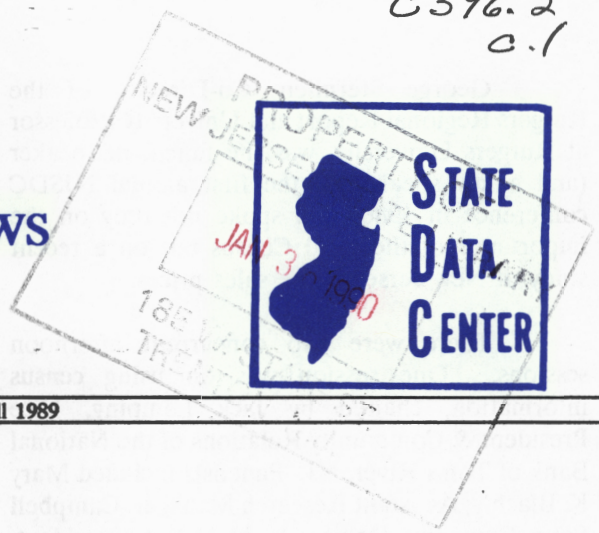


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Garden State Data News

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Business and Industry Data Center



Issue 41 Fall 1989

10th Annual NJSDC Conference Attended by 179

by *Connie O. Hughes*

The 10th Annual NJSDC Conference, "Countdown to the 1990 Census: What Can We Expect" was held on October 25, 1989 at the Ramada Renaissance, East Brunswick, NJ. Breaking all attendance records for NJSDC annual conferences, over 175 persons attended representing researchers, decision makers and policy makers from the public and private sectors.

The keynote speaker, James W. Hughes, Co-Director of the Rutgers Regional Report and Professor at Rutgers University, presented 13 "Demographic Long Waves" -- a projection of what New Jersey's demographics will look like according to the 1990 Census.

Michael Cohen, Assistant Professor from the University of Maryland, discussed the 1990 Census undercount issue, methods for adjusting for the undercount, and the decision of the U. S. Bureau of the Census to conduct a Post-Enumeration Survey (PES) to estimate the undercount in the 1990 Census.

A panel session, chaired by Richard Roper, Director of the Council of New Jersey Affairs, Woodrow Wilson School, focused on some of the potential impacts of the state's changing demographics. Donald M. Scarry, Assistant Vice President of the New Jersey Business & Industry Association, spoke on the impact on the state's business community -- the labor shortage. James A. Crawford, Assistant Commissioner, New Jersey Department of Transportation, focused on the implications for the State's transportation network. Ernest C. Reock, Director of the Bureau of Government Research at Rutgers University, addressed the impact of the census on the representative system in New Jersey -- reapportionment and redistricting.

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George Sternlieb, Co-Director of the Rutgers Regional Report and University Professor at Rutgers University, was the luncheon speaker (and a key speaker at the first annual NJSDC conference in 1980) and spoke not only on the importance of the 1990 Census but on a recent study of New Jersey home sales prices.

There were two concurrent afternoon sessions. One session was on using census information, chaired by Jack Lamping, Vice President & Community Relations of the National Bank of Toms River, NJ. Panelists included Mary K. Blachly, Assistant Research Manager, Campbell Soup Company; Delores L. McNaboe, President, Market Tech, Inc.; Sean M. Looney, Manager, Public Affairs, NJ Bell; Gene J. Schneider, Manager of Long Range Planning, NJ Office of Management & Budget; and James E. Hulsizer, Director, Bergen County Division of Land Use and Economic Development. The second session was on the 1990 Census process chaired by Connie O. Hughes, Assistant Director, Labor Market & Demographic Research, NJ Department of Labor. The panelists were Peter A. Bounpane, Assistant Director for Decennial Census, U. S. Bureau of the Census; Dave Lewis, Information Service Specialist, U. S. Bureau of the Census; and Forrest B. Williams, Chief, Systems Programming Branch, U. S. Bureau of the Census.

A complete transcript of the conference proceedings will be published by the NJSDC in early 1990. Copies will be \$15.00, prepaid to the NJ Department of Labor. Orders along with payment should be mailed to NJSDC, Division of Labor Market & Demographic Research, NJ Department of Labor, CN388, Trenton, NJ 08625-0388.

1990 Census Local Review Program Update

by Douglas Moore

Fourteen 1990 Decennial Census Local Review training sessions were held throughout the state from late September through the end of October. Every county was covered by a session; the trainings were conducted by the New Jersey Department of Labor, the 21 NJSDC county

affiliates, and the Philadelphia Regional Office of the U.S. Census Bureau.

The purpose of the local review program is to check the Census Bureau's housing unit counts on the census block level against local records. The program is one of several designed to ensure that each housing unit in the country receives a census questionnaire the week preceding census day.

