

Regional Focus: South Jersey

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

Southern New Jersey's Payrolls Expand

From June 2011 to June 2012, total nonfarm employment in the seven-county Southern Region advanced by 14,900 jobs to reach a not seasonally adjusted level of 772,200. The 2011-2012 gain comes after four years of employment decline over the June-to-June period. The region's payrolls, up by 2.0 percent from the same month a year ago, outperformed payrolls statewide which recorded a gain of 1.4 percent since June 2011.

Jobholding in the south fared better than the state in every industry sector except trade, transportation and utilities, (TTU, -0.9% vs. +0.9%, respectively), manufacturing (-2.3% vs. -2.0%, respectively) and other services (1.0% vs. 4.6%, respectively). Education and health services grew the fastest at a 6.2 percent rate (+4.2%, statewide) followed by leisure and hospitality (+5.9%), government (+1.7%), professional and business services (+2.3%). Regional employment losses in information (-6.5% vs. -11.1%) and construction (-1.4% vs. -3.9%) occurred at a slower pace than at the state level.

Atlantic City Labor Area Leads Employment Growth

Over the year, payrolls advanced in each of the region's four labor areas. The largest gain took place in the coastal labor area of Atlantic City (Atlantic County) which added 7,900 jobs mainly due to a 3,200 increase in jobholding at casino hotels. Revel casino's spring opening contributed largely to the gain in casino hotel employment. The three-county (Burlington, Camden and Gloucester) labor area of Camden also posted a significant job gain (+4,500 jobs). Payroll gains in the region's two smallest labor areas were more modest: Ocean City (Cape May County, +1,700) and Vineland-Millville-Bridgeton (VMB, Cumberland County, +800 jobs). On a percentage basis, the fastest growing labor areas were Atlantic City (+5.7%) and Ocean City (+3.4%) followed by VMB (+1.4%) and Camden (+0.9%).

In the Camden Labor Area, the largest job gain took place in educational and health services (+6,700 or +8.1%) with the subsector health care and social assistance, up by 4,500, contributing a majority of the gain. Professional and business services ranked second adding 1,700 jobs. The greatest loss occurred in leisure and hospitality (-1,600 or -3.6%) and trade, transportation and utilities (-1,500 or -1.3%) where the loss was nearly equal in the wholesale (-600) and retail (-500) trade components. Manufacturing



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Change in Nonfarm Employment June 2011 - June 2012 (not seasonally adjusted)				
	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	14,900	2.0	54,500	1.4
Private Sector	12,700	2.0	49,200	1.5
Construction ¹	-400	-1.4	-5,300	-3.9
Manufacturing ¹	-1,100	-2.3	-5,000	-2.0
Trade, Trans. & Utilities	-1,400	-0.9	7,100	0.9
Information ¹	-600	-6.5	-8,600	-11.1
Financial Activities ¹	0	0.0	-700	-0.3
Prof. & Business Svcs. ¹	2,000	2.3	9,900	1.6
Ed. & Health Svcs.	7,200	6.2	25,800	4.2
Leisure & Hospitality	6,700	5.9	18,300	5.0
Other Services ¹	300	1.0	7,700	4.6
Government	2,200	1.7	5,300	0.8

Source: NJLWD, Current Employment Statistics

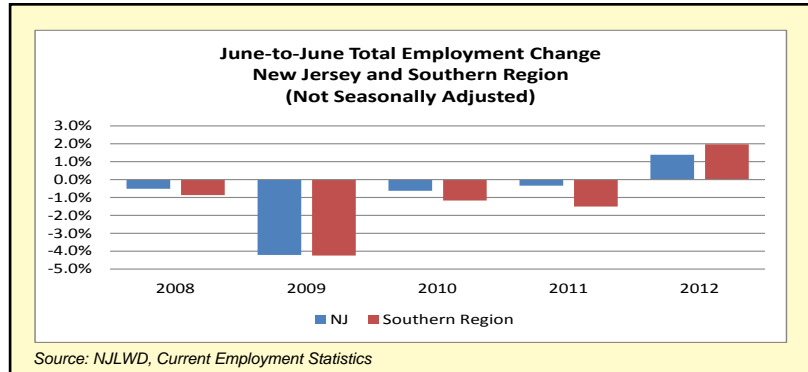
¹Employment does not include data for Cape May County



