

Regional Focus: Central Jersey

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

Regional Payrolls Continue Trend of Job Gains

The five-county (Mercer, Middlesex, Monmouth, Ocean and Somerset counties) Central Region gained 7,400 jobs, a 0.6 percent increase, in September 2014 compared to the same month a year ago. In comparison, statewide employment was up by 4,400 jobs or 0.1 percent over the year. From 2011 through 2014 employment expanded each year at both the regional and statewide levels.

Private sector companies in the region increased their payrolls by 10,400 jobs or 1.0 percent. Regional employment in the private sector outpaced statewide private sector employment which grew by 6,300 jobs or 0.2 percent since September 2013. The primary contributors to the regional gain were educational and health services (+7,300 jobs or +3.6%), professional and business services (+4,200 or +1.8%), trade, transportation and utilities (TTU, +2,900 or +1.1%), and manufacturing (+1,500 or +2.2%). The gain in professional and business services was bolstered by gains in professional, scientific and technical services (+3,300 jobs). Educational and health services was aided by health care and social assistance (+5,200). In TTU, gains were concentrated in retail trade (+2,600). Statewide, the three largest employment sectors all gained jobs: trade, transportation and utilities (+18,000 jobs); professional and business services (+10,200) and educational and health services (+8,900).

The sectors which shed employment in the region over the September 2013-September 2014 period were: construction (-2,600 jobs or 5.5%); leisure and hospitality (-1,300 or -1.2%); information (-1,000 jobs or -3.4%) and other services (-600 jobs or -1.1%). At the state level, leisure and hospitality (-11,900), construction (-9,400), other services (-6,100), financial activities (-3,500), and information (-1,300) all lost jobs. The leisure and hospitality sector's statewide job loss was the result of the troubled Atlantic City Labor Area's (Southern Region) hotel/casino industry. Due to three hotel casinos closing

during the first nine months of 2014, employment in the industry was down by 8,200 jobs over the year.

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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	7,400	0.6	4,400	0.1
Private Sector	10,400	1.0	6,300	0.2
Construction	-2,600	-5.5	-9,400	-6.5
Manufacturing	1,500	2.2	1,400	0.6
Trade, Trans. & Utilities	2,900	1.1	18,000	2.2
Information	-1,000	-3.4	-1,300	-1.8
Financial Activities	0	0.0	-3,500	-1.4
Prof. & Business Svcs.	4,200	1.8	10,200	1.6
Ed. & Health Svcs.	7,300	3.6	8,900	1.4
Leisure & Hospitality	-1,300	-1.2	-11,900	-3.2
Other Services	-600	-1.1	-6,100	-3.7
Government	-3,000	-1.5	-1,900	-0.3

Source: NJLWD, Current Employment Statistics

Educational and Health Services is Edison's Job Growth Leader

In the Edison Labor Area (Monmouth, Middlesex, Ocean & Somerset counties), total employment increased by 2,600 or 0.3 percent during the period ending September 2014. Due to gains in both the healthcare and social assistance (+4,800) and educational services (+1,900) industries, the educational and health services sector led



Focus on Central Jersey 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 Vin Samuel at (609)777-2189 or email vin.samuel@dol.state.nj.us

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



over the year job growth in the Edison area. Other sectors posting gains in the Edison Labor Area were trade, transportation and utilities (+1,500) and manufacturing (+1,100). The gains in trade, transportation and utilities came primarily from a 1,200 employment increase in the retail trade subsector; the opening of Costco and Target stores in North Brunswick (Middlesex County) and a WalMart in East Brunswick (Middlesex County) contributed to this gain.

Construction shed 2,800 jobs in the Edison Labor Area over the year. Despite a 2,200 jobs increase in the area's limited services eating places (for example, fast food restaurants), leisure and hospitality lost 1,600 jobs over the year. A payroll decline of 500 in full service restaurants contributed to the loss.