Over 39 percent of New Jersey's municipalities were represented in this second round of local review trainings. In the first round, held in 1987, about 33 percent of the State's municipalities participated; this was well above the national average of almost 17 percent. It is too early to determine the national average for 1989 as some states have not yet completed the local review training process.

Pre-census estimated housing unit counts on the census block level should have been received by all of the municipalities and counties in the State by November 5. These counts will be checked against local records by local officials and discrepancies will be documented and sent to the Census Bureau by January 5, 1990.

The 1990 Census Local Review Program, along with several other address checking programs being conducted by the Census Bureau, were developed to try to ensure that every household in New Jersey receives its 1990 Census questionnaire.

1987 Census of Retail Trade

by Douglas Moore

The total number of retail establishments in New Jersey increased by 5.3 percent from 1982 to 1987 according to figures recently released by the U.S. Bureau of the Census in the 1987 Census of Retail Trade. There were 48,395 retail establishments in New Jersey in 1987, compared with 45,945 found in the 1982 Census of Retail Trade.

The make-up of New Jersey's retail sector remained relatively unchanged over the five-year period with eating and drinking places accounting

TABLE 1
Retail Establishments, Number of Paid Employees & Percent Change by Type of Business
New Jersey: 1982 and 1987

<u>Type of Business</u>	<u>Establishments</u>			<u>Employees</u>		
	<u>1987</u>	<u>1982</u>	<u>Percent Change</u>	<u>1987</u>	<u>1982</u>	<u>Percent Change</u>
Total	48,395	45,945	5.3	566,214	445,697	27.0
Bldg. Mat. & Garden Supply	1,870	1,761	6.2	20,306	13,061	55.5
General Merchandise	852	824	3.4	65,154	58,583	11.2
Food Stores	6,353	6,225	2.1	96,958	79,217	22.4
Automotive Dealers	2,489	2,348	6.0	43,438	28,527	52.3
Gasoline Service Stations	3,791	4,530	-16.3	22,607	20,014	13.0
Apparel & Accessory	5,678	4,998	13.6	47,432	35,782	32.6
Furniture & Home Furnishings	3,544	3,054	16.0	25,483	17,504	45.6
Eating & Drinking Places	12,395	11,571	7.1	161,695	124,477	29.9
Drug & Proprietary Stores	1,642	1,598	2.8	20,259	15,645	29.5
Miscellaneous Retail Stores	9,781	9,101	7.5	63,168	53,328	18.5

Source: U.S. Dept. of Commerce, Bureau of the Census. 1987 Census of Retail Trade (RC87-A-31: NJ), Geographic Area Series: New Jersey.

for the largest portion of the sector at 25.6 percent in 1987 and 25.2 percent in 1982. Eating and drinking places were followed by food stores (with the exception of miscellaneous stores) in both 1987 and 1982 at 13.1 percent and 13.5 percent, respectively.

Total retail sales increased by 54.3 percent from 1982 to 1987 climbing from \$35.5 million in 1982 to \$54.8 million in 1987. These figures, however, are expressed in current dollars and, therefore, do not account for inflation.

Annual payrolls also increased from 1982 to 1987 by 60.4 percent while the total number of paid employees was up by 27.0 percent over the five-year period. Paid employees increased from 445,697 in 1982 to 566,214 in 1987. Subsequently, payrolls went from \$4,032,291 million in 1982 compared with \$6,467,210 million in 1987.

Geographically, Bergen County had the most retail establishments in 1987 with 6,016 followed by Monmouth County with 3,779 and Hudson County with 3,365. When ranked by volume of sales in 1987, Bergen County also leads the state with \$7.7 trillion followed by Middlesex

County with \$4.6 trillion and Monmouth County with \$4.3 trillion.

Census of Retail Trade

The 1987 Census of Retail Trade, part of the 1987 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual. It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as a such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented in a subsequent report issued as part of the 1987 Enterprise Statistics reports.

Data Availability

The data are available on the NJSDC/BIDC electronic bulletin board (see subscription form on page 14) and on IBM-format diskette for \$10.00 through the NJSDC/BIDC.

The New Jersey State Data Center can be contacted at 609-984-2593. Published data, computer tapes, diskettes, and compact discs are also sold by the Customer Services Branch, Data User Services Division, Bureau of the Census, Washington, DC 20233 (301-763-4100).

