

# Regional Focus: South Jersey

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

## Atlantic City Developments Impact Regional Payrolls

Based on not seasonally adjusted estimates, the Southern Region shed 1,200 jobs from December 2013 to December 2014. Slipping to a December 2014 level of 735,900 jobs, area payrolls decreased by 0.2 percent while the state gained jobs (+0.7% or +28,600 jobs). This year marked the second consecutive regional December-to-December employment decline while the state posted four consecutive over the year increases.

Leisure and hospitality jobholding experienced the largest estimated over the year decrease (-9,100 jobs, -9.7%) due primarily to hotel casino closures in Atlantic City. Smaller payroll cuts occurred in the government (-1,200, -1.0%), information (-600 or -7.7%) and other services (-200, -0.7%) super sectors. The most significant regional employment advance occurred in professional and business services (+6,500 jobs or +7.5%) followed by educational and health services (+2,000, +1.7%), construction (+1,400, +5.2%), trade, transportation and utilities (T/T/U; +1,100, +0.7%) and manufacturing (+300, +0.7%). Staffing levels in financial activities remained unchanged.

The state experienced employment growth in the T/T/U (+16,100 jobs, +1.9%), educational and health services (+14,600, +2.3%), professional and business services (+13,200, +2.1%) and construction (+1,800, +1.4%) supersectors. T/T/U advances were bolstered by gains in each of its component industries: transportation, warehousing and utilities (+5,600 jobs), wholesale trade (+5,400) and retail trade (+5,100). Educational and health services was up due to increases in both educational services (+7,100 jobs) and health care and social assistance (+7,500). Employment gain in professional and business services companies were mainly due to a rise in administrative and support services (+11,400 jobs). The biggest detractor to statewide jobholding was the leisure and hospitality supersector (-8,000 jobs or -2.4%).

## Camden Labor Area is the Regional Growth Leader

The Camden Labor Area added the most jobs in the region (+8,100 jobs, +1.6%) over the 12-month period ending December 2014. This gain helped offset job losses in the Atlantic City (Atlantic County; -8,100 jobs or -6.0%) and Ocean City (Cape May County; -1,200 or -3.2%) labor areas. In the Vineland/Millville/Bridgeton Labor Area (V/M/B, Cumberland County) total employment was unchanged.

In the three-county (Burlington, Camden & Gloucester) Camden Labor Area, the professional and business services supersector was the job growth leader (+5,500



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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	-1,200	-0.2	28,600	0.7
Private Sector	0	0.0	29,600	0.9
Construction <sup>1</sup>	1,400	5.2	1,800	1.4
Manufacturing <sup>1</sup>	300	0.7	-300	-0.1
Trade, Trans. & Utilities	1,100	0.7	16,100	1.9
Information <sup>1</sup>	-600	-7.7	-3,100	-4.1
Financial Activities <sup>1</sup>	0	0.0	100	0.0
Prof. & Business Svcs. <sup>1</sup>	6,500	7.5	13,200	2.1
Ed. & Health Svcs.	2,000	1.7	14,600	2.3
Leisure & Hospitality	-9,100	-9.7	-8,000	-2.4
Other Services <sup>1</sup>	-200	-0.7	-4,800	-2.9
Government	-1,200	-1.0	-1,000	-0.2

Source: NJLWD, Current Employment Statistics

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



jobs or +7.5%). Gains were concentrated in the employment services industry which added 2,500 positions to the administrative/support and waste management remediation services subsector (+5,400 jobs or +14.6%). Ambulatory health care (+1,100 jobs) provided the majority of the advances in educational and health services employment (+2,000 jobs or +2.3%). Construction (+1,200 jobs or +5.9%) also posted a significant gain. Manufacturing payrolls expanded by 500 jobs over the year. Gains were partially offset by the May 2014 closure of an Ocean Spray cranberry juice plant in Bordentown Township (Burlington County, -138 jobs).