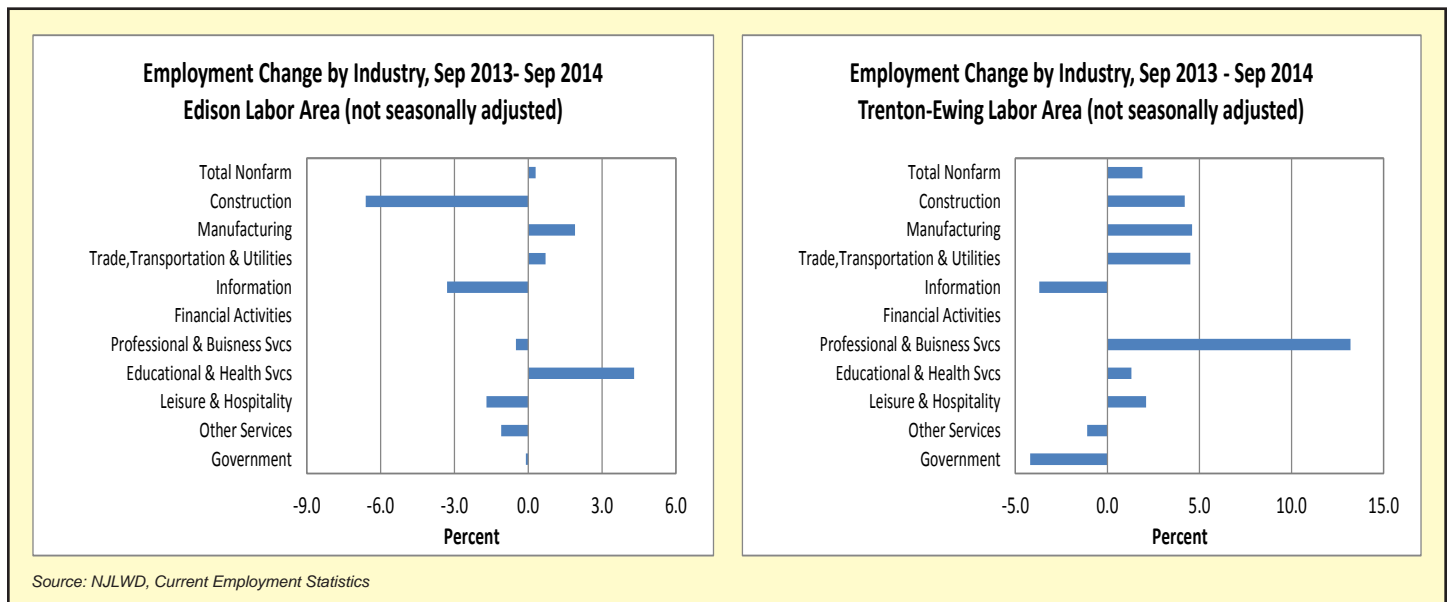
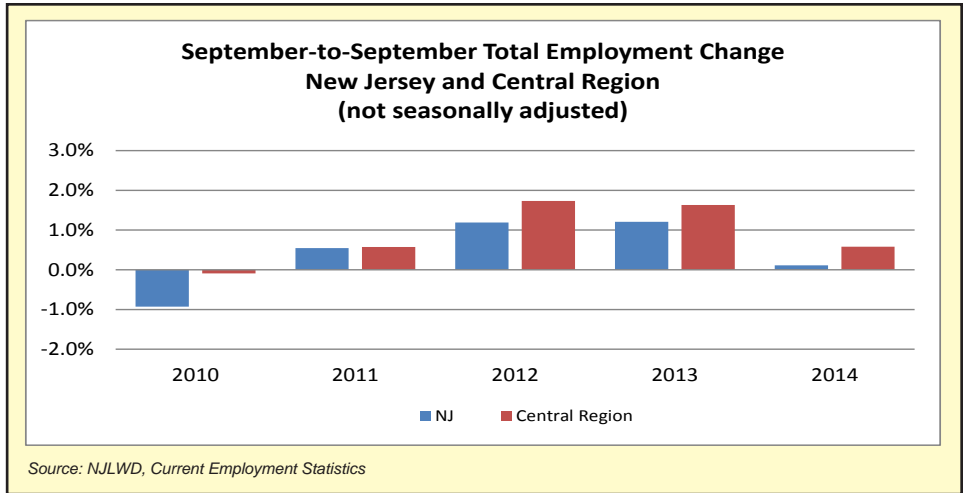
The Trenton-Ewing Labor Area posted a gain of 4,800 jobs or 1.9 percent over a year earlier. Professional and business services made a contribution of 5,100 jobs to the increase in the area.