TABLE 2

Retail Establishments; Sales, Annual Payroll & Paid Employees
New Jersey Counties: 1987

County	Estab.	Sales		Annual Payroll (\$000's)	Paid Employees
		(\$000's)	Rank		
Atlantic	1,764	1,840,826	14	232,481	19,402
Bergen	6,016	7,686,862	1	921,575	73,285
Burlington	2,045	2,871,909	10	317,843	29,071
Camden	2,950	3,273,362	7	392,887	37,402
Cape May	1,313	852,056	17	109,381	8,951
Cumberland	837	900,225	16	94,121	8,662
Essex	4,506	4,235,378	4	540,942	48,542
Gloucester	1,197	1,587,859	15	165,647	16,759
Hudson	3,365	2,683,692	11	318,488	28,538
Hunterdon	743	786,916	18	94,094	7,688
Mercer	2,015	2,341,681	12	281,371	25,324
Middlesex	3,622	4,602,469	2	530,949	49,664
Monmouth	3,779	4,342,245	3	519,407	47,630
Morris	2,902	3,591,563	5	431,166	36,159
Ocean	2,390	3,008,750	9	326,106	28,260
Passaic	2,691	3,223,973	8	389,555	33,870
Salem	298	313,749	21	32,781	3,186
Somerset	1,420	1,922,290	13	232,025	18,346
Sussex	737	694,563	19	73,456	6,300
Union	3,224	3,390,577	6	393,855	32,998
Warren	581	627,703	20	69,080	6,177
New Jersey	48,395	54,778,648	-	6,467,210	566,124

Source: U.S. Dept. of Commerce, Bureau of the Census. 1987 Census of Retail Trade (RC87-A-31: NJ), Geographic Area Series: New Jersey.

1987 Census of Selected Service Industries

by Jin-Yi Chen

The U.S. Bureau of the Census recently released the data on the 1987 Census of Service

Industries. This covers only selected service industries (see the definition of service industries covered on pg. 7). According to the data, the number of selected service establishments in New Jersey has increased by 24.2% for those subject to Federal income tax and 10.3% for those exempt from Federal income tax since 1982. The total

number of employees also experienced a substantial increase (667,732 in 1987 compared with 461,605 in 1982).

By Type of Business

The service industries' establishments and employment data in New Jersey are summarized in Table 1. This table has been separated into

TABLE 1
Selected* Service Industries Establishments, Number of Paid Employees & Percent Change
by Type of Business
New Jersey: 1982 and 1987

<u>Type of Business</u>	<u>Establishments</u>			<u>Employees</u>		
	<u>1987</u>	<u>1982</u>	<u>Percent Change</u>	<u>1987</u>	<u>1982</u>	<u>Percent Change</u>
Total Selected Service Industries	63,688	51,708	23.2%	667,730	461,605	44.7%
Service Industries Subject to Federal Income Tax	59,620	48,021	24.2%	593,589	401,359	47.9%
Hotels,motels,and other lodging places	1,356	1,392	-2.6%	69,291	46,463	49.1%
Personal Services	7,375	6,663	10.7%	43,490	32,962	31.9%
Business Services	14,482	9,471	52.9%	225,828	139,835	61.5%
Automotive repair,services, & parking	5,113	4,307	18.7%	27,459	18,333	49.8%
Miscellaneous repair services	2,257	1,986	13.6%	13,021	10,727	21.4%
Amusement and recreation services	2,242	2,324	-3.5%	20,491	18,145	12.9%
Health Services (except hospitals)	14,684	12,621	16.3%	103,104	72,431	42.3%
Legal services	5,159	4,697	9.8%	31,215	21,097	48.0%
Selected educational services	455	339	34.2%	4,757	3,323	43.2%
Social services	987	710	39.0%	8,822	4,899	80.1%
Engineering,architectural,& surveying services	2,238	1,611	38.9%	27,935	23,292	19.9%
Accounting, auditing and bookkeeping services	2,256	1,705	32.3%	15,402	9,313	65.4%
Other services	1,016	NC		2,774	NC	
Service Industries Exempt from Federal Income Tax	4,068	3,687	10.3%	74,143	60,246	23.1%
Hotels,camps and membership lodging	46	NC		557	NC	
Research,testing, and consulting services	32	23	39.1%	2,680	D	
Selected amusement,recreational services	347	343	1.2%	5,419	4,320	25.4%
Selected health services	317	241	31.5%	18,154	14,965	21.3%
Legal aid societies & legal services	40	34	17.6%	424	D	
Selected educational services	153	139	10.1%	1,130	1,295	-12.7%
Social services	1,611	1,494	7.8%	32,489	25,112	29.4%
Selected membership organizations	1,472	1,306	12.7%	12,843	9,943	29.2%
Noncommercial research organization	50	NC		447	NC	

Source: U.S. Department of Commerce, Bureau of the Census. 1987 Census of Service Industries (SC87-A-31: NJ), Geographic Area Series: New Jersey.

Note: D - Withhold to avoid disclosing data for individual companies
 NC - Not comparable
 * See the definition of service industries on page 7.

two parts: service industries subject to Federal income tax and those exempt from Federal income tax.