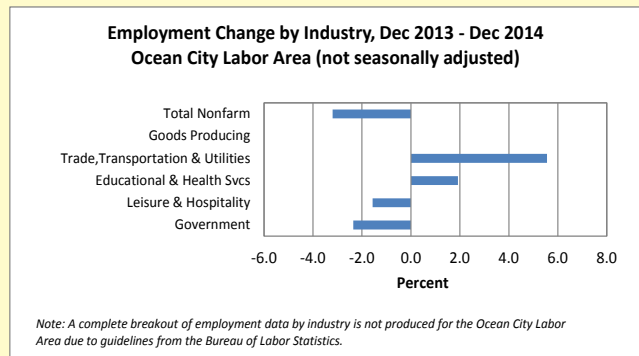
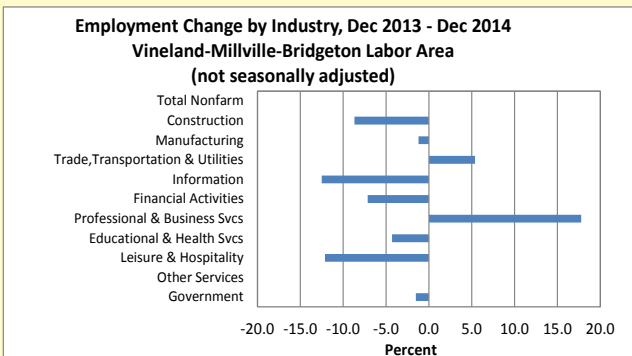
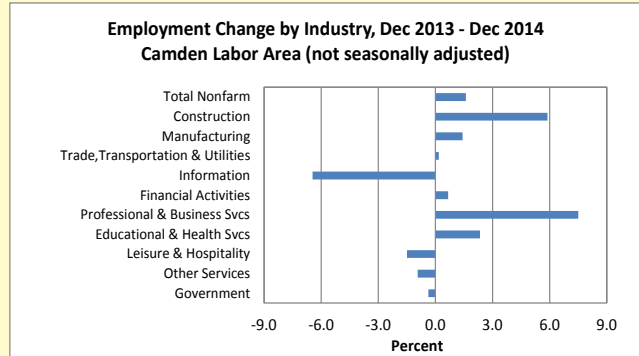
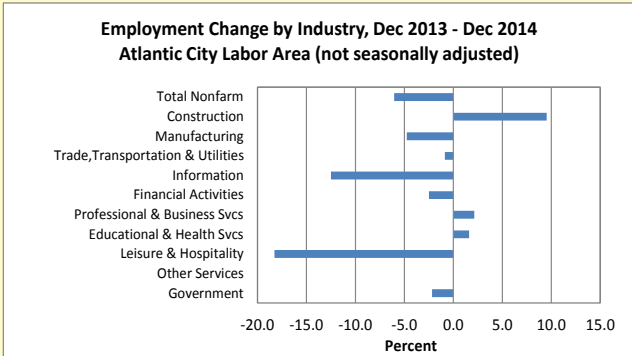
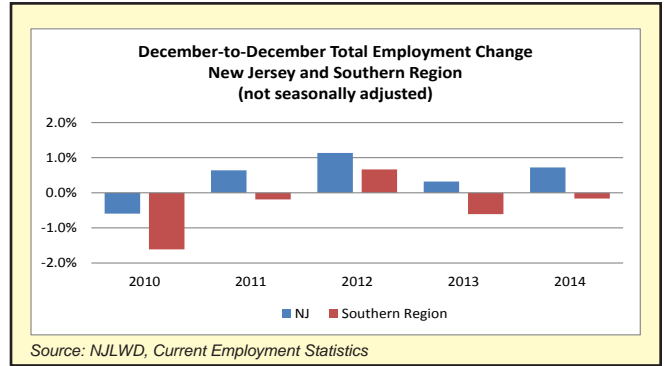
T/T/U experienced a minimal gain in employment (+200 jobs or +0.2%) since 2013. The sector was aided by Amazon.com opening a facility in Logan Township (Gloucester County) in October 2014 which employed a reported 300 to 500 seasonal workers. Also, two supermarkets opened in Camden County: PriceRite in Camden in fall of 2014 (+80 jobs) and Whole Foods in Cherry Hill in June 2014 (+75 jobs). Negatively impacting the transportation and warehousing subsector, Westampton (Burlington County)-based trucking firm New Century ended operations in June 2014 resulting in over 1,500 layoffs.

The casino closures in 2014 are the main contributor to the Atlantic City Labor Area's significant job losses. Since December 2013, over one-third of the labor area's casino hotel employment base was lost (-36.9%, -10,800 jobs) resulting in a job loss of 8,000 (-18.3%) in the leisure and hospitality supersector. Public payrolls were down by 500 (-2.2%) with nearly all losses occurring at the local level (-400 jobs). Construction (+400 jobs, +9.5%) and educational and health services (+300 or +1.6%) employment was up from the same month a year ago.

