rutgers, Virginia Tech and the University of Maryland was one of six proposals approved nationwide. Acutal testing is expected to take place in southern and central New Jersey.

As a result, the Southern Region should benefit from economic development created by the drone-research program. Local business and academic leaders think drone testing could boost the aviation industry since there are already de-

fense and aerospace firms operating in the region, including the state's network of military bases and the William J. Hughes Technical Center, the longtime Federal Aviation Administration (FAA) research hub in Atlantic County. The Center serves as the FAA's leading research and development site for aviation safety and is a major federal employer in the Atlantic City area. Another key site in the Southern Region will likely be the Stockton Aviation Research and Technology Park complex associated with the FAA's Next-Gen program. Richard Stockton College, which took over the project in September, expects to play an active role in the research conducted by the consortium.

A study published in March by the Association for Unmanned Vehicle Systems predicts drone technology could add 70,000 jobs and 13.6 billion in economic activity nationwide between 2015 and 2018. The study also predicts 1,353 jobs added in New Jersey by 2017 with \$263 million in economic impact.

General Services Administration Warehouse to Close

In recent years, the U.S. General Services Administration (GSA) has been moving to a new supply model which allows government offices to obtain supplies directly from vendors rather than a government-operated facility. As a result, the GSA plans to close its 1.1-million-sq.ft. warehouse in Burlington Township by the end of 2014 due to declining demand. Roughly 200 people work at the Eastern Distribution Center building which stores supplies for distribution to military installations and federal government offices.

Mall Transformations

Changes underway at Moorestown Mall are transforming it into a dining and entertainment destination. A state-of-the-art Regal Premium Experience (RPX) theater opened at the mall in December 2013. An older theater was demol-

ished in 2012 to make way for the new Regal Theater which offers the latest in digital and 3D projection technologies. The new RPX Theater is one of only about 60 in the country. Other changes at the mall include the addition of fine dining and new retail. For the first time in nearly a century, a restaurant in Moorestown served its own alcoholic beverages when the Italian eatery, Osteria, opened late last year. Residents passed voter referendums in 2011 allowed for the sale of liquor licenses in the township. In addition to Osteria, restaurants Distrito and Firebirds Wood Fired Grill bought three of the four liquor licenses allotted at the mall.

Further north in the region, a major restructuring is planned for the Burlington Center Mall located along Route 541 in Burlington. The center will get a new name — the Marketplace at Burlington. In addition, the section of the mall which includes a former Macy's (which closed in 2010) would be torn down sometime later this year to make way for new retailers who would help transform the mall from its current aging condition into a thriving shopping destination. Continuing a trend of food and drinking places opening in the area, restaurant chains will join the current mix of fast food eating establishments at the mall. J.C. Penney recently announced plans to close its store located at Burlington Mall.

Banking news

In Marlton (Evesham Township, Burlington County), due to a slowing demand for its services, Bank of America closed a refinancing and home loan office resulting in the loss of 136 jobs in December 2013.

On a bright note, Philadelphia-based Republic Bank plans to expand in the region which should benefit payrolls in financial services. A branch is scheduled to open in March 2014 along Route 70 in Cherry Hill (Camden County) and future plans include a Voorhees location.