Among the selected service industries subject to Federal income tax in New Jersey, health services (except hospitals) still led in 1987 in the number of establishments with 14,684. Business service, with 14,482 establishments were a close second and personal services were third, with 7,375 establishments. In terms of 1982-1987 growth rate, business services; social services; and

engineering, architectural, and surveying services had the most gains with 52.9%, 39.0%, and 38.9% growth, respectively. Two service industries had declined slightly since 1982: hotel, motel, and other lodging places (-2.6%) and amusement and recreation services (-3.5%). However, a scrutiny by size of the lodging places reveals that all losses came from small hotels with less than 25 guest rooms and motels. The number of larger hotels (25 or more guest rooms) increased between 1982 and 1987.

TABLE 2
Selected Service Industries Establishments, Receipts, Annual Payroll & Paid Employees
New Jersey Counties, 1987

<u>County</u>	<u>Estab.</u>	<u>Receipts</u>		<u>Annual Payroll</u>	<u>Paid</u>
		<u>(\$000's)</u>	<u>Rank</u>		
Atlantic	1,599	3,559,712	3	1,069,989	54,123
Bergen	9,301	4,958,566	1	1,816,258	84,041
Burlington	2,374	1,146,937	12	439,764	23,012
Camden	3,560	1,884,411	8	730,123	37,437
Cape May	1,051	260,602	17	80,189	4,769
Cumberland	761	244,154	18	95,515	6,746
Essex	6,195	3,873,030	2	1,391,739	67,150
Gloucester	1,156	373,458	15	150,865	9,164
Hudson	2,858	1,224,456	11	455,792	24,524
Hunterdon	760	362,063	16	127,355	5,309
Mercer	2,590	1,484,397	9	600,244	29,629
Middlesex	4,504	2,722,434	4	1,076,664	47,958
Monmouth	4,784	1,919,511	7	748,693	36,900
Morris	4,351	2,385,445	5	945,762	47,016
Ocean	2,530	810,166	14	306,175	17,255
Passaic	3,214	1,371,507	10	513,292	28,834
Salem	312	73,356	21	29,638	1,803
Somerset	2,145	1,058,925	13	416,883	21,180
Sussex	785	211,272	19	79,983	5,150
Union	4,223	2,104,014	6	815,108	40,778
Warren	571	146,656	20	50,614	3,029
New Jersey	59,624	32,175,072	-	11,940,645	595,807

Source: U.S. Dept. of Commerce, Bureau of the Census. 1987 Census of Service Industries (SC87-A-31: NJ), Geographic Area Series: New Jersey.

Overall, service establishments subject to Federal income tax hired 47.9% more employees in 1987 than in 1982. The largest service industry in terms of employment has been business services, with 225,828 paid employees and health services (except hospitals) with 103,104 paid employees. However, examining the five-year (1982-87) growth rate in terms of employee hiring, social services led the rest with an 80.1% growth rate, followed by accounting, auditing and bookkeeping services (65.4%), and business services (61.5%).

Service industries exempt from Federal income tax only accounted for 6.4% (4,068 out of 63,688) of New Jersey's selected service industries establishments in 1987. Research, testing and consulting services had the largest growth rate (39.1%) in number of establishments of these types of services, and social services had the largest employment growth at 29.4%. The selected educational services, although having 10.1% more establishments in 1987 than in 1982, dropped 12.7% in employment from 1982 to 1987.

By County

Bergen County had the most selected service establishments in 1987 with 9,301 followed by Essex County with 6,195 and Monmouth County with 4,784. Bergen County and Essex County also led the annual receipts with almost \$5.0 billion and \$4.0 billion, respectively. Atlantic County, which has a relatively larger firm size, had a mere 1,599 establishments, and was third, with \$3.6 billion in receipts (see table 2).

The rank order in terms of annual payrolls for selected service industries is very similar to the rank order in terms of number of establishments. Bergen County still led the State with \$1.8 billion, followed by Essex County (\$1.4 billion) and Middlesex County (\$1.1 billion). Atlantic County was fourth with \$1.1 billion.

The list of the top three counties in terms of paid employees is identical to the rank order of receipts. Bergen County again was at the top with 84,041 employees. Essex County (67,150) and Atlantic County (54,123) held the second and the third position, respectively.

Census of Service Industries

The 1987 Census of Service Industries, part of the 1987 Economic Censuses, covered service industries as defined in Division I of the Standard Industrial Classification (SIC) Manual, except elementary and secondary schools (SIC 821), colleges, universities, professional schools, and junior colleges (SIC 822), labor unions and similar labor organizations (SIC 863), political organizations (SIC 865), religious organizations (SIC 866), and private households (SIC 881). The census also excluded governmental establishments classified in the covered industries, except for government-operated hospitals which were included. The tables present data for service establishments of firms subject to Federal income tax and of firms which are exempt from Federal income tax under provisions of section 501 or 521 of the Internal Revenue Code. Only establishments with some payroll during the year are included. This census does not include data for establishments which are auxiliary (primary function is providing a service, such as warehousing) to other establishments within the same company. Data for auxiliaries are presented in a subsequent report issued as part of the 1987 Enterprise Statistics reports.

