

Regional Focus: South Jersey

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

Regional Employment Trends Up

Total nonfarm employment in the Southern Region rose by 5,000 or 0.7 percent over the September 2012-September 2013 period, reaching a not seasonally adjusted level of 753,500. In comparison, statewide jobholding trended up at nearly twice the rate adding 1.6 percent (+62,000) to payrolls during the same period. Regional employment advanced for the second consecutive year after posting five (September-to-September) consecutive years of job losses from 2007 through 2011.

Since September 2012, regional private sector employment gains were posted in educational and health services (+4,400 jobs, +3.7%), construction (+1,600, +5.9%), trade, transportation and utilities (T/T/U, +1,300, +0.8%) and financial activities (+400, +1.1%). Leading the sectors which lost employment was the most seasonal of the area's industries: leisure and hospitality (-900 or -0.8%) followed by manufacturing (-800, -1.8%); information (-200, -2.6%) and professional and business services (-100, -0.1%). Over the year, public sector employment decreased in the region (-800 or -0.7%).

As in the region, the top three industries in the state for payroll expansion were educational and health services (+20,100 jobs, 3.2%), T/T/U (+12,400, 1.5%) and construction (+9,500 or 7.1%). Within T/T/U, retail trade posted a 13,000 job gain (+2.9%) and the food and beverage stores subsector accounted for 2,900 of the new jobs. Within construction, specialty trade contractors boosted their employment by 6,900 or 8.0 percent.

Largest Labor Area Leads Job Growth

The three-county Camden Labor Area (Burlington, Camden, Gloucester) experienced the largest payroll gains in the Southern Region over the period followed by the Atlantic (Atlantic County) and Vineland/Millville/Bridgeton (Cumberland County, V/M/B) labor areas. Cape May County (Ocean City Labor Area) was the only area to record a decline.

Firms throughout the Camden Labor Area expanded payrolls by 5,600 or 1.1 percent over the period, reaching 511,800 in September 2013. The largest contributor to the employment gain was educational and health services (+3,800, +4.5%) with the majority of growth occurring in the health care and social assistance industry (+2,800 or +3.6%). Retail stores added 1,700 jobs (+2.6%) while construction payrolls also advanced (+600, +3.0%). Notable job losses occurred in manufacturing (-600, -1.7%) and professional and business services (-500 or -0.7%).

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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	5,000	0.7	62,000	1.6
Private Sector	5,800	0.9	53,700	1.6
Construction ¹	1,600	5.9	9,500	7.0
Manufacturing ¹	-800	-1.8	4,200	1.7
Trade, Trans. & Utilities	1,300	0.8	12,400	1.5
Information ¹	-200	-2.6	-3,000	-3.9
Financial Activities ¹	400	1.1	2,100	0.8
Prof. & Business Svcs. ¹	-100	-0.1	900	0.1
Ed. & Health Svcs.	4,400	3.7	20,100	3.2
Leisure & Hospitality	-900	-0.8	8,500	2.3
Other Services ¹	0	0.0	-1,000	-0.6
Government	-800	-0.7	8,300	1.4

Source: NJLWD, Current Employment Statistics

¹Employment does not include data for Cape May County



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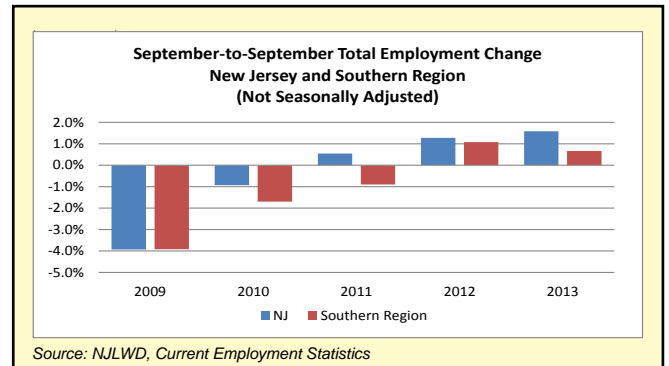
In the Atlantic City Labor Area, employment rose by 500 from the same month a year ago reaching a not seasonally adjusted level of 139,600. Employment gains occurred in T/T/U (+1,100 jobs, +5.0%) and construction (+900, 20.5%). However, the labor area's largest industry, leisure and hospitality, experienced a payroll decline (-1,300 jobs, -2.6%) due to a reduction in accommodation and food services (-1,500 or -3.2%). Gains in food services and drinking places (+700 or 5.4%) were not enough to offset losses in casino employment (-2,100 or -6.4%).