Although the Ocean City (Cape May County) Labor Area's overall employment base declined by 1,200 jobs or -3.2 percent over the year, T/T/U expanded by 400 jobs or +5.6 percent. In the Vineland-Millville-Bridgeton Labor Area (Cumberland County), professional and business services (+800 jobs, +17.8%) and T/T/U (+700 jobs, +5.4%) had notable job gains.

Total Nonfarm Employment (unadjusted December data, employment in thousands)						
	2009	2010	2011	2012	2013	2014
New Jersey	3,903.1	3,879.9	3,904.7	3,949.0	3,961.6	3,990.2
Southern Region	750.2	738.1	736.7	741.6	737.1	735.9
Atlantic City Labor Area (Atlantic County)	138.2	135.0	135.1	134.8	134.0	125.9
Camden Labor Area (Burlington, Camden, Gloucester counties)	516.5	509.0	509.2	514.3	507.6	515.7
Ocean City Labor Area (Cape May County)	35.6	35.5	33.9	34.5	37.5	36.3
Vineland-Millville-Bridgeton Labor Area (Cumberland County)	59.9	58.6	58.5	58.0	58.0	58.0

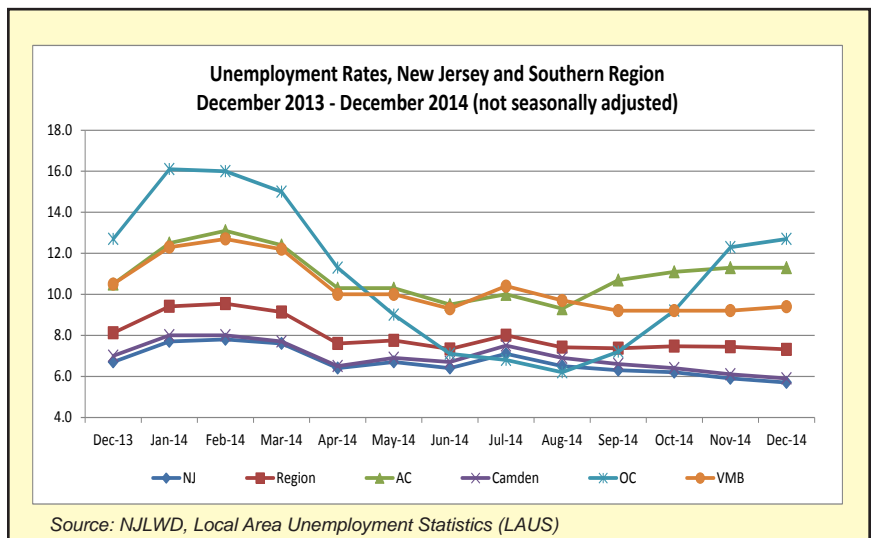
Source: NJLWD, Current Employment Statistics



Source: NJLWD, Current Employment Statistics

## LABOR FORCE DATA

- The region's not seasonally adjusted unemployment rate improved to 7.3 percent in December 2014 from 8.1 percent in December 2013. The labor force increased by 5,100 (+0.6%) and resident employment rose by 11,900 (+1.5%) due to improvements in the Camden Labor Area as 18,200 more residents were estimated to be working in December 2014 than in December 2013 (+3.0%). In comparison, the state's unadjusted unemployment rate was lower by one percentage point (6.7% to 5.7%) since December 2013. The labor force (+68,300 or +1.5%) expanded and 106,900 (+2.6%) more statewide residents were employed.



