

Regional Focus: South Jersey

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

June-to-June Job Growth Continues

The Southern Region's level of nonfarm payroll employment totaled an estimated 772,600 (not seasonally adjusted) in June 2013, a rise of 8,900 or 1.2 percent from June 2012. In comparison, the state's unadjusted nonfarm payrolls increased by 1.6 percent (+64,600 jobs) during the same period. The region has now posted June-to-June job gains in two consecutive years.

Jobholding increased in professional and business services (+4,900 jobs, +5.7%), educational and health services (+3,200, +2.7%), government (+2,300, +1.8%), financial activities (+900, +2.5%), trade, transportation and utilities (T/T/U, +600, +0.4%) and construction (+300, +1.1%). The remaining industry sectors shed jobs: information (-1,900, -20.2%); manufacturing (-800, -1.7%) and leisure and hospitality (-700, -0.6%). Payrolls in other services were unchanged over the year.

In comparison, New Jersey's payrolls experienced trends similar to the region's. While losses occurred in information (-4,300, -5.5%) and manufacturing (-400, -0.2%), leisure and hospitality was up by 6,700 or 1.8 percent on the strength of payroll gains in the food services and drinking places component industry (+7,100 or +2.8%). Jobholding increased in educational and health services (+21,400 or 3.4%), professional and business services (+17,800 or 2.8%), T/T/U (+7,500 or 0.9%), construction (+7,000 or 5.3%), government (+6,500 or 1.0%), financial activities (+1,800 or 0.7%) and other services (+600 or 0.4%).

Camden Labor Area Reaches Employment High

Employers in the tri-county Camden Labor Area (Burlington, Camden and Gloucester counties) added significantly to payrolls from June 2012 to June 2013. Rising by 11,100 jobs over the year to reach 523,400, the Camden Labor Area's total nonfarm employment is at its highest June level since 2008. The 2.2 percent increase more than offset job losses in the labor areas of Atlantic

City (-0.1%) and Ocean City (Cape May County, -4.1%). Vineland/Millville/Bridgeton (V/M/B, Cumberland County) added 100 jobs or 0.2 percent.

Camden's job growth leader was professional and business services (+4,700 jobs or 6.5%) with employment services as the major contributor (+3,600 or +20.1%). Employment services, which includes temporary help agencies, accounted for almost 28 percent of professional and business services employment during June. Other significant gains occurred in government (+3,100, 3.9%), educational and health



Regional Focus is a quarterly publication of the New Jersey Department of Labor Division of Labor Market and Demographic Research. For questions regarding the material in this publication contact Michael Dugan at (609)633-6425 or email michael.dugan@dol.state.nj.us

To subscribe to this publication email njsdc@dol.state.nj.us with "regional focus" in the subject line.

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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	8,900	1.2	64,600	1.6
Private Sector	6,600	1.0	58,100	1.7
Construction ¹	300	1.1	7,000	5.2
Manufacturing ¹	-800	-1.7	-400	-0.2
Trade, Trans. & Utilities	600	0.4	7,500	0.9
Information ¹	-1,900	-20.2	-4,300	-5.5
Financial Activities ¹	900	2.5	1,800	0.7
Prof. & Business Svcs. ¹	4,900	5.7	17,800	2.8
Ed. & Health Svcs.	3,200	2.7	21,400	3.4
Leisure & Hospitality	-700	-0.6	6,700	1.8
Other Services ¹	0	0.0	600	0.4
Government	2,300	1.8	6,500	1.0

Source: NJLWD, Current Employment Statistics

¹Employment does not include data for Cape May County



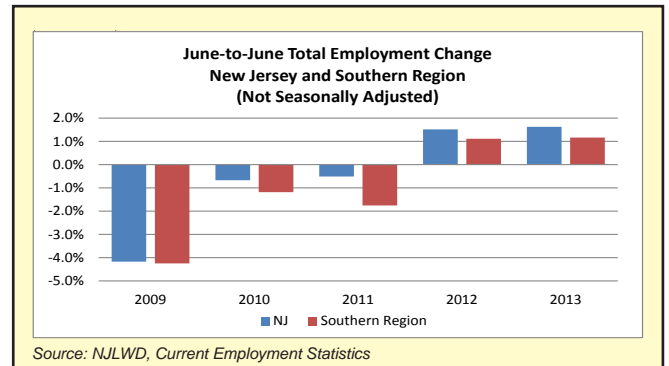
services (+2,700, 3.2%), leisure and hospitality (+1,800, 3.9%). T/T/U added 1,100 jobs or one percent to payrolls, mainly due to retail trade establishments (+1,600 jobs, 2.4%). The largest reductions in staff occurred in the information (-1,800 jobs or -23.1%), manufacturing (-800, -2.2%) and construction (-500, -2.5%) sectors.