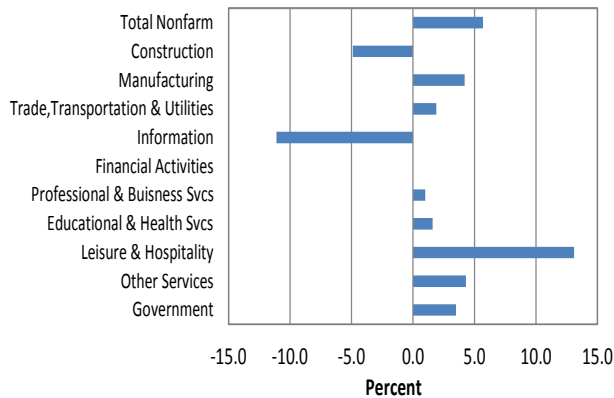
also shed significant number of jobs (-1,100 or -3.0%). Atlantic City's payroll gain was concentrated primarily in leisure and hospitality (+6,400) and government (+800). In Ocean City, leisure & hospitality (+1,700) added the most jobs. A significant portion of employment losses in the area occurred in TTU which shed 500 jobs or 5.6 percent from their payrolls. In Vineland-Millville-Bridgeton, payrolls remained relatively unchanged with minimal upswings in government (+300) and TTU, professional and business services and leisure and hospitality which each added 200 workers to their payrolls.

Total Nonfarm Employment (unadjusted June data, employment in thousands)						
	2007	2008	2009	2010	2011	2012
New Jersey	4,159.6	4,138.3	3,964.0	3,939.2	3,925.7	3,980.2
Southern Region	819.6	812.5	778	768.9	757.3	772.2
Atlantic City Labor Area (Atlantic County)	153.8	153.1	142.5	142.2	139.4	147.3
Camden Labor Area (Burlington, Camden, Gloucester counties)	549.4	545.1	523.8	516.4	509.7	514.2
Ocean City Labor Area (Cape May County)	53.0	52.0	50.8	50.8	50.0	51.7
Vineland-Millville-Bridgeton Labor Area (Cumberland County)	63.4	62.3	60.9	59.5	58.2	59.0

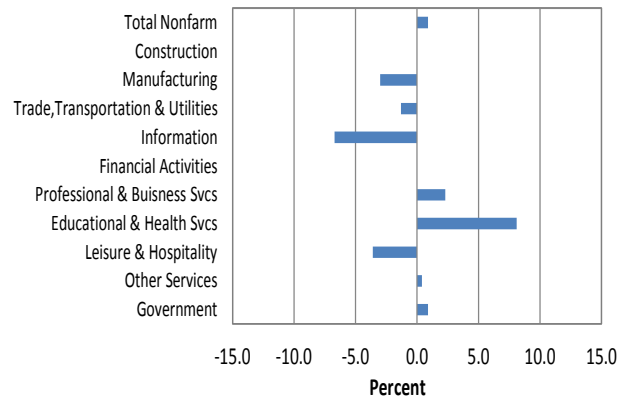
Source: NJLWD, Current Employment Statistics



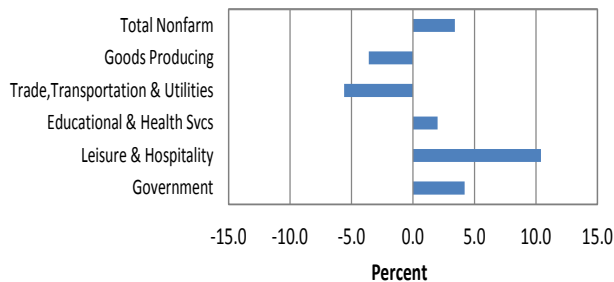
Employment Change by Industry, June 2011 - June 2012
Atlantic City Labor Area (not seasonally adjusted)



Employment Change by Industry, June 2011 - June 2012
Camden Labor Area (not seasonally adjusted)

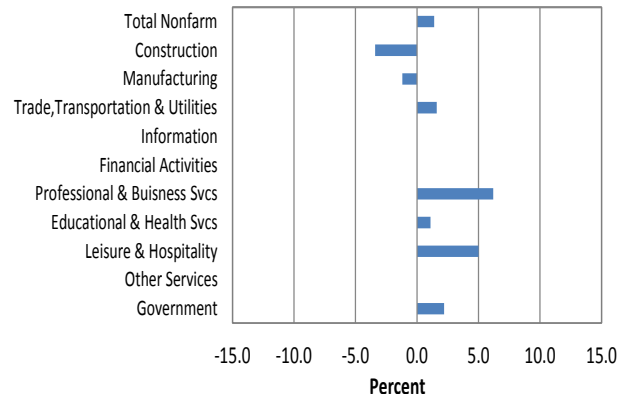


Employment Change by Industry, June 2011 - June 2012
Ocean City Labor Area (not seasonally adjusted)