Data Availability

The data are available on the NJSDC/BIDC electronic bulletin board (see subscription form on pg. 14) and on IBM-format diskette for \$10 through the NJSDC/BIDC. Contact the New Jersey State Data Center at 609-984-2593. Published data, computer tapes, diskettes, and compact discs are also sold by the Customer Services Branch, Data User Services Division, Bureau of the Census, Washington D.C. (301-763-4100).

1987 Census of Wholesale Trade

by Keith Vine

The total number of wholesale establishments in New Jersey increased by 15.1% (15,331 to 17,643) from 1982 to 1987 according to figures released recently by the U.S. Bureau of the Census in the 1987 Census of Wholesale Trade.

The composition of New Jersey's wholesale sector remained relatively unchanged between 1982 and 1987. In 1982, durable and nondurable goods accounted for 62% and 38% of the sector, respectively, compared with 61% and 39%, respectively in 1987.

Sales increased by 61.8% between 1982 and 1987, from \$89.4 billion to \$144.6 billion. These figures are expressed in current dollars (i.e. 1982 figures are in 1982 dollars and 1987 figures are in 1987 dollars) and do not account for inflation.

TABLE 1
Wholesale Trade Establishments, Number of Paid Employees & Percent Change by Industry Group
New Jersey: 1982 and 1987

<u>Type of Business</u>	<u>Establishments</u>			<u>Employees</u>		
	<u>1987</u>	<u>1982</u>	<u>Percent Change</u>	<u>1987</u>	<u>1982</u>	<u>Percent Change</u>
Total	17,575	15,331	14.6	270,689	211,449	28.0
Motor Vehicle & Auto						
Parts Supplies	1,351	1,327	1.8	18,235	17,798	2.5
Furniture & Home Furnishings	608	468	29.9	10,919	6,587	65.8
Lumber & Other Const. Mat.	606	554	9.4	9,896	6,363	55.5
Sporting, Recreational, Photographic, & Hobby Goods	391	343	14.0	7,367	6,772	8.9
Metals & Minerals, Except Petroleum	473	452	4.6	6,416	6,278	2.2
Electrical Goods	1,553	1,250	24.2	26,372	17,396	51.6
Hardware, Plumbing & Heating						
Equipment & Supplies	878	842	4.3	9,944	8,578	15.9
Machinery, Equip. & Supplies	4,014	3,452	16.3	60,484	46,236	30.8
Paper & Paper Products	855	722	18.4	13,066	10,941	19.4
Drugs, Drug Proprieties, & Druggists' Sundries	342	251	36.3	12,780	9,208	38.8
Apparel, Piece goods, & Notions	1,004	780	28.7	16,878	10,194	65.6
Groceries & Related Products	1,882	1,724	9.2	31,043	25,853	20.1
Farm-Product Raw Materials	65	68	-4.4	657	511	28.6
Chemicals & Allied Products	822	713	15.3	10,170	9,027	12.7
Petroleum & Petroleum Supplies	291	287	1.4	4,573	5,635	-18.8
Beer, Wine & Distilled Alcoholic Beverages	145	135	7.4	4,789	4,019	19.2

Source: U.S. Dept. of Commerce, Bureau of the Census. 1987 Census of Wholesale Trade (WC87-A-31: NJ), Geographic Area Series: New Jersey.

TABLE 2

**Wholesale Trade Establishments, Sales, Annual Payroll & Paid Employees
New Jersey Counties: 1987**

County	Estab.	Sales		Annual Payroll (\$000's)	Paid Employees
		(\$000's)	Rank		
Atlantic	308	1,014,229	14	79,400	3,263
Bergen	3,718	50,935,475	1	1,813,967	61,051
Burlington	671	4,286,632	9	258,972	10,137
Camden	1,122	8,599,729	6	370,105	14,665
Cape May	97	165,150	21	15,155	902
Cumberland	225	767,944	16	60,351	2,899
Essex	1,765	11,308,592	4	775,463	27,436
Gloucester	358	1,943,245	13	116,263	4,642
Hudson	1,164	10,910,977	5	712,323	27,088
Hunterdon	158	324,455	18	23,754	935
Mercer	521	2,621,241	12	203,839	7,376
Middlesex	1,550	16,786,773	2	942,584	31,356
Monmouth	1,026	3,244,418	11	224,771	9,335
Morris	1,146	7,670,974	7	444,985	14,662
Ocean	386	812,025	15	67,446	3,055
Passaic	1,110	6,761,264	8	419,683	15,787
Salem	64	194,096	20	11,007	693
Somerset	525	3,574,022	10	223,097	7,520
Sussex	132	221,185	19	23,010	1,012
Union	1,462	11,838,545	3	673,920	25,194
Warren	135	639,687	17	68,515	1,968
New Jersey	17,643	144,620,658	-	7,528,610	270,976

Source: U.S. Dept. of Commerce, Bureau of the Census. 1987 Census of Wholesale Trade (WC-A-31: NJ), Geographic Area Series: New Jersey.