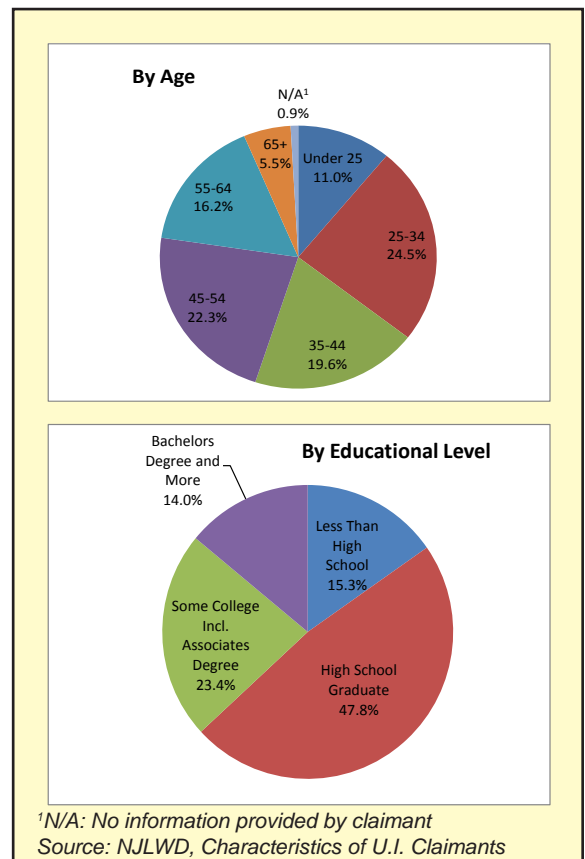
- With a December 2014 unemployment rate of 5.9 percent, the Camden Labor Area had the lowest unemployment rate in the region while the region's most tourism-dependent and seasonal labor area, Ocean City, had the highest at 12.7 percent. Due to the rash of casino closings in Atlantic City over the year, Atlantic County's unemployment rate worsened by rising from 10.5 percent to 11.3 percent. The Vineland/Millville/Bridgeton Labor Area improved by lowering its unemployment rate by 1.1 percentage points since December 2013 to 9.4 percent in December 2014.

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, FOURTH QUARTER 2014

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	3,558	6.4
Business and financial	1,626	2.9
Professional and related	4,882	8.8
Services	15,845	28.6
Sales and related	3,935	7.1
Office and administrative support	6,483	11.7
Farming, fishing and forestry	558	1.0
Construction and extraction	5,244	9.5
Installation, maintenance and repair	2,161	3.9
Production	4,286	7.7
Transportation and material moving	6,466	11.7
Military	323	0.6

- From October 2014 to December 2014, there were 55,416 southern region residents claiming unemployment insurance benefits. The southern region accounted for nearly three out of every ten people (29.6%) claiming benefits throughout New Jersey. The latest quarterly figure is an improvement of 20,283 (-26.8%) claimants from the same quarter in 2013. In comparison, statewide the number of claimants was reduced by 88,657 or 32.2 percent.
- Compared with the state in the fourth quarter of 2014, the region had several significant differences in proportions of claimants. The leisure and hospitality sector accounted for 23.7 percent (13,116) of regional claimants (versus 13.6% for the state); Atlantic County was responsible for over half (53.5% or 7,015) of these claimants due to the closing of four hotel/casinos during the year. Other differences include: by industry, professional and business services (12.3% for the region vs. 17.1%, statewide); by occupational group, services (28.6%, region vs. 21.0%, statewide); by educational attainment, high school graduate and bachelor's degree or more (47.8% and 14.0% for the region vs. 42.7% and 18.7%, statewide, respectively).



