

# Regional Focus: Central Jersey

Data and analysis for the Edison and Trenton-Ewing labor areas

## Private Sector Growth Advances Regional Employment

The five-county Central Region (Mercer, Middlesex, Monmouth, Ocean and Somerset counties) posted a net employment increase of 13,500 jobs or 1.1 percent over the year from September 2012 to September 2013. This was a slower pace than the increase of 1.6 percent posted statewide. Hiring in the region's private sector totaled 17,700 jobs while public sector employment was down by 4,200 jobs from the same month a year ago. Trade, transportation and utilities posted the largest numeric gain (+7,100) over the year. However, financial activities had the largest percentage gain (+5.5%). The other sectors posting employment increases over the year were education and health services (+6,200), financial activities (+4,000), leisure and hospitality (+4,000), and manufacturing (+100). Statewide, private sector gains were concentrated in the educational and health services (+20,100 jobs), trade, transportation and utilities (+12,400), construction (+9,500) and leisure and hospitality (+8,500) sectors.

In the public sector, the Central Region's employment level declined by 4,200 or 2.1 percent during the year ending September 2013. With a decrease of 3,300, state government was the prime contributor to the region's public sector drop. Statewide, the public sector gained 8,300 jobs or 1.4 percent due primarily to an increase of 2.3 percent in local government.

### Employment Expands in each of the Region's Labor Areas

In the Edison Labor Area (Monmouth, Middlesex, Ocean & Somerset counties), total employment increased by 11,000 jobs or 1.1 percent. This marks the second year of job growth in the Edison Labor Area after three consecutive years of payroll decline. Financial activities was the area's fastest growing sector with an increase of 6.6 percent (+3,700 jobs) in September 2013. On the strength of a 6.3 percent increase (+2,300 jobs) in transportation and warehousing and a 4.4 percent (+5,500) increase in retail

trade, the trade, transportation and utilities sector was the area's job growth leader (+7,300 jobs or +3.3%). Leisure and hospitality (+4.1% or +3,800 jobs) and educational and health services (+2.7% or +4,100) also posted increases.

Over the year ending September 2013, employment in the Trenton-Ewing Labor Area (Mercer County) rose by 2,500 jobs or 1.0 percent. The greatest contributor to this net increase was the educational and health services sector which posted a gain of 2,100 jobs or 4.4 percent over the



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To subscribe to this publication email [njsdc@dol.state.nj.us](mailto:njsdc@dol.state.nj.us) with "regional focus" in the subject line.

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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	13,500	1.1	62,000	1.6
Private Sector	17,700	1.7	53,700	1.6
Construction	-300	-0.7	9,500	7.1
Manufacturing	100	0.1	4,200	1.7
Trade, Trans. & Utilities	7,100	2.8	12,400	1.5
Information	-300	-0.9	-3,000	-3.9
Financial Activities	4,000	5.5	2,100	0.8
Prof. & Business Svcs.	-2,500	-1.1	900	0.1
Ed. & Health Svcs.	6,200	3.1	20,100	3.2
Leisure & Hospitality	4,000	3.7	8,500	2.3
Other Services	-600	-1.1	-1,000	-0.6
Government	-4,200	-2.1	8,300	1.4