Total nonfarm payrolls in the V/M/B Labor Area were up by 300 (+0.5%), reaching an estimated 57,200 jobs in September 2013. Employment gains in professional and business services (+500 jobs, +14.7%), T/T/U (+200, 1.6%) and construction (+100, 4.2%) were partially offset by declines in leisure and hospitality (-200, -5.4%), government (-200, -1.6%) and other services (-100, -5.0%).

The level of jobholding in the Ocean City Labor Area was 44,900 in September 2013, a figure 1,400 below the September 2012 level. T/T/U (-1,000 jobs or -12.7%), and in particular retail trade (-600, or -8.6%), was the greatest contributor to the loss.

Total Nonfarm Employment (unadjusted September data, employment in thousands)						
	2008	2009	2010	2011	2012	2013
New Jersey	4,036.3	3,877.6	3,841.6	3,862.6	3,912.0	3,974.0
Southern Region	791.1	760.1	747.2	740.5	748.5	753.5
Atlantic City Labor Area (Atlantic County)	149.8	141.2	139.3	137.9	139.1	139.6
Camden Labor Area (Burlington, Camden, Gloucester counties)	532.0	511.1	501.5	499.4	506.2	511.8
Ocean City Labor Area (Cape May County)	48.1	48.3	48.5	45.8	46.3	44.9
Vineland-Millville-Bridgeton Labor Area (Cumberland County)	61.2	59.5	57.9	57.4	56.9	57.2

Source: NJLWD, Current Employment Statistics



Employment Change by Industry, September 2012 - September 2013 Atlantic City Labor Area (not seasonally adjusted)

Industry	Percent Change
Total Nonfarm	0.5
Construction	20.5
Manufacturing	-10.0
Trade, Transportation & Utilities	5.0
Information	-10.0
Financial Activities	2.0
Professional & Business Svcs	14.7
Educational & Health Svcs	2.0
Leisure & Hospitality	-2.6
Other Services	-5.0
Government	-1.6

Employment Change by Industry, September 2012 - September 2013 Camden Labor Area (not seasonally adjusted)

Industry	Percent Change
Total Nonfarm	0.5
Construction	4.2
Manufacturing	-2.0
Trade, Transportation & Utilities	1.6
Information	-2.0
Financial Activities	1.6
Professional & Business Svcs	14.7
Educational & Health Svcs	2.0
Leisure & Hospitality	-5.4
Other Services	-5.0
Government	-1.6

Employment Change by Industry, September 2012 - September 2013 Ocean City Labor Area (not seasonally adjusted)

Industry	Percent Change
Total Nonfarm	-1.4
Goods Producing	3.0
Trade, Transportation & Utilities	-12.7
Educational & Health Svcs	3.0
Leisure & Hospitality	-1.0
Government	-1.6