Annual payrolls of all wholesalers increased from \$4.5 billion in 1982 to \$7.5 billion in 1987, an increase of 67.9%. The number of paid employees increased by 28.0% from 211,449 in 1982 to 270,689 in 1987.

The 1982-1987 growth in electrical goods sales led all other industry groups (122.4%). Other leading industry groups included drug, drug proprietaries, and druggists' sundries (121.8%), and apparel, piece goods, and notions (106.6%). (See table 1.)

On a county level, Bergen County had the most wholesale establishments with 3,718 or 21.1% of the state's total in 1987. Bergen County was followed by Essex County with 1,765 establishments and Middlesex County with 1,550 establishments. (See table 2.)

Bergen County also led the state in volume of sales with \$50.9 billion in 1987, or 35.2% of the state's total. This was followed by Middlesex County's \$16.8 billion and Union County's \$11.8 billion in 1987.

In addition, Bergen County ranked first in both annual payroll and paid employees, followed by Middlesex and Essex counties.

Census of Wholesale Trade

The 1987 Census of Wholesale Trade, part of the 1987 Economic Censuses, covered wholesale trade as defined in the Standard Industrial Classification (SIC) Manual. It included all establishments with one or more paid employees primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, farm, or professional users; or to other wholesalers. Companies selling products to which they have title, as well as to those acting as agents or brokers in buying merchandise for or selling merchandise to others, are included. Wholesale firms without employees are excluded from the census.

Data Availability

The data are available on the NJSDC/BIDC electronic bulletin board (see subscription form on pg. 14) and on diskette for \$10.00 through the NJSDC/BIDC. Contact the New Jersey State Data Center at (609)984-2593. Published data, computer tapes, diskettes, and compact discs are also sold by the Customer Services Branch, Data User Services Division, Bureau of the Census, Washington, DC 20233 (telephone (301)763-4100).

Population Estimates for New Jersey Counties and Municipalities: July 1, 1988

by Sen-Yuan Wu

According to provisional estimates recently released by the New Jersey Department of Labor, the population trends that emerged after the 1980 census for New Jersey's counties and municipalities generally continued into 1988.

The provisional 1988 estimates for New Jersey, including estimates for the 21 counties and 567 municipalities, were published in Official State Estimates - Population Estimates for New Jersey: July 1, 1988. Revised estimates for 1987 accompany the 1988 figures. The latest

edition of these "Official State Estimates" also features provisional 1988 state and county estimates for broad age groups, and for New Jersey's metropolitan areas.

It is important to note that the 1988 provisional county estimates released in July 1989 (see the Garden State Data News, Issue 40) jointly by the Census Bureau and the Department differ somewhat from the 1988 county population presented in this article. The Department's new county estimates are based on the most up-to-date vital statistics and Medicare enrollment data, which were unavailable nationwide.

County Estimates

The coastal counties (Monmouth, Ocean, Atlantic, and Cape May) continue to lead the state in population growth, although the rate of growth, especially in Ocean and Cape May counties, has slowed since the 1970s. As a group, the four counties experienced a total increase of about 156,000 persons between 1980 and 1988, a rise of almost 14% in the eight years. In other words, approximately 44% of New Jersey's statewide increase occurred in these four counties in the 1980-88 period.

While growth in Ocean County did not match the rate of increase it experienced in the last decade, it was still the fastest-growing county in both numerical and percentage terms, with a eight-year increase of about 67,000 persons or 19.3%. The trend was similar for Cape May County, which placed second in rate of growth at 16.6%. The other two seashore counties, Monmouth and Atlantic, ranked fifth and sixth in percentage increase at 11.2% and 9.7%, respectively.

The primary impetus to the population growth of the 1980s in the coastal counties was net in-migration, with all four gaining substantial numbers of new residents. Almost 133,000 of the total increase was attributable to net migration, compared with a natural increase of 23,000.

The greatest resurgence of growth relative to the 1970s occurred in the central portion of the state, composed of Middlesex, Somerset, Mercer, and Hunterdon counties. Hunterdon ranked third among all counties in rate of growth

(15%) and Somerset ranked fourth (11.9%). This four-county group increased its total population by approximately 118,500 (9.9%), with slightly more than half of this growth attributable to net migration. Much of this growth can be identified with the suburban growth corridors of Routes 1, I-287, and I-78, which have come to symbolize the economic recovery of the state.

New Jersey counties which are part of the Philadelphia metropolitan area also exhibited above average growth in population. The total population of these three counties (Burlington, Camden, and Gloucester) grew by approximately 82,000 (7.9%). The increase is largely attributable to natural increase, continuing the trend they have experienced since the 1970s.