Powered by an increase of 1,400 (+7.3%) retail jobs, the trade, transportation and utilities sector posted a net gain of 1,400 jobs. The much anticipated opening of the Amazon.com fulfillment center in Robbinsville Township occurred during the third quarter of 2014 and helped boost the warehousing and utilities industry by 300 jobs over the September-to-September period. It is expected that at least 1,000 full time and hundreds more seasonal jobs will be created as the center becomes fully functional and staffed for the holiday shopping season; these added jobs will be reflected in future industry estimates.

Other contributors to the labor area's job gain were educational and health services (+600 jobs), leisure and hospitality (+300), and construction (+200). The job gain in the construction sector could be partly attributed to the various building projects underway at the area's colleges and universities, such as Campus Town in Ewing, the Princeton University arts complex, and the Thomas Edison College nursing school.

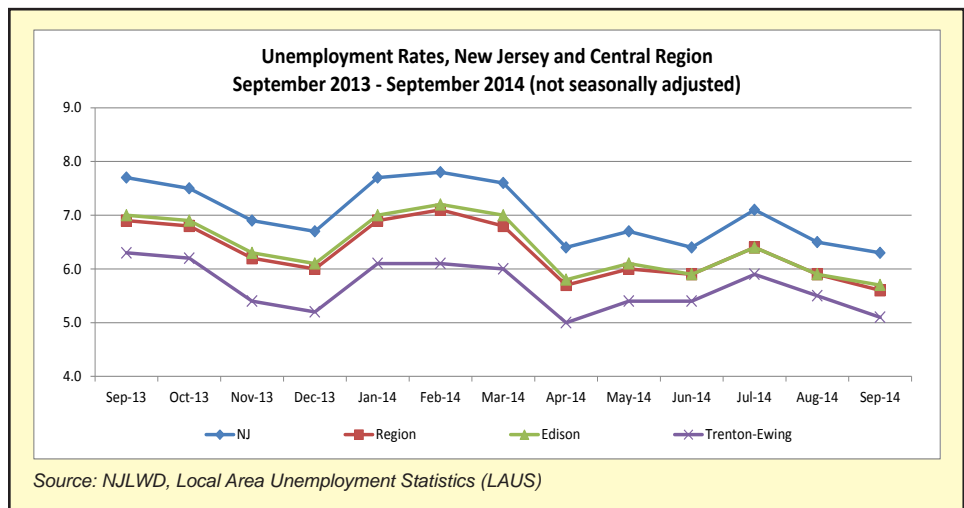
Total Nonfarm Employment (unadjusted September data, employment in thousands)						
	2009	2010	2011	2012	2013	2014
New Jersey	3,877.6	3,841.6	3,862.6	3,908.6	3,955.8	3,960.2
Central Region	1,222.8	1,221.7	1,228.7	1,250.0	1,270.4	1,277.8
Edison Labor Area (Middlesex, Monmouth, Ocean, and Somerset counties)	985.8	981.6	989.8	1,007.3	1,023.2	1,025.8
Trenton-Ewing Labor Area (Mercer County)	237.0	240.1	238.9	242.7	247.2	252.0

Source: NJLWD, Current Employment Statistics



LABOR FORCE DATA

- New Jersey's not seasonally adjusted unemployment rate fell from 7.7 percent in September 2013 to 6.3 percent in September 2014. In the Central Region, the unemployment rate declined by 1.3 percentage points from 6.9 percent in September 2013 to 5.6 percent in September 2014. While there were 13,800 more residents of the Central Region employed in September 2014 than in September 2013, the region's labor force declined minimally (-0.4%).