## SPECIAL NOTE REGARDING LABOR MARKET AREA DEFINITIONS

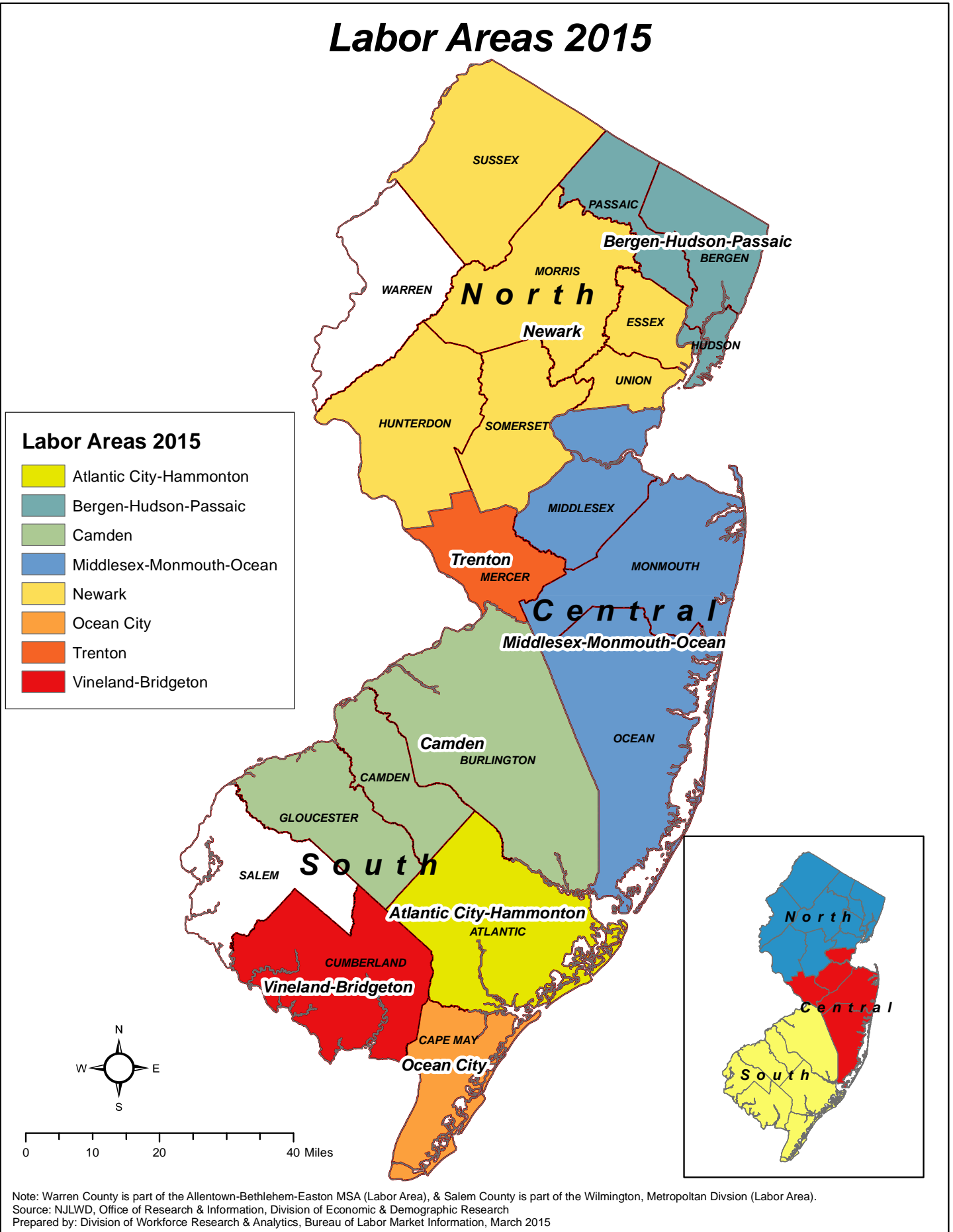
Starting with the publication of January 2015 data on March 17th, New Jersey's Department of Labor and Workforce Development will release nonfarm employment estimates and labor force statistics based on new labor market area definitions.

Every 10 years, the U.S. Office of Management and Budget (OMB) re-defines federal statistical areas which includes metropolitan statistical areas (MSAs) based on the application of updated 2010 statistical standards to the U.S. Census Bureau's 2010 Census population and American Community Survey journey-to-work data. As a result, the geographic configurations for some of New Jersey's labor areas will change. Monthly nonfarm wage and salary estimates, labor force estimates and other economic series will be generated based on these new geographic configurations. In addition, historical data series for these new areas have been reconstructed back to 1990. The following table shows a comparison of the previous and new Labor Area designations.

Consequently, the regions for which the Northern and Central Regional Focus is written will also change. The Northern Region will now include Somerset County formerly in the Central Region. All other county regional assignments will remain the same. See the map for the new regional county alignments.

2000 Census-based Labor Areas	Counties Covered	New 2010 Census-based Labor Areas	Counties Covered
Atlantic City-Hammonton Labor Area	Atlantic County	Atlantic City-Hammonton Labor Area	Atlantic County
Bergen-Hudson-Passaic Labor Area	Bergen, Hudson, & Passaic counties	Bergen-Hudson-Passaic Labor Area	Bergen, Hudson, & Passaic counties
Camden Labor Area	Burlington, Camden & Gloucester counties	Camden Labor Area	Burlington, Camden & Gloucester counties
Edison Labor Area	Middlesex, Monmouth, Ocean & <b>Somerset</b> counties	Middlesex-Monmouth-Ocean Labor Area	Middlesex, Monmouth, & Ocean counties
Newark-Union Labor Area	Essex, Hunterdon, Morris, Sussex, Union, & Pike (PA) counties	Newark Labor Area	Essex, Hunterdon, Morris, <b>Somerset</b> , Sussex, Union, & Pike (PA) counties
Ocean City Labor Area	Cape May County	Ocean City Labor Area	Cape May County
Trenton-Ewing Labor Area	Mercer County	Trenton Labor Area	Mercer County
Vineland-Millville-Bridgeton Labor Area	Cumberland County	Vineland-Bridgeton Labor Area	Cumberland County