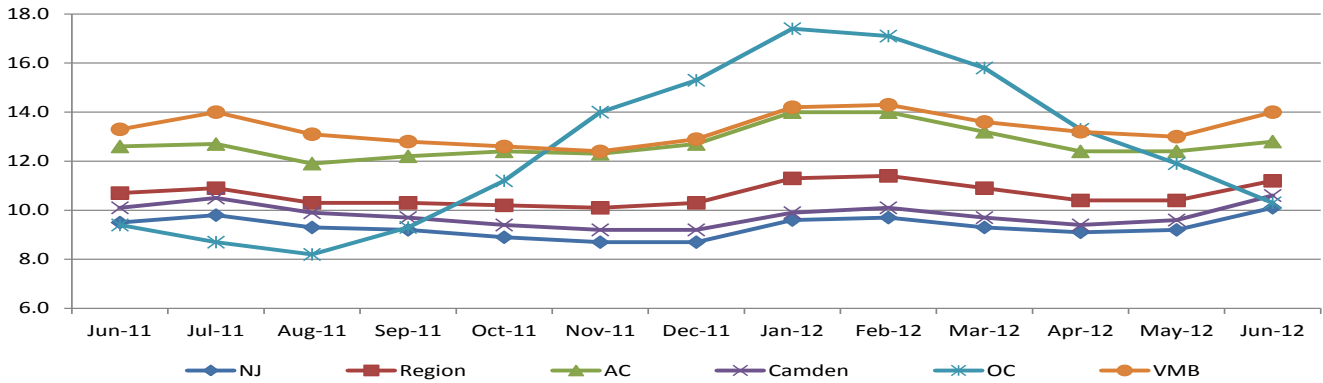
Note: A complete breakout of employment data by industry is not produced for the Ocean City Labor Area due to guidelines from the Bureau of Labor Statistics.

Employment Change by Industry, June 2011 - June 2012
Vineland-Millville-Bridgeton Labor Area (not seasonally adjusted)



Source: NJLWD, Current Employment Statistics

**Unemployment Rates, New Jersey and Southern Region
 June 2011 - June 2012 (not seasonally adjusted)**



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

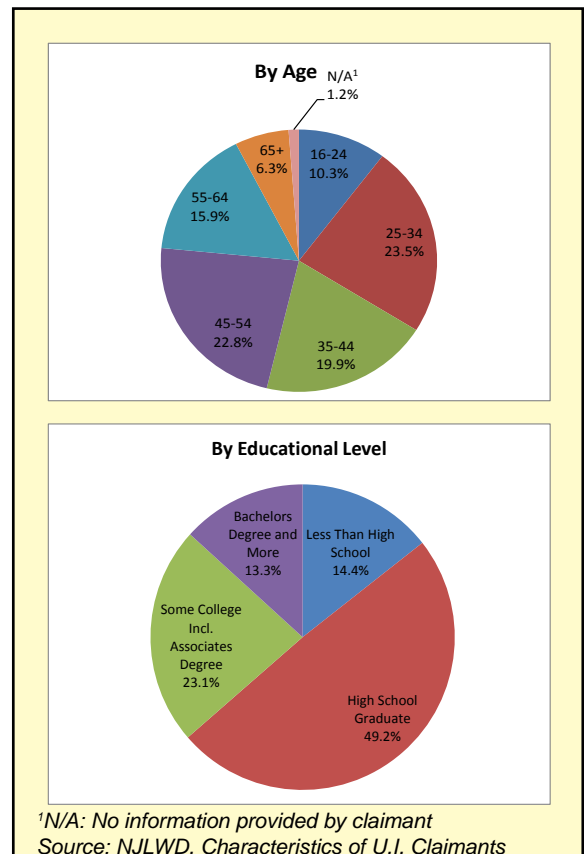
- In June 2012, the not seasonally adjusted unemployment rate for the Southern Region was 11.2 percent, a rate 0.5 percentage point higher than the rate for the same month a year ago. Rates for the labor areas in the region ranged from a low of 10.3 percent in Ocean City to a high of 14.0 percent in Vineland/Mille/Bridgeton. Statewide, the unemployment rate was 10.1 percent.
- The labor force in the Camden Labor Area, which totaled 675,700 in June 2012, accounted for 70.4 percent of the region's labor force and 16.2 percent of the labor force statewide. Camden's labor force ranks fourth among the state's labor areas for the number of participants.
- Sharp seasonal swings in employment largely concentrated in the hospitality and tourism-related industries tend to cause the unemployment rate in the Ocean City Labor Area to fluctuate widely during the year. Over the year, Ocean City's unemployment rate ranged from a low of 8.2 percent in August 2011 to a high of 17.4 percent in January 2012.