In the Atlantic City Labor Area, payrolls remained relatively level over the year (-200 jobs or -0.1%). Trade, transportation and utilities (+1,400 jobs, 6.4%) added the most jobs due to gains in retail trade (+10.1% or +1,600). Construction jobholding increased by 15.2 percent (+700 jobs). Leisure & hospitality (-1,800 jobs, -3.5%) shed employment over the year as the labor market for casino workers remained soft.

Payrolls were virtually unchanged over the period (+100 jobs) in the V/M/B Labor Area. Gains in educational & health services (+400, +4.1%), professional & business services (+200, 5.4%) and manufacturing (+200, +2.4%) offset declines in leisure and hospitality (-500, -13.2%) and government (-300, -2.2%). The state's southernmost coastal area, Cape May County (Ocean City Labor Area), shed 2,100 jobs (-4.1%) since June 2012 with most of the loss occurring in retail trade (-1,000 or -12.3%).

Total Nonfarm Employment (unadjusted June 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	4,040.6
Southern Region	812.5	778.0	768.8	755.3	763.7	772.6
Atlantic City Labor Area (Atlantic County)	153.1	142.5	142.2	139.3	142.1	141.9
Camden Labor Area (Burlington, Camden, Gloucester counties)	545.1	523.8	516.3	508.0	512.3	523.4
Ocean City Labor Area (Cape May County)	52.0	50.8	50.8	49.9	51.2	49.1
Vineland-Millville-Bridgegeton Labor Area (Cumberland County)	62.3	60.9	59.5	58.1	58.1	58.2

Source: NJLWD, Current Employment Statistics



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

Industry	Percent Change
Total Nonfarm	0.1
Construction	15.2
Manufacturing	-2.2
Trade, Transportation & Utilities	6.4
Information	-23.1
Financial Activities	0.0
Professional & Business Svcs	0.0
Educational & Health Svcs	0.0
Leisure & Hospitality	-3.5
Other Services	0.0
Government	0.0

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

Industry	Percent Change
Total Nonfarm	0.0
Construction	15.2
Manufacturing	-2.2
Trade, Transportation & Utilities	6.4
Information	-23.1
Financial Activities	0.0
Professional & Business Svcs	5.4
Educational & Health Svcs	4.1
Leisure & Hospitality	-13.2
Other Services	0.0
Government	-2.2

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

Industry	Percent Change
Total Nonfarm	-4.1
Goods Producing	0.0
Trade, Transportation & Utilities	-12.3
Educational & Health Svcs	4.1
Leisure & Hospitality	-13.2
Government	-2.2

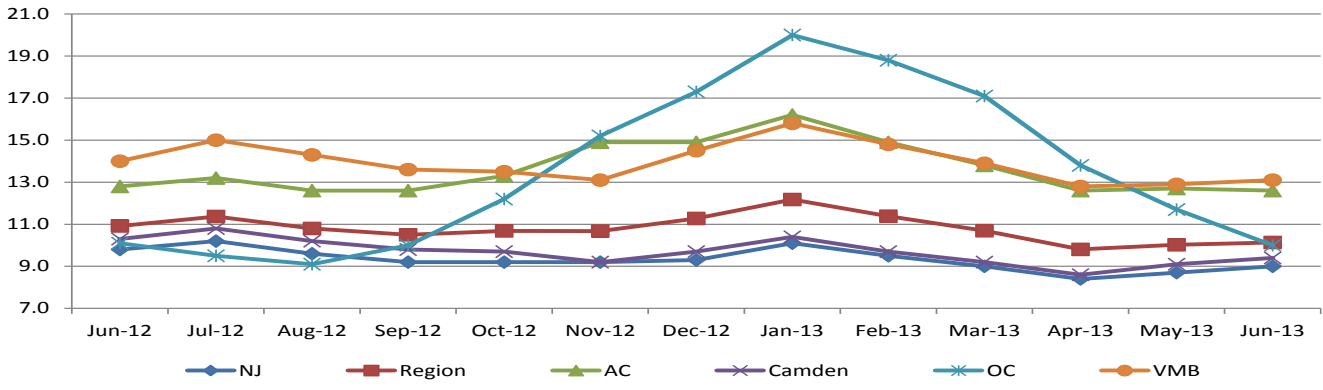
Note: A complete breakout of employment data by industry is not produced for the Ocean City Labor Area due to guidelines from the Bureau of Labor Statistics.