# Labor Areas 2015



Note: Warren County is part of the Allentown-Bethlehem-Easton MSA (Labor Area), & Salem County is part of the Wilmington, Metropolitan Division (Labor Area).  
Source: NJLWD, Office of Research & Information, Division of Economic & Demographic Research  
Prepared by: Division of Workforce Research & Analytics, Bureau of Labor Market Information, March 2015

## REGIONAL JOB OUTLOOK OCTOBER 2014 - DECEMBER 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 fourth quarter of 2014, southern region employers in hospitals, food services and drinking places, ambulatory health care services, educational services, credit intermediation and related activities, professional, scientific and technical services and general merchandise stores 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 retail salespersons, registered nurses, heavy and tractor trailer truck drivers, sales representatives for wholesale and manufacturing, first-line supervisors of retail sales workers, and customer service representatives. Skills that were actively sought by area employers included sales, scheduling, mathematics, repair, store management, cleaning, patient care, accounting and merchandising.

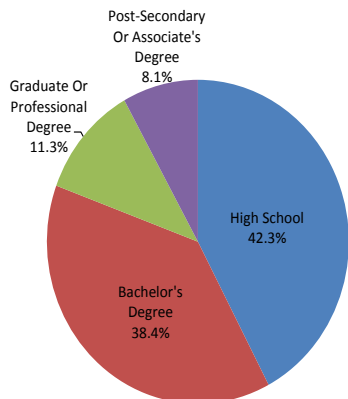
### JOB LISTINGS BY COUNTY

County	Listings
Burlington	8,741
Camden	8,177
Atlantic	3,876
Gloucester	2,827
Cumberland	2,097
Cape May	811
Salem	758

### INDUSTRIES WITH THE MOST JOB LISTINGS

Industry	Listings
Hospitals	1,798
Food Services and Drinking Places	1,511
Ambulatory Health Care Services	1,341
Educational Services	1,165
Credit Intermediation and Related Activities	1,142
Professional, Scientific, and Technical Services	1,038
General Merchandise Stores	710
Insurance Carriers and Related Activities	622
Food and Beverage Stores	520
Accommodation	414
Nursing and Residential Care Facilities	396
Administrative and Support Services	387

### Job Listings by Educational Requirement



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.

TOP SKILLS IN DEMAND	
Skill	Listings
Sales	1,964
Scheduling	1,264
Mathematics	1,243
Repair	1,219
Store Management	1,189
Cleaning	995
Patient Care	866
Accounting	852
Merchandising	825
Inspection	773
Treatment Planning	731
Physical Demand	648

EMPLOYERS WITH SIGNIFICANT JOB LISTING ACTIVITY
TD Bank
Burger King
Bayada Home Health Care
Sears
ShopRite / Wakefern
Virtua Health
Wyzant
Wendy's Restaurants
Cooper University Hospital
Atlanticare
Our Lady Of Lourdes Health System
Kennedy Health System

OCCUPATIONS WITH THE MOST LISTINGS	
Occupation	Listings
Retail Salespersons	1,051
Registered Nurses	1,038
Heavy and Tractor-Trailer Truck Drivers	864
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	861
First-Line Supervisors of Retail Sales Workers	636
Customer Service Representatives	626
First-Line Supervisors of Food Prep and Serving Workers	579
Combined Food Prep and Serving Workers, Including Fast Food	473
Medical and Health Services Managers	367
Software Developers, Applications	344
Laborers and Freight, Stock, and Material Movers, Hand	324
Physical Therapists	298

Source: Burning Glass Technologies, Labor Insight

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

### Atlantic City Action

One of Atlantic City's shuttered hotel casinos was sold and will be repurposed. Richard Stockton College purchased the former Showboat Casino Hotel in Atlantic City for \$18 million and intends to transform the property into a new campus. Preliminary plans call for 400-600 students to be attending classes and living at the 26-acre facility by the fall of 2015 with additional expansion through 2017. In the long term, the college anticipates that this purchase will allow them to increase enrollment by nearly 50 percent over the next 10 years. Hotel rooms will be converted to dormitory space and some will also be used for a year-round resort hotel operation. The gaming portion of the property will be used for academic, community and performing arts space.