Source: NJLWD, Current Employment Statistics

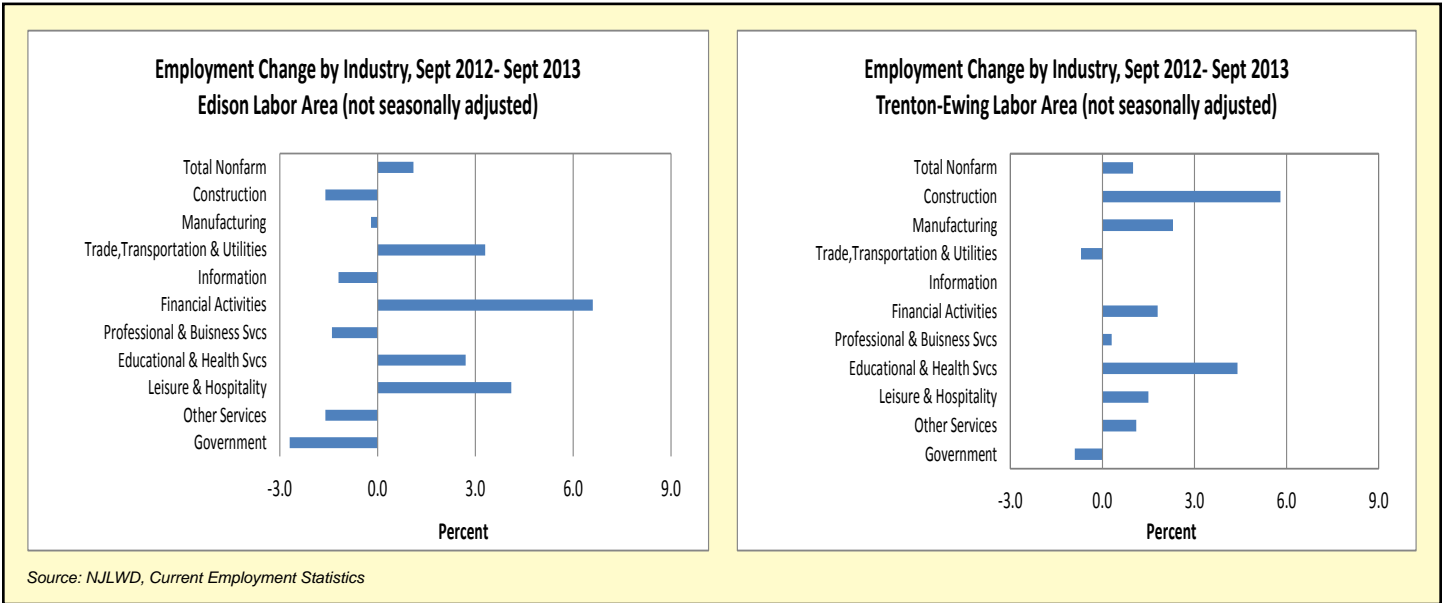
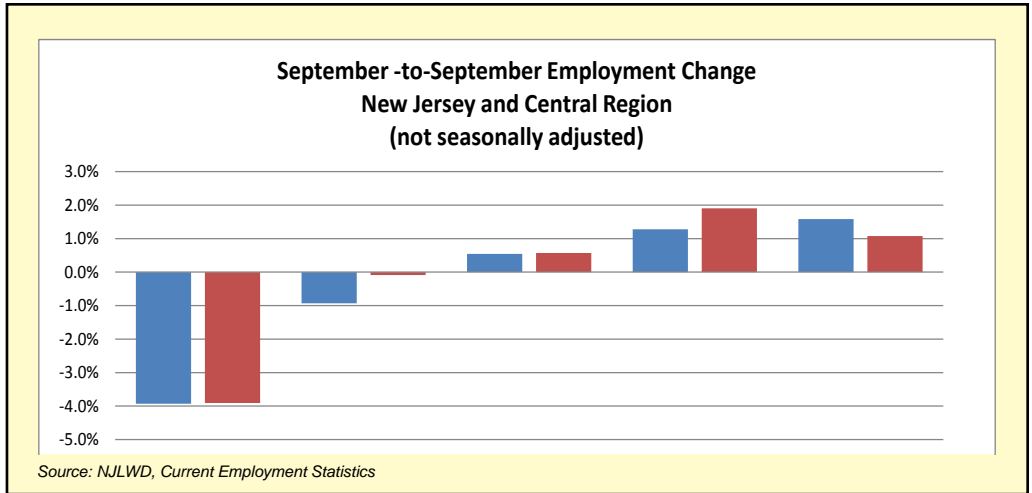


year. The largest contribution to the gain in the sector came from educational services (+1,500 jobs or 7.7%). The healthcare and social assistance sub-sector increased moderately (+600 jobs or +2.2%) while the hospitals component remained flat, over the year. Payrolls in construction advanced by 300 from the same month a year ago.

In the Trenton-Ewing Labor Area, public sector employment declined by 600 or 0.9 percent over the year. This decline stemmed from a loss of 600 in state government and 100 at the federal government level. Meanwhile, local government payrolls expanded by 100 or 0.6 percent.