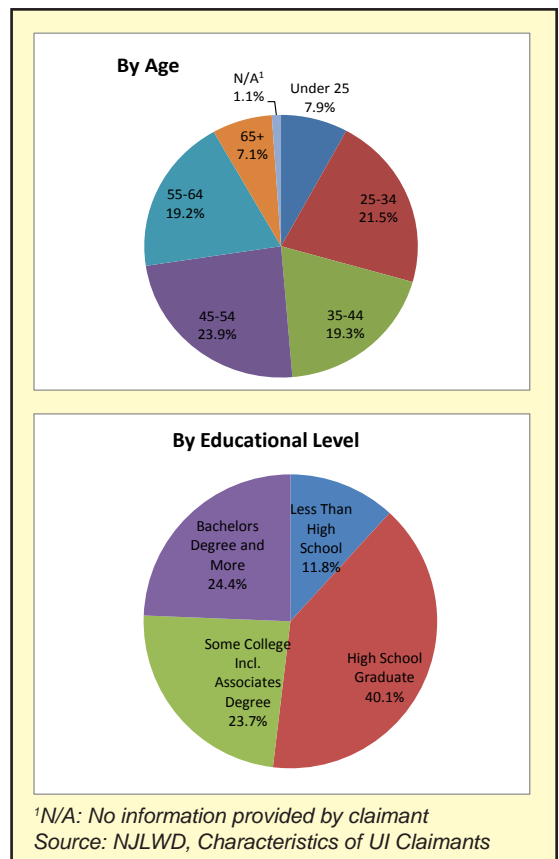
- Both the Trenton-Ewing and the Edison labor areas saw declines in their unemployment rates over the year. In September 2013, the unemployment rate in the Edison Labor Area stood at 7.0 percent while the rate in the Trenton-Ewing Labor Area was 6.3 percent. By September 2014, those rates declined by 1.3 and 1.2 percentage points, respectively. The Trenton-Ewing area experienced an increase in both its labor force (+3,800) and resident employment (+1,500) while the four-county Edison area saw increased resident employment (13,800) and a slight decline in its labor force (-0.6%).

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 CENTRAL REGION, THIRD QUARTER 2014

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	4,880	9.1
Business and financial	2,437	4.5
Professional and related	9,202	17.1
Services	8,571	15.9
Sales and related	4,143	7.7
Office and administrative support	7,528	14.0
Farming, fishing and forestry	68	0.1
Construction and extraction	4,045	7.5
Installation, maintenance and repair	1,726	3.2
Production	3,608	6.7
Transportation and material moving	7,430	13.8
Military	238	0.4

- The Central Region had 53,914 residents claiming continued unemployment insurance benefits during the third quarter of 2014, a decline of 27,935 claimants (-34.1%) from the third quarter 2013. Regional claimants accounted for 27.1 percent of all claimants statewide.
- The largest percentage of claimants in the Central Region during the third quarter of 2014 were previously employed in the professional and related (17.7%) and services (15.9%) occupations. Installation, maintenance and repair occupations (3.2%) had a relatively low percentage of persons claiming unemployment benefits in the region during the quarter. Many businesses that employ workers in these occupations may see an increased demand for their services during the third quarter which contains the summer months.



REGIONAL INCOME, POVERTY AND HEALTH INSURANCE COVERAGE: 2013

- According to 2013 figures from the U.S. Census Bureau's American Community Survey, (the figure in which half of the households are above and half are below) Ocean County (\$60,227) was the only county in the Central Region that had a median household income below the state's median income of \$70,165.
- Somerset County had the highest median household income (\$97,219) in the Central Region and the third highest among all New Jersey counties. Regionally, Somerset also ranks lowest for the percentage (5.3%) 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 (\$83,749) in the Central Region, also had the second lowest level of poverty (7.7%).
- While 11.4 percent of New Jersey's population lives below the poverty level, Mercer County (11.8%) was the only county in the Central Region to have a higher poverty rate than the state. The Mercer County rate is impacted by the City of Trenton which had a 2013 poverty rate estimate of 22.9 percent.
- The percentage of residents without health insurance coverage was lower than the statewide proportion (13.2%) for all of the region's counties. However Mercer (12.9%), Middlesex (12.4%) and Monmouth (10.3%) counties all had proportions of uninsured residents that were more than 10.0 percent.

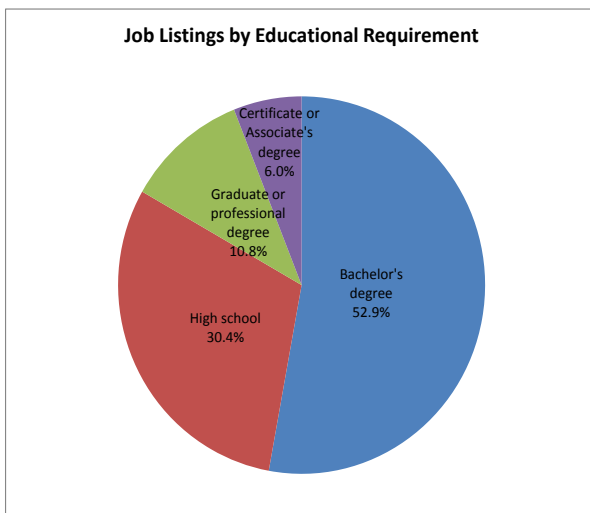
Income, Poverty and Health Insurance Coverage, New Jersey and the Southern Region: 2013			
	Median Household Income (dollars)	Percent Persons below poverty level	Health Insurance Coverage: Percent Uninsured
New Jersey	\$70,165	11.4%	13.2%
Mercer	\$70,857	11.8%	12.9%
Middlesex	\$76,848	9.5%	12.4%
Monmouth	\$83,749	7.7%	10.3%
Ocean	\$60,227	10.2%	9.5%
Somerset	\$97,219	5.3%	8.8%