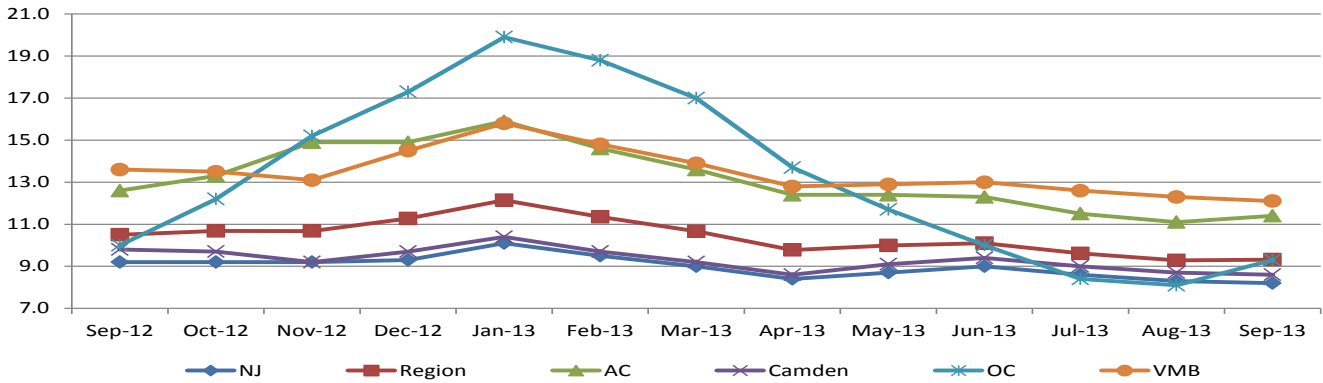
Note: A complete breakout of employment data by industry is not produced for the Ocean City Labor Area due to guidelines from the Bureau of Labor Statistics.

Employment Change by Industry, September 2012 - September 2013 Vineland-Millville-Bridgeton Labor Area (not seasonally adjusted)

Industry	Percent Change
Total Nonfarm	0.5
Construction	4.2
Manufacturing	-2.0
Trade, Transportation & Utilities	1.6
Information	-2.0
Financial Activities	1.6
Professional & Business Svcs	14.7
Educational & Health Svcs	2.0
Leisure & Hospitality	-5.4
Other Services	-5.0
Government	-1.6

Source: NJLWD, Current Employment Statistics

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



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

- The not seasonally adjusted unemployment rate for the Southern Region trended down to 9.3 percent in September 2013 from 10.5 percent in September 2012. Statewide, the unadjusted unemployment rate was 8.2 percent in September 2013, a rate one percentage point lower than the same month a year ago.
- With a September 2013 unemployment rate of 8.6 percent, the Camden Labor Area had the lowest rate in the region. Despite having the highest unadjusted monthly rate (12.1%), the Vineland/Millville/Bridgeton Labor Area showed the most improvement in the region by lowering the unemployment rate by 1.5 percentage points since September 2012.
- Over the year, the number of unemployed residents was lower in all of the Southern Region's labor areas and in the state as a whole. The region reduced their unemployed residents at a slightly steeper pace than the state (-11.2% vs. 12.6%, respectively).

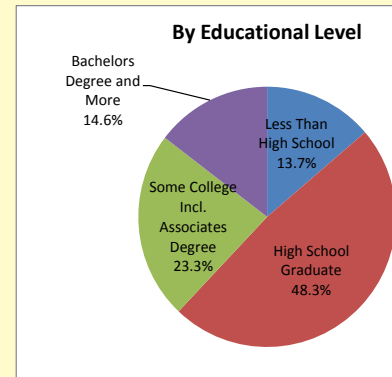
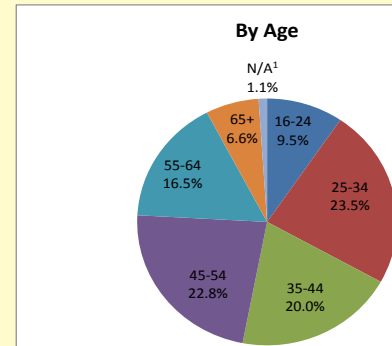
More detailed data from the Local Area Unemployment Statistics (LAUS) program can be found at: http://lwd.dol.state.nj.us/labor/lpa/employ/uirate/lfest_index.html

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

CLAIMANTS BY OCCUPATIONAL GROUP

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

- From July 2013 to September 2013, over 74,000 claimants resided in the southern region and accounted for nearly one-quarter (24.9%) of the people claiming continued unemployment insurance benefits throughout New Jersey.
- Compared with the state in the most recent quarter of 2013, the region had a significant difference in the proportion of claimants previously employed in the leisure and hospitality industry. Leisure and hospitality accounted for 14.6 percent of regional claimants versus 9.9 percent statewide; nearly half of the regional claimants resided in Atlantic County.