The U.S. Labor Department recently awarded a National Emergency Grant of about \$29 million to the New Jersey Department of Labor and Workforce Development to help provide services to thousands of Atlantic City workers who were affected by the closure of four of the city's 12 casinos in 2014. The funding will be used to assist the workers through re-employment orientation sessions, employer-driven training programs, integrated literacy and career pathway programs and on-the-job training.

### Cumberland County News

Gerresheimer Glass is reducing staff by 115 workers at the firm's Millville (Cumberland County) location starting in early January 2015. Gerresheimer

Glass is a manufacturing company that produces clear and amber glass for the pharmaceuticals, food, beverage, cosmetics and industrial markets. Staffing cuts are part of a plan to optimize operations. Jobs affected include forklift drivers, furnace operators, machine repairmen, production workers and administrative staff.

J.C. Penney plans to close approximately 40 stores nationwide in 2015, with a location at the Cumberland Mall being the sole New Jersey store slated for closure. The expected closing is early April 2015.

In positive news, a former Shop-Rite location along Delsea Drive is the proposed site of a recreation complex called the Vineland Entertainment Recreation & Retail Center. The opening is slated for late fall 2015 for its three main tenants: a bowling alley, a restaurant and a Fro-Me-A Party family party center.

### **Bottom Dollar Food Stores Close**

Discount grocer Bottom Dollar was recently purchased by Aldi supermarkets resulting in the closure of its stores in January 2015. The southern region's Bottom Dollar sites include Bellmawr, Cherry Hill, and Clementon, Camden County; Bordentown, Cinnaminson, Edgewater Park, Lumberton and Marlton, Burlington County; Glassboro, Turnersville and Woodbury, Gloucester County. In total, it is estimated that these closures will affect about 350 workers in the Southern Region.

### **Port Development Anticipated to Spur Economic Activity in Paulsboro**

In Paulsboro (Gloucester County), a \$30 million shopping center and senior housing project is expected to break ground in the first quarter of 2015. The first phase of Paulsboro Plaza calls for renovating a former Acme supermarket location to make way for a new Save-A-Lot supermarket and adding retail space for additional tenants. Construction on the second phase — a two-building apartment complex — is expected to begin four to six months after the initial project starts. The complex includes 120 units of housing for residents 55 and older. Phase 3 is a two-story commercial building.

According to local officials, the project is spurred in part by the signing of the first tenant, NLMK, a Russian steel company at the Port of Paulsboro, which is about one mile away. The intent is to bring economic development to that area and provide services to support the new port. NMLK will occupy approximate-

ly 40 acres of the 190-acre Port of Paulsboro and is expected to bring 150 full-time positions to the area. The project will also require a rail spur in the borough to accommodate larger trains that can handle cargo such as large steel slabs. Jobs at the port will first be offered to Paulsboro residents with the hopes of helping the borough's workforce. The Port of Paulsboro is scheduled to be open and running by January 2016.

### **Genesis HealthCare Opens New Center**

Genesis HealthCare, a national nursing home operator, expanded into the Moorestown (Burlington County) community by opening a PowerBack Rehabilitation center in October 2014. There are approximately 300 employees at the new PowerBack Rehabilitation location. In New Jersey, Genesis HealthCare also operates a PowerBack Rehabilitation facility in Voorhees (Camden County).

### **Former Kmart Sites Make Way for New Retail Locations**

ShopRite leased 90,000-sq.ft. at the Wishing Well Plaza, the site of a former Kmart store along Mount Holly Rd. (Route 541), in the city of Burlington (Burlington County). Construction is currently underway with signs stating an opening in spring 2015.

In Deptford Township (Gloucester County), discount retailer Forman Mills plans to open a store in a former Kmart location. Other retail developments in the township include a Burlington Coat Factory moving into a former Sam's Club at the Court at Deptford shopping center with an anticipated 75 workers.

### **CarMax Drives into New Jersey**

CarMax, a national used car dealer, is hiring for more than 75 positions for its new 40,000-sq.ft. location along Cross Keys Road in Sicklerville (Camden County). This will be CarMax's first store in New Jersey and is scheduled to open in April 2015. The company is reported to be offering sign-on bonuses ranging from \$1,500 to \$5,000 for technicians who apply before February 28.

### **WMGM TV Sold**

In Linwood (Atlantic County), WMGM TV 40, a small local news TV station operation, was recently sold resulting in the loss of 55-60 sales and administrative staff jobs in late December 2014.