Source: U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates

REGIONAL JOB OUTLOOK JULY 2014 - SEPTEMBER 2014

The New Jersey Department of Labor and Workforce Development through its agreement with Burning Glass Technologies is able to provide the the following labor market information aggregated from online employer job listings during the quarter. This data provides valuable insight regarding current demand for characteristics such as skills and educational requirements. Note that this data is not meant to represent all available employment opportunities but rather should be viewed in terms of analysis of labor market demand.

JOB LISTINGS BY COUNTY	
County	Listings
Middlesex	15,500
Somerset	11,058
Mercer	7,953
Monmouth	7,533
Ocean	4,259



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

Of the regional job listings in the first quarter for which educational requirements were provided, slightly more than half required a bachelor's degree.

INDUSTRIES WITH THE MOST JOB LISTINGS

Industry	Listings
Professional, Scientific, and Technical Services	3,303
Hospitals	2,793
Educational Services	2,750
Chemical Manufacturing	2,009
Credit Intermediation and Related Activities	1,751
Ambulatory Health Care Services	1,556
Insurance Carriers and Related Activities	1,446
General Merchandise Stores	1,369
Food Services and Drinking Places	1,184
Telecommunications	997
Administrative and Support Services	751
Publishing Industries (except Internet)	728

OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Software Developers, Applications	1,916
Retail Salespersons	1,829
Registered Nurses	1,401
Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products	1,280
Marketing Managers	925
Customer Service Representatives	892
Computer Systems Analysts	884
First-Line Supervisors of Retail Sales Workers	845
Medical and Health Services Managers	799
Secretaries & Administrative Assistants, Except	781
Legal, Medical, and Executive	
Sales Managers	685
Managers, All Other	623

EMPLOYERS WITH SIGNIFICANT ONLINE JOB LISTING ACTIVITY

Employer
Meridian Health System
Sears
Verizon Communications Incorporated
Johnson & Johnson
Rutgers, the State University of New Jersey
Oracle
Bank of America
Barnabas Health
Princeton University
Macy's

TOP SKILLS IN DEMAND

Skill	Listings
Sales	3,075
Collaboration	2,420
Accounting	2,410
Oracle	2,165
Scheduling	1,940
SQL	1,899
Mathematics	1,704
Repair	1,668
JAVA	1,584
Business Development	1,510
SAP	1,237
Administrative Support	1,233

Source: Burning Glass Technologies, Labor Insight

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

Memorial Sloan Kettering Opening New Regional Center

In Middletown Township, ground was broken in September for a new Memorial Sloan Kettering Cancer Center. The 285,000-sq.ft. outpatient treatment center will be located at a 40-acre parcel formerly occupied by Lucent Technologies which Memorial Sloan Kettering purchased in 2013. The site has been vacant since 2003 after Lucent was purchased by Alcatel. The facility is expected to open late 2016 and create 160 new patient care jobs in addition to approximately 100 data processing and IT jobs which Sloan Kettering plans to move from its Lyndhurst (Bergen County) location.

Construction Updates

Construction projects are underway throughout the region aiding construction employment. Residential projects include new housing as well as

some continued rebuilding efforts in coastal communities. Commercial projects include retail development, projects at the region's colleges and universities and some office space. These projects employ a significant number of workers, varying with each stage of construction. The following are examples of significant projects by county.

Monmouth County

In Freehold Township work continues on the construction of the new 55+ residential development called the Enclave at Freehold which sits in the vicinity of Georgia Road and Jackson Mills Road. In Neptune Township, building of a 50-unit senior citizen housing development continues at a brisk pace. The development will take the place of