¹N/A: No information provided by claimant
 Source: NJLWD, Characteristics of U.I. Claimants

REGIONAL INCOME, POVERTY AND HEALTH INSURANCE COVERAGE: 2012

Income, Poverty and Health Insurance Coverage, New Jersey and the Southern Region: 2012			
	Median Household Income (dollars)	Percent Persons below poverty level	Health Insurance Coverage: Percent Uninsured
New Jersey	\$69,667	10.8%	12.7%
Southern Region			
Atlantic County	\$51,191	14.6%	14.9%
Burlington County	\$74,693	6.3%	7.7%
Camden County	\$59,280	12.7%	12.5%
Cape May County	\$57,001	8.9%	8.7%
Cumberland County	\$47,072	18.8%	14.0%
Gloucester County	\$72,930	8.7%	7.6%
Salem County	\$60,360	10.7%	11.7%
<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, Burlington (\$74,693) and Gloucester (\$72,930) were the only counties in New Jersey's Southern Region with a higher median household income than the state as a whole (\$69,667).
- Atlantic (\$51,191) and Cumberland (\$47,072) were the counties with the lowest median household income in the region. This is due in part to greater concentrations of employment in the leisure and hospitality, retail trade and agricultural industries which typically employ a high number of seasonal and part-time workers.
- Burlington (6.3%), Gloucester (8.7%) and Cape May (8.9%) counties had the lowest proportions of persons living below the poverty threshold in the region, as of 2012, while the percent of persons living below the poverty threshold were highest in Cumberland (18.8%), Atlantic (14.6%) and Camden (12.7%) counties.
- In the region, Gloucester (7.6%; 21,880) and Burlington (7.7%; 33,924) counties had the lowest percentage of uninsured population in 2012 while Atlantic (14.9%; 40,457), Cumberland (14.0%; 20,359) and Camden (12.5%; 63,345) counties had the highest.

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

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
Camden	8,156
Burlington	6,880
Atlantic	3,521
Gloucester	3,079
Cumberland	1,425
Cape May	788
Salem	660

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

OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Retail Salespersons	1,296
Registered Nurses	933
Heavy And Tractor-Trailer Truck Drivers	702
Sales Reps., Wholesale And Manufacturing, Except Technical And Scientific Products	680
First-Line Supervisors Of Retail Sales Workers	645
Customer Service Representatives	592
First-Line Supervisors Of Food Preparation And Serving Workers	557
Medical And Health Services Managers	415
Computer Systems Analysts	372
Merchandise Displayers And Window Trimmers	331
Software Developers, Applications	313
Food Prep & Serving Workers, Incl. Fast Food	294
Meeting, Convention And Event Planners	276

INDUSTRIES WITH THE MOST JOB LISTINGS

Industry	Listings
Food Services And Drinking Places	1,677
Hospitals	1,400
Educational Services	1,301
Ambulatory Health Care Services	1,120
Professional, Scientific, And Technical Services	796
Credit Intermediation And Related Activities	711
General Merchandise Stores	649
Nursing And Residential Care Facilities	585
Accommodation	469
Social Assistance	441
Clothing And Clothing Accessories Stores	396
Administrative And Support Services	393
Insurance Carriers And Related Activities	391
Broadcasting (except Internet)	326
Merchant Wholesalers, Nondurable Goods	306
Motor Vehicle And Parts Dealers	256

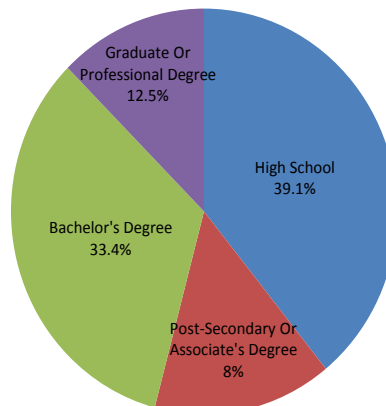
TOP SKILLS IN DEMAND

Skill	Listings
Sales	1,489
Mathematics	966
Repair	913
Scheduling	893
Merchandising	709
Patient Care	693
Product Sale and Delivery	678
Retail Sales	512
Inspection	498
Description and Demo. of Products	477
Accounting	474
Treatment Planning	466
Cash Handling	450
Cooking	384
Physical Demand	380