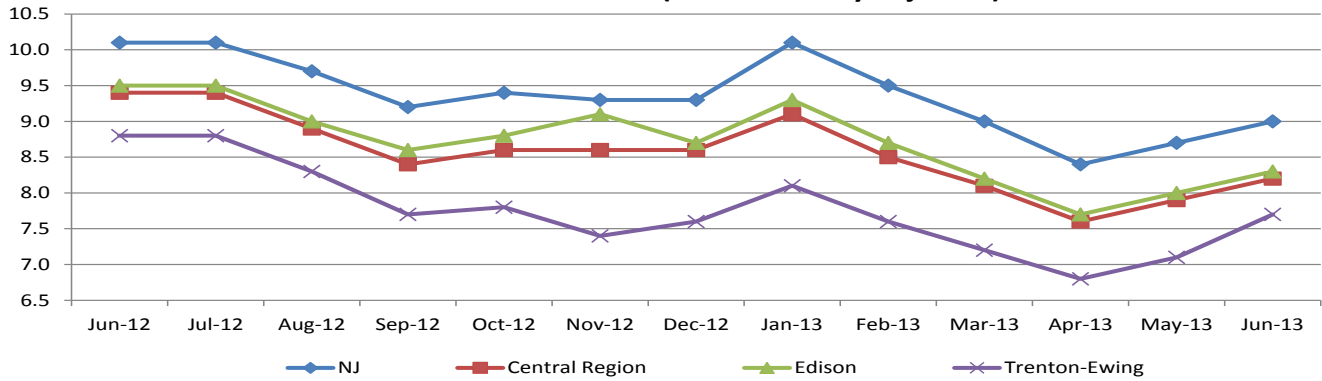
Total Nonfarm Employment (unadjusted September data, employment in thousands)						
	2008	2009	2010	2011	2012	2013
New Jersey	4,135.8	3,963.3	3,936.7	3,916.6	3,976.0	4,039.6
Central Region	1,307.0	1,253.2	1,253.9	1,250.0	1,275.6	1,296.4
Edison Labor Area (Middlesex, Monmouth, Ocean, Somerset counties)	1,059.7	1,011.5	1,009.6	1,006.5	1,029.3	1,044.1
Trenton-Ewing Labor Area (Mercer County)	247.3	241.7	244.3	243.5	246.3	252.3

Source: NJLWD, Current Employment Statistics



More detailed data from the Current Employment Statistics (CES) program can be found at: [http://lwd.dol.state.nj.us/labor/lpa/employ/ces/ces\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/employ/ces/ces_index.html)

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



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

- From September 2012 to September 2013 the not-seasonally adjusted unemployment rate in the Central Region declined by 1.0 percentage point, going from 8.4 percent to 7.4 percent. Statewide, the unadjusted unemployment rate was 8.2 percent in September 2013, down from 9.2 percent in September 2012. The regional unemployment rate was lower than the statewide rate during each month of the period.
- During September 2013, the unemployment rate in the Trenton-Ewing Labor Area (6.7%) was lower than the rate in the Edison Labor Area (7.5%).
- By county, Somerset had the lowest September 2013 unemployment rate in the Central Region (6.4%) while Ocean had the highest (8.2%).

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)

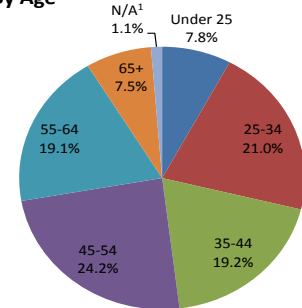
**CHARACTERISTICS OF NEW JERSEY'S  
 INSURED UNEMPLOYED  
 CENTRAL REGION, THIRD QUARTER 2013**

**CLAIMANTS BY OCCUPATIONAL GROUP**

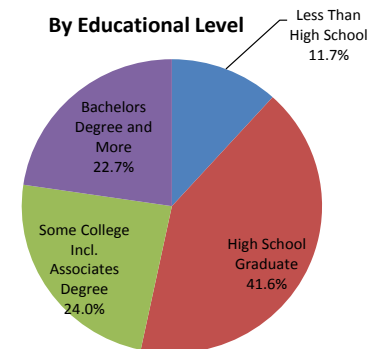
	Number	Percent
Management	8,075	9.9
Business and Financial	3,333	4.1
Professional and Related	12,077	14.8
Services	12,445	15.2
Sales and Related	6,683	8.2
Office and Administrative Support	13,071	16.0
Farming, Fishing and Forestry	160	0.2
Construction and Extraction	6,159	7.5
Installation, Maintenance and Repair	2,838	3.5
Production	6,231	7.6
Transportation and Material Moving	10,147	12.4
Military	509	0.6

- During the third quarter of 2013, the total number of residents claiming unemployment benefits was 81,849 in the Central Region; a figure lower than the 96,564 residents claiming benefits during the third quarter of 2012.
- The top industries in which the region's claimants were previously employed were trade, transportation and utilities (18,024), professional and business services (14,747) and educational and health services (11,903). Combined, these three industries account for more than half (54.5%) of the region's claimants.