Employment Change by Industry, June 2012 - June 2013 V-M-B Labor Area (not seasonally adjusted)

Industry	Percent Change
Total Nonfarm	0.0
Construction	2.4
Manufacturing	2.4
Trade, Transportation & Utilities	0.0
Information	0.0
Financial Activities	0.0
Professional & Business Svcs	5.4
Educational & Health Svcs	4.1
Leisure & Hospitality	-13.2
Other Services	0.0
Government	-2.2

Source: NJLWD, Current Employment Statistics

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



Source: NJLWD, Local Area Unemployment Statistics (LAUS)

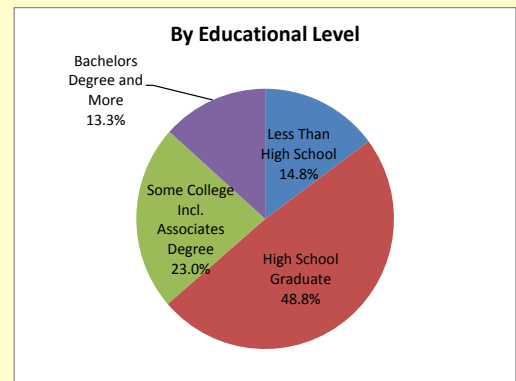
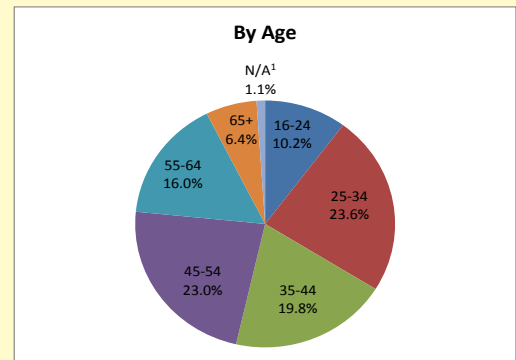
- In June 2013 the unadjusted unemployment rate for the Central Region was 10.1 percent. Statewide, the unadjusted unemployment rate was 9.0 percent. The rate for both the region and the state was lower by 0.8 percentage point than the same month a year ago.
- With a June 2013 unemployment rate of 9.4 percent, the Camden Labor Area had the lowest unemployment rate in the region while the Vineland/Millville/Bridgeton Labor Area had the highest at 13.1 percent.
- The region's labor force remained virtually unchanged over the June-to-June period expanding by 1,100 persons (or 0.1%). The region's largest labor area (Camden) was the only labor area in the region to experience a rise in the number of employed residents (+14,500).

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

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

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	5,756	7.2
Business and Financial	2,166	2.7
Professional and Related	7,388	9.2
Services	18,479	23.1
Sales and Related	6,615	8.3
Office and Administrative Support	10,834	13.5
Farming, Fishing and Forestry	516	0.6
Construction and Extraction	8,099	10.1
Installation, Maintenance and Repair	3,226	4.0
Production	6,746	8.4
Transportation and Material Moving	9,426	11.8
Military	565	0.7

- During the second quarter of 2013, over 80,000 unemployment insurance claimants resided in the southern region accounting for over one-quarter (25.8%) of claimants statewide. The latest quarterly total is lower (-21.5%) than the same quarter a year ago.
- Compared to the state, the region had some significant differences in proportions of claimants during the quarter. More claimants in the Southern Region were previously employed in the leisure & hospitality sector (18.0% vs. 11.1%, respectively) with Atlantic County contributing almost half (48.0%) of regional claimants.



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

Intercensal Population Estimates for New Jersey and the Southern Region: 2010 to 2012				
	Population		Change	
	2010	2012	Number	Percent
New Jersey	8,791,894	8,864,590	72,696	0.8%
Southern Region	1,845,474	1,849,746	4,272	0.2%
Atlantic	274,549	275,422	873	0.3%
Burlington	448,734	451,336	2,602	0.6%
Camden	513,657	513,539	-118	0.0%
Cape May	97,265	96,304	-961	-1.0%
Cumberland	156,898	157,785	887	0.6%
Gloucester	288,288	289,586	1,298	0.5%
Salem	66,083	65,774	-309	-0.5%