TABLE 1
Components of Change in Resident Population by County:
April 1, 1980 to July 1, 1988

New Jersey Counties	Total Population		Change, 1980 - 1988		Components of Change Net		
	1980 Census	1988 Estimate	Number	Percent	Births	Deaths	Migration
STATE TOTAL	7,365,011	7,721,000	356,000	4.83	852,000	574,000	78,000
Atlantic County	194,119	212,900	18,800	9.66	25,200	19,900	13,500
Bergen County	845,385	827,100	-18,300	-2.17	74,800	64,100	-29,000
Burlington County	362,542	397,000	34,500	9.50	44,200	21,900	12,100
Camden County	471,650	500,600	28,900	6.13	65,000	35,900	-200
Cape May County	82,266	95,900	13,600	16.56	9,900	9,800	13,500
Cumberland County	132,866	138,400	5,600	4.18	17,400	10,800	-1,000
Essex County	851,304	838,500	-12,800	-1.51	101,400	68,500	-45,700
Gloucester County	199,917	218,800	18,900	9.43	25,700	13,600	6,700
Hudson County	556,972	541,000	-16,000	-2.87	69,100	48,200	-36,900
Hunterdon County	87,361	100,500	13,100	15.05	10,100	5,300	8,400
Mercer County	307,863	331,700	23,900	7.75	35,900	24,000	11,900
Middlesex County	595,893	653,200	57,300	9.62	67,700	39,500	29,100
Monmouth County	503,173	559,700	56,500	11.24	57,500	40,600	39,700
Morris County	407,630	420,600	13,000	3.18	42,300	23,900	-5,400
Ocean County	346,038	413,000	66,900	19.34	40,900	40,500	66,500
Passaic County	447,585	463,400	15,800	3.54	57,500	35,100	-6,600
Salem County	64,676	66,300	1,600	2.44	7,400	5,200	-600
Somerset County	203,129	227,300	24,200	11.91	22,000	12,600	14,800
Sussex County	116,119	126,600	10,500	9.05	15,500	6,800	1,900
Union County	504,094	499,700	-4,400	-0.87	52,700	40,800	-16,300
Warren County	84,429	89,000	4,500	5.38	10,000	6,600	1,100

Note: The 1988 Population is the provisional estimate as of July 1. Population change and estimates of the components of change have been rounded to the nearest thousand persons for the State and to the hundreds for the counties. Numbers may not add due to rounding.

The pattern of population change in the five heavily urbanized counties of northeastern New Jersey continued to show a degree of stability, in contrast to the 1970s when they declined substantially. Small population declines continued in four counties from 1980 to 1988, according to the latest estimates. The rate of loss for all four (Bergen, Essex, Hudson, and Union), however, was much lower than from 1970 to 1980. Together, these counties declined by approximately 2%, whereas in the 1970s they had lost 7.5% of their combined population. Passaic County, on the other hand, exhibited a modest population gain of 15,800 persons (3.5%).

The changing pattern of net migration is the primary explanation for the differences seen in this decade. From 1970 to 1980, the five-county northeastern-New Jersey-area experienced a net out-migration estimated at almost 346,700, or some 10% of its 1970 population base. Although all five counties are still "exporting" population, their net out-migration from 1980 to 1988 numbered only about 127,900 altogether, or just over 4.5% of its 1980 population base. Thus, the five northeastern counties appear to be retaining more of their current residents and/or are attracting new ones.

Municipal Estimates

The 1980s trend in population growth in the traditional urbanized counties is reflected in the patterns of their major cities. Almost all the major metropolitan centers have exhibited a markedly different degree of change in the 1980s. Newark, Jersey City, Elizabeth, Trenton, Camden, and Bayonne were still falling in population through mid-1988, but their rates of decline were just fractions of what they had experienced in the 1970s (and for most of them, the 1960s and 1950s as well). Other major cities, notably Paterson, Clifton, and Passaic reversed their population losses of the 1970s and have increased somewhat since 1980. While none of them have grown by substantial numbers, they at least show a type of overall population stability that some of them have not seen for decades.

Most suburban municipalities continued their population growth into the 1980s. The top ten winners in terms of percent change, all of

which grew more than 60%, were: Bedminster township in Somerset County (160.5%), Plainsboro township in Middlesex County (136.2%), Glen Gardner borough in Hunterdon County (95.0%), Washington township in Mercer County (76.8%), Galloway township in Atlantic County (75.8%), Mount Laurel township in Burlington County (75.0%), Voorhees township in Camden County (67.0%), Raritan township in Hunterdon County (64.8%), Marlboro township in Monmouth County (61.1%), and Westampton township in Burlington County (60.8%).

In numeric terms, six municipalities have gained more than 10,000 persons between 1980 and 1988. They are: Edison township in Middlesex County (+15,300), Mount Laurel township in Burlington County (+13,200), Berkeley township in Ocean County (+12,200), Howell township in Monmouth County (+10,700), and Evesham township in Burlington County (10,300).