**By Age**



**By Educational Level**



<sup>1</sup>N/A: No information provided by claimant

Source: NJLWD, Characteristics of UI Claimants

## REGIONAL INCOME, POVERTY AND HEALTH INSURANCE COVERAGE: 2012

Income, Poverty and Health Insurance Coverage, New Jersey and the Central Region: 2012			
	Median Household Income (dollars)	Percent Persons below poverty level	Health Insurance Coverage: Percent Uninsured
New Jersey	\$69,667	10.8%	12.7%
<b>Central Region</b>			
Mercer County	\$67,991	10.5%	9.2%
Middlesex County	\$77,478	9.9%	13.5%
Monmouth County	\$81,308	7.2%	9.7%
Ocean County	\$59,312	11.0%	9.4%
Somerset County	\$95,825	6.3%	8.8%
<i>Source: U.S. Census Bureau, 2012 American Community Survey 1-Year Estimates</i>			

- According to 2012 figures from the U.S. Census Bureau's American Community Survey, Somerset County had the highest median household income (\$95,825) in the Central Region and the second highest among all New Jersey counties. Regionally, Somerset also ranks lowest for the percentage (6.3%) of persons living below the poverty level and persons without health insurance coverage (8.8%).
- Monmouth County, which had the second highest median household income (\$81,308) in the Central Region, also had the second lowest level of poverty (7.2%).
- Mercer (\$67,991) and Ocean (\$59,312) counties were the only two counties in the region with median incomes that were below the state's median income of \$69,667 during 2012.
- Ocean (11.0%) and Mercer (10.5%) counties had the highest proportions of persons living below the poverty threshold in the Central Region in 2012.
- Middlesex County was the only county in the Central Region to have a higher proportion of uninsured residents than at the statewide level.

More detailed data from the American Community Survey (ACS) program can be found at: [http://lwd.dol.state.nj.us/labor/lpa/acs/acs\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/acs/acs_index.html)

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## REGIONAL JOB OUTLOOK JULY 2013 - SEPTEMBER 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
Middlesex, NJ	18,244
Somerset, NJ	13,135
Mercer, NJ	12,648
Monmouth, NJ	9,527
Ocean, NJ	4,407

In the Central Region during the most recent quarter employers in the chemical manufacturing, professional, scientific and technical services, educational services, hospitals and food services and drinking places exhibited the most occupational demand based on online job listing activity. Concentrated in Middlesex, Somerset and Mercer counties, employers indicated that they were interested in filling positions for retail salespersons, software developers, registered nurses, computer systems analysts, medical and health services managers and sales representatives. Skills that were actively sought by employers included sales, accounting, scheduling and technology-related Oracle, SQL and JAVA.

### OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Retail Salespersons	2,553
Software Developers, Applications	1,931
Registered Nurses	1,500
Computer Systems Analysts	1,446
Medical and Health Services Managers	1,400
First-Line Supervisors Of Retail Sales Workers	1,328
Sales Reps., Wholesale and Manufacturing, Except Technical and Scientific Products	1,304
Computer User Support Specialists	1,172
Customer Service Representatives	1,132
Computer Programmers	984
Managers, All Other	883
Heavy And Tractor-Trailer Truck Drivers	877
Secretaries and Admin. Assistants, Except Legal, Medical, and Executive	793
Human Resources Specialists	757

### INDUSTRIES WITH THE MOST JOB LISTINGS

Industry	Listings
Chemical Manufacturing	3,610
Professional, Scientific, and Technical Services	3,393
Educational Services	3,177
Hospitals	2,525
Food Services and Drinking Places	1,956
Credit Intermediation and Related Activities	1,723
Ambulatory Health Care Services	1,720
Insurance Carriers and Related Activities	1,413
Administrative and Support Services	1,068
Telecommunications	999
General Merchandise Stores	990
Social Assistance	702
Nursing and Residential Care Facilities	554
Sporting Goods, Hobby, Musical Instrument, and Book Stores	529
Publishing Industries (except Internet)	454

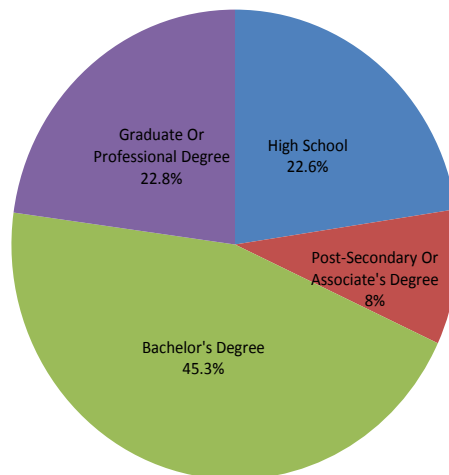
### TOP SKILLS IN DEMAND

Skill	Listings
Sales	3,201
Accounting	2,297
Oracle	2,235
SQL	2,116
JAVA	2,032
Scheduling	1,934
Mathematics	1,701
Repair	1,527
Business Development	1,435
Merchandising	1,385
Product Sale and Delivery	1,368
SAP	1,363
Business Process	1,323
Data Management	1,313
Extensible Markup Language (XML)	1,238