Source: U.S. Census Bureau, Population Division

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

- The population of the Southern Region totaled 1.85 million in 2012 and represented 20.9 percent of the total population statewide.
- In the Southern Region, four counties increased their population from 2010 to 2012 contributing to an overall 0.2 percent rise while three counties experienced a decline in their populations. Two counties still had less than 100,000 residents — Salem (65,774) and Cape May (96,304).
- The Southern Region's growth (+6.1%) of its elderly population (65+) from 2010 to 2012 outpaced the Northern and Central regions (+5.6% and +5.0%, respectively). Conversely, the number of children under 18 in the southern region (-2.7%) declined at a greater rate than the Northern and Central regions (-1.8% and -1.6%, respectively). The Hispanic population grew at faster rate (+6.4% vs. +5.5% (North) and +5.3% (Central)).
- With a median age of 48.0 years, Cape May County was New Jersey's oldest county. Elderly persons (persons 65+) accounted for 22.8 percent of Cape May's population in 2012. It was the only county to lose population due to natural decrease (about 800 more deaths than births).

REGIONAL JOB OUTLOOK APRIL 2013 - JUNE 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	4,752
Burlington	4,730
Atlantic	2,713
Gloucester	1,741
Cumberland	863
Cape May	522
Salem	442

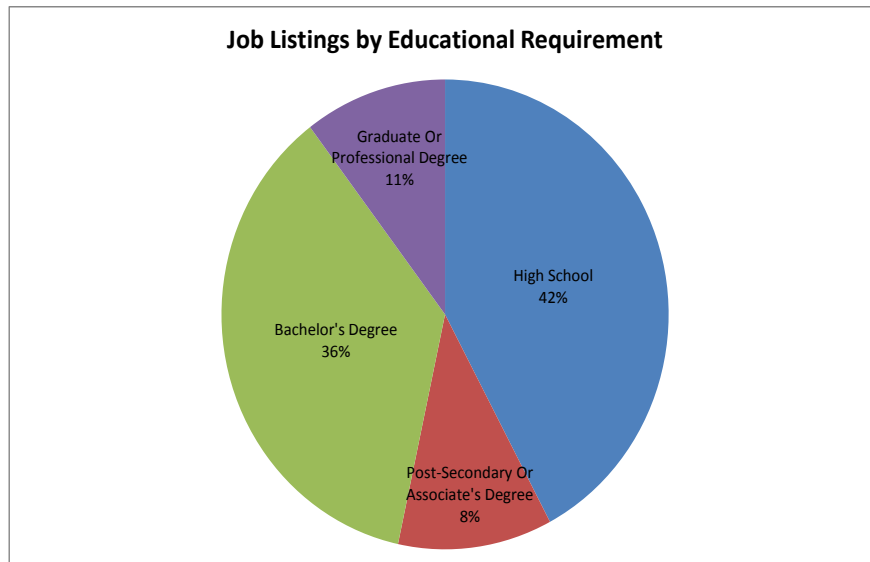
In the Southern Region during the most recent quarter employers in the hospitals, educational services, food services and drinking places and professional, scientific and technical services exhibited the most occupational demand based on online job listing activity. Regional job listing activity was concentrated in Camden, Burlington and Atlantic counties. Employers indicated that they were interested in filling positions for retail salespersons, registered nurses, sales representatives, customer service representatives and supervisors of retail sales workers. Skills that were actively sought by employers included sales, repair, scheduling, inspection, accounting and patient care.

OCCUPATIONS WITH THE MOST LISTINGS	
Occupation	Listings
Retail Salespersons	776
Registered Nurses	547
Sales Reps., Wholesale And Manufacturing, Except Technical And Scientific Products	452
Customer Service Representatives	448
Supervisors Of Retail Sales Workers	399
Software Developers, Applications	263
Heavy And Tractor-Trailer Truck Drivers	256
Suprv. Of Food Preparation & Serving Workers	247
Cashiers	239
Laborers and Freight, Stock, and Material Movers, Hand	232
Medical And Health Services Managers	210
Physical Therapists	209
Combined Food Preparation And Serving Workers, Including Fast Food	200

INDUSTRIES WITH THE MOST JOB LISTINGS	
Industry	Listings
Hospitals	1,121
Educational Services	924
Food Services And Drinking Places	775
Professional, Scientific, And Technical Services	715
Credit Intermediation And Related Activities	708
Ambulatory Health Care Services	684
Accommodation	610
General Merchandise Stores	424
Administrative And Support Services	367
Insurance Carriers And Related Activities	360
Nursing And Residential Care Facilities	328
Clothing And Clothing Accessories Stores	266
Amusement, Gambling, & Rec. Industries	243
Food And Beverage Stores	226
Merchant Wholesalers, Nondurable Goods	209
Social Assistance	155