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
 SECOND QUARTER 2012**

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	7,142	7.5
Business and Financial	2,354	2.5
Professional and Related	9,204	9.6
Services	20,047	21.0
Sales and Related	7,753	8.1
Office and Administrative Support	14,225	14.9
Farming, Fishing and Forestry	496	0.5
Construction and Extraction	9,797	10.3
Installation, Maintenance and Repair	4,064	4.3
Production	8,411	8.8
Transportation and Material Moving	11,013	11.5
Military	687	0.7

- Residents of the Southern Region who collected unemployment benefits during the second quarter of 2012 were most likely to be previously employed in a service or office and administrative support occupation.
- Over half (63.6%) of claimants in the Southern Region had no further education beyond high school.



Medical Facilities Sprout Up Continuing Trend

Virtua health system will open the doors to its new 200,000-sq.ft. Health and Wellness Center in Moorestown in late 2012 – the first of its kind in Burlington County. The center is part of a comprehensive network of Virtua health and wellness centers designed to serve residents of Burlington, Camden, Gloucester and surrounding counties. Virtua's existing health and wellness centers, which opened earlier this year, are located in Washington Township and Voorhees. The center is expected to bring 300 permanent jobs to the community.

Farther north in Burlington County, a new economic development project that is dedicated to economic and physical well-being is being constructed in Bordentown Township. The 228,000-sq.ft. new construction project will house a five-building complex named Team Campus which will consist of ambulatory health care, sport medicine, fitness, and banking and office facilities. St. Francis Medical Center located in Trenton (Mercer County) will operate the three-story medical building providing outpatient treatment to the local area. Performance Spine and Sports Medicine will provide pain management and sports medicine care; Team85 Fitness & Wellness will be a two-story family fitness center; and Fulton Bank will provide financial services. There will also be Class "A" office space available. Construction has already begun and will take several months to complete with the anticipation that several hundred permanent jobs will be created at the site.

In Camden (Camden County), the new \$139 million Cooper Medical School of Rowan opened in July 2012. Classes begin at the the state's first new medical school in more than 35 years in August.

National Retailer Building New Headquarters in Florence

Burlington Coat Factory plans to build a new headquarters in Florence, about two miles away from its present location in Burlington Twp. The company considered moving PA, but remained in the state after receiving a \$40 million incentive award from the state's GrowNJ program.

Income Levels in the Southern Region

According to figures from the Bureau of Economic Analysis, per capita personal income for all of the counties in the Southern Region was below the state level of \$51,139 in 2010. Incomes in the Southern Region tend to be below the state average as much of the region is rural farmland. Cumberland (\$33,907), Salem (\$39,704) and Atlantic (\$39,746) counties had the lowest per capita income levels in both the region and the state. Cape May County had the highest per capita income in the region (\$47,498) but ranked 11th statewide.

Per capita income rose in each county in the region from 2009 to 2010. With an increase of \$1,571 or 4.1 percent, Atlantic County had the greatest increase. Burlington County had the smallest change in per capita income (+\$895 or 1.9%). Statewide, income levels increased by \$1,590 or 3.2 percent. Per capita personal income faced a small recessionary decline from 2008 to 2009 in all counties within the region and the state with the exception of Cumberland County (+\$143 or 0.4%).

Intercensal Population Estimates for New Jersey and the Southern Region: 2010 to 2011				
	Population		Change	
	2010	2011	Number	Percent
New Jersey	8,791,894	8,821,155	29,261	0.3%
Southern Region	1,845,474	1,845,857	383	0.0%
Source: U.S. Census Bureau, Population Division				

Intercensal population estimates reconcile the postcensal estimates (2000-based estimates, prepared prior to the 2010 Census) with the 2010 Census counts and provide a consistent time series of population estimates that reflect the most recent census results. Detailed intercensal population data can be found at: http://lwd.dol.state.nj.us/labor/lpa/dmograph/est/est_index.html

- The seven-county Southern Region is the smallest region in the state in terms of population (1,845,857), accounting for only 21 percent of statewide population according to the U.S. Census Bureau's 2011 intercensal population estimates. Over-the-year the region's population increased by just 383 residents.
- The region's population base is concentrated in the Camden (Burlington, Camden and Gloucester counties) Labor Area where the majority of the region's year round economic activity and employment is located. Nearly sixty-eight percent of the region's population resides in these three counties.