Not surprisingly, most of the fast-growing municipalities are in the fast-growing counties. Two different types of areas are among this group. One type is on the developing suburban fringe of the large metropolises, beyond the older post-world-war II suburbs (which themselves often are declining in population now). The other type lies along the Atlantic coast, usually located somewhat inland of the coastal, resort communities. Examples of the first type would include such places as Edison township in Middlesex County, Mount Laurel township and Evesham township in Burlington County. Examples of the second type include Berkeley township in Ocean County, Howell township and Marlboro township in Monmouth County.

Availability of Estimates

The publication, Official State Estimates - Population Estimates for New Jersey: July 1, 1988 is also available on IBM-format diskette for a charge of \$10. To obtain the estimates diskette or publication, please contact Sen-Yuan Wu, New Jersey Department of Labor, Division of Labor Market and Demographic Research, CN 388, Trenton, New Jersey 08625-0388 (609-292-0076).

Population Estimates for New Jersey Counties by Age

by Sen-Yuan Wu

Beginning with 1985, population by selected age groups were estimated for the state and counties. The age groups are: under 5 years of age, 5-17 years, 18-64 years, and 65 years and over. Estimates of the elderly population are prepared based on Medicare enrollments that are tabulated as of July 1 of each year. Estimates of the two young age groups are based on registered births and school enrollment data. The broad "middle" group spanning the 18-64 range is estimated as the residual county population after accounting for the pre-schoolers, the school-aged children and the elderly. For each age group, the county estimates are adjusted to a controlling statewide estimate prepared by the Census Bureau for all states.

At the youngest end of the age spectrum, the under 5 population posted a 14.2% rise over the 1980-1988 period, growing by an estimated 65,700 persons. Almost all counties shared in the statewide increase, with Middlesex County (+8,800), Monmouth County (+6,600), and Camden County (+5,600) leading the way. Salem County was estimated to have declined very slightly.

As for the school-aged population, regarded as persons 5 to 17 years old, the statewide number declined by 225,600 from 1980 to 1988, a drop of 14.8%. This group decreased in every county, by as little as 300 in Cape May County, but by as many as 36,000 in Bergen County. The decline in this cohort is a consequence of the low birth levels which persisted in New Jersey from the late 1960s to the early 1980s, known affectionately as the "baby bust". The recent increase in number of births, which is reflected in the rise of the under-5 population, does not signify a rise of fertility rates, but simply reflects the fact that the enormous numbers of baby boomers are now becoming parents themselves. Thus, the decline in the 5-17 age group is likely to slow down in the near future and should in fact start to move

upward again. In fact, the elementary school population in the State began to turn upward in 1987 and 1988.

The elderly population of New Jersey continues to be the most rapidly growing age group. From 1980 to 1988, the number of persons aged 65 years and over increased by about 149,200, or 17.4%, compared with the overall 4.8% increase for the total population. As of July 1, 1988 at least one out of every eight residents of New Jersey was aged 65 and older. In Ocean County, it was almost one out of every four. Ocean (+22,800), Middlesex (+20,400), and Bergen (+17,700) counties were estimated to have the largest elderly population increases. The three counties combined accounted for over 40% of the state's total rise in the elderly population. Every other county's elderly population increased by at least 1,000 persons, including those that experienced total population decline in the 1980s.

Availability of Estimates

The publication, Official State Estimates - Population Estimates for New Jersey: July 1, 1988 is also available on IBM-format diskette for a charge of \$10. To obtain the estimates diskette or publication, please contact Sen-Yuan Wu, New Jersey Department of Labor, Division of Labor Market and Demographic Research, CN 388, Trenton, New Jersey 08625-0388 (609-292-0076).

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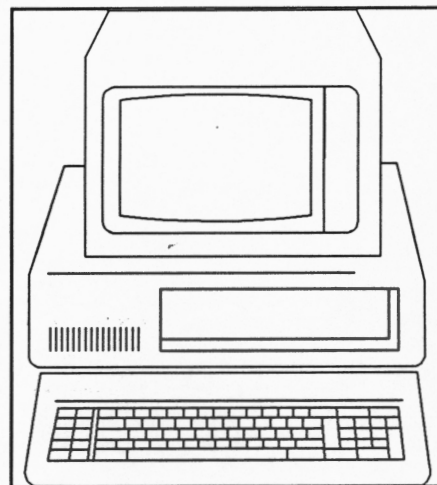
by Douglas Moore

Monmouth County. The County Planning Board has recently released *Monmouth County Housing Market Characteristics*. The publication contains the results of several surveys conducted by the Monmouth County Planning Board including an apartment rental survey, a survey of mobile home costs, and multiple listing service data. It can be purchased by writing to the Monmouth County Planning Board, Hall of Records Annex, East Main Street, P.O. Box 1255, Freehold, NJ 07728.

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