TOP SKILLS IN DEMAND	
Skill	Listings
Sales	1,140
Repair	786
Scheduling	708
Inspection	582
Accounting	514
Patient Care	509
Mathematics	501
Merchandising	497
Product Sale and Delivery	481
Physical Demand	400
Cash Handling	361
Treatment Planning	354
Retail Sales	350
Forklift Operation	311
Purchasing	304

EMPLOYERS WITH SIGNIFICANT JOB LISTING ACTIVITY
The Cooper Health System
Our Lady Of Lourdes Health System
Atlanticare
Sears
Caesar's Entertainment
Burlington Coat Factory
Wawa Incorporated
TD Bank
Pizza Hut
Harrah's License Company
Campbell Soup Company
Phh Corporation
PNC Financial Services Group, Inc.
Cherry Hill Public Schools
HCR ManorCare



Rowan University Plans for Long-term Growth

The recent mergers of universities in the state have created an opportunity for Rowan University to further expand. Rowan plans to capitalize on its recently attained state-designated "research" status by doubling the number of its students to 25,000, quadrupling research grant funding, increasing the operating budget by 2.5 times and more than tripling the school's endowment of about \$150 million over the next decade. Sixty new faculty members were recently hired for the fall semester.

Being designated with research university status increases opportunities for professors and students to seek funding for applied research and for businesses to partner with the university for research and development projects. Since businesses want to be near a large university because of the talent pool it attracts, it is possible that in the next 10 years, the area will become a centerpiece for economic development and population growth. Rowan Boulevard, the \$300 million revitalization project in downtown Glassboro which was designed to connect the university with the downtown area, includes a hotel and conference center that is near completion (end of summer 2013). The project also includes university apartments and retail and restaurant space.

Corporate Conference Center in AC

As Atlantic City seeks to attract more visitors beyond the traditional gaming market, Harrah's Resort recently began construction of a \$126 million conference center that is geared toward a market that could offer tremendous economic potential for Atlantic City and the region.

While the current Atlantic City Convention Center mainly attracts trade shows and large-scale conventions to its facility, the new convention center at Harrah's would be targeted toward the corporate meeting and special event segment of the industry which is currently underserved by Atlantic City. Overall, Atlantic City captures less than 1 percent of the \$16 billion conventions and meetings market in the Northeast, according to Caesars. By having the largest conference center in the Northeast, Atlantic City would be able to tap the feeder markets of New York and Philadelphia.

Campbell's Office Park Expansion

Campbell Soup Company advanced its efforts to revitalize the City of Camden's Gateway District with the early June 2013 demolition of the long-abandoned Sears building on Admiral Wilson Boulevard. The demolition is scheduled to take approximately eight weeks. Campbell's purchased the vacant building for \$3.5 million in June 2012 as part of its plans to develop an office park in the Camden Gateway District which could help attract additional development and create jobs in the city.

Other Regional Developments

Adding to leisure and hospitality payrolls, burger-chain Red Robin opened a 210-seat location in Deptford (Gloucester County) in February 2013 while another is under construction and plans to open this fall adjacent to the Cherry Hill Mall (Camden County). According to reports Red Robin restaurants typically employ around 150 people. Also, a 10-acre Hampton Inn hotel and medical office complex is planning to operate near Virtua's recently built hospital along Route 73 in Voorhees (Camden County). Around 250 jobs are expected to be created once the complex is completed in about a year.

In retail, a Kmart (-65 jobs) is closing in Deptford (Gloucester County) by September. Elsewhere, three Pathmark supermarkets are scheduled to close in the next two months in Cherry Hill (Camden County), Camden (Camden County) and Edgewater Park (Burlington County). These closings are anticipated to impact approximately 300 workers. Offsetting those job losses, Buy Buy Baby, Christmas Tree Shop and Harmon Face Values stores plan to open new stores along Deptford Center Road in Deptford (Gloucester County). The retailers will join Bed Bath and Beyond which is moving from its present location. The project could bring about 200 jobs.

Xerox Corporation announced plans in late June to hire 500 workers for temporary, project-based positions at its Cherry Hill (Camden County) facility. The openings have the potential to become permanent jobs after the projects are completed. The hiring of customer care specialists has been ongoing and is expected to continue until September.