### EMPLOYERS WITH SIGNIFICANT ONLINE JOB LISTING ACTIVITY

Employer
Johnson & Johnson
Novo Nordisk
Rutgers, the State University of New Jersey
Meridian Health System
Bank of America
Sears
Verizon Communications Incorporated
Barnabas Health
Macy's
Princeton University
Pizza Hut
AlliedBarton Security Services
Best Buy
AT&T

Job Listings by Educational Requirement



Source: Burning Glass Technologies, Labor Insight

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

## Central Region Benefits from Higher Education Construction Grants

Being home to a number of universities, New Jersey's Central Region is seeing benefits from state funds available for higher education construction projects. Rutgers, the state's largest university, broke ground in September for a \$330 million project on its College Avenue, New Brunswick campus. This project is overseen by the New Brunswick Development Corporation and will draw \$55 million of its financing from state bond funds. On the Busch Campus in Piscataway, the university will use \$82 million to construct a chemistry and chemical biology building.

In Mercer County, Princeton University received more than \$6 million from the Education Capital Improvement Fund for construction projects along Washington Road. The Campus Town project currently under construction at The College of New Jersey in Ewing Township, is a beneficiary of the 2009 New Jersey Economic Stimulus Act. The \$56 million project includes the construction of new student housing, and retail space to the college campus. Meanwhile, at the corner of Calhoun and West State Streets, Thomas Edison State College is demolishing the former Glen Cairns apartment complex that has been vacant for more than two decades. The college will use state bond funding to construct a nursing education facility.

In Lakewood, Ocean County, Beth Medrash Govoha, a Jewish Yeshiva received \$10.6 million in state financing towards the construction of a library and a research center. All of these higher education-related construction and infrastructure developments are expected to create a boost in construction payrolls.

## Central Region Shore Update

From Little Egg Harbor in southern Ocean County to Carteret in Middlesex County, communities along the Central Jersey coastal area are still in the process of cleaning up and rebuilding from damages caused by SuperStorm Sandy. Among the hardest hit areas were northern Ocean County and in Monmouth County, the heart of the Central Jersey shore community. The greatest progress in rebuilding can be seen in areas such as Spring Lake, Belmar, and Point Pleasant. Progress in the popular Seaside Heights and Seaside Park communities suffered a setback when a fire broke out along its boardwalk on September 12, 2013. The fire destroyed about 20 businesses, including Funtown Pier, in the proximity of the Boardwalk. Efforts are underway to repair the damage. Further south on the Ocean County shoreline, homeowners in the Stafford Township, Harvey

Cedars, and Manahawkin area are still waiting to receive government grants to repair their damaged homes, some of which must be raised to meet new building codes.

## Regional Developments

In North Brunswick (Middlesex County), construction of a Costco store along the northward side of Route 1 is under way. Another Costco has been approved to be built along Route 533 North in Lawrence Township (Mercer County). In Hamilton Township (Mercer County), an expansion is underway at the Mercerville Shopping Center at the corner of Whitehorse Mercerville Road and Route 33.

The development of the Hamilton Clocktower Corporate Center, a three-building commercial project located in Hamilton (Mercer County), continues. To date, one office building is complete and fully leased. An additional 57,000-sq.ft. building is under construction and developers have received approval for a third structure.

The construction of 70 affordable housing units has been approved for the intersection of routes 31 and 654 in Hopewell Township (Mercer County). This project is a redevelopment of the former Pennytown shopping center site.

Lakewood-based Somerset Development Corp, (Ocean County), has received approvals in August 2013 to redevelop a 50-acre site in Aberdeen (Monmouth County) that formerly housed Anchor Glass Container Corp. The company plans to construct 500 housing units; 75,000-sq.ft. of retail space; and a 110-room hotel at this site. This company also plans to develop 400,000-sq.ft. of medical office and wellness space at a former Bell Labs complex in neighboring Holmdel (Monmouth County).

In Lakewood (Ocean County), Alpha Associates, Inc., a developer, manufacturer, and marketer of high-performance industrial fabrics, composites and elastomers, recently broke ground on an expansion of its headquarters. The company plans to hire additional workers in order to increase production capacity.

UNIQLO, a Japanese casual clothing retailer that has been increasing its U.S. presence, opened two stores in the Central Region this fall, bringing their total number of stores in the Garden State to three. The Bridgewater Commons (Bridgewater, Somerset County) store opened October 4 and the Menlo Park (Edison, Middlesex County) store opened on November 1. The company's other New Jersey store, which opened in 2012, is located in Garden State Plaza in Paramus (Bergen County, Northern Region).