EMPLOYERS WITH SIGNIFICANT JOB LISTING ACTIVITY

Pizza Hut
Cooper University Hospital
Sears
Bayada Home Health Care
Burlington Coat Factory
Comcast
Genesis Healthcare Corporation
Macy's
Atlanticare
Rowan University
Caesar's Entertainment
Our Lady Of Lourdes Health System
Bank of America
Advance Auto Parts Incorporated
JCPenney

Job Listings by Educational Requirement



Grants Spur Regional Development

BK Specialty Foods, a wholesale food distributor to customers including ShopRite, the Ritz-Carlton and a handful of Atlantic City casino hotels, moved from Philadelphia PA to a new 40,000-sq.ft. headquarters located in Swedesboro (Gloucester County). The company is expanding their workforce in addition to relocating jobs from Philadelphia. The company was awarded a Business Employment Incentive Grant from the New Jersey Economic Development Authority for this development.

Additionally, Philadelphia-based retailer Destination Maternity received a 10-year, \$40 million Grow New Jersey incentive to move across the river into Burlington County bringing a total of 620 jobs to the area. The company's relocation plan includes a 74,000-sq.ft. headquarters in Moorestown expected to be completed by fall 2014 and a 400,000-sq.ft. distribution center expected to open in Florence by early 2015.

Transportation Funding Shift Helps South Jersey

For the first time since its inception in 1984 the state's Transportation Trust Fund has altered its funding allocation formula. The Fund, which distributes monies for infrastructure repairs on roads and bridges, will base disbursements on the population growth rates of counties. Similar to political redistricting, counties that have shown the most growth over the previous three decades will receive a larger share of the \$78.6 million of available funds in fiscal year 2014. This change will result in an increase in funding for all southern New Jersey counties with the exception of Camden.

Rowan Breaks Ground for \$71M Engineering Building

Rowan University recently broke ground on an engineering building that will allow the university to more than double enrollment in its engineering program, to 2,000 students. The increased capacity is essential for Rowan, where University officials report that currently one in 10 engineering students who apply are accepted.

The new building, a 90,500-sq.ft. structure is expected to be completed for the 2016-17 academic year. This project, along with another new academic structure that will house Rowan's Rohrer College of Business, is being funded in

part by \$117 million from the state's Building Our Future Bond Act.

Casinos Offer Internet Gambling Beginning late November

In late November 2013, New Jersey's casinos were able to begin offering Internet gambling. New Jersey is the third state in the nation to offer online gaming, along with Nevada and Delaware. The Borgata was awarded the state's first Internet gambling permit. Online gambling is designed to give the casinos a new revenue stream. With increasing competition from neighboring states, Atlantic City's casinos have been working to remain competitive. Atlantic City's casino revenue was just over \$3 billion in 2012, down from a high of \$5.2 billion in 2006.

Other Regional Developments

A new Science, Technology, Engineering and Math (S.T.E.M.) building is under construction at the Atlantic Cape Community College's Mays Landing Campus. This structure is reported to be the first new building to be constructed at the campus in nearly two decades. The 32,475-sq. ft., two-story facility is expected to be completed by September 2014 and includes science labs, computer labs, office space and a partially vegetated roof with walkways. The \$16 million project will also be home to the college's Air Traffic Control degree program and Technology Studies Institute.

In August 2013, Egg Harbor Township officials granted preliminary approval for a new shopping center proposed for Ocean Heights and English Creek Avenues. The 28-acre project is a redevelopment of the Ocean Heights Mobile Home Park site. The proposed center will include 13 stores, five restaurants, a bank and 972 parking spaces.

In September 2013, Cooper University Health Care and the University of Texas MD Anderson Cancer Center – a world-renowned cancer center- partnered to create MD Anderson Cancer Center at Cooper. The new \$100 million, 103,050-sq.ft. center located on the Cooper Health Sciences Campus in Camden, opened in October. The facility will focus on cancer prevention, detection, treatment and research.

Red Robin gourmet burger restaurant continued to expand its presence in the state by opening a location adjacent to Cherry Hill Mall in early December 2013 creating over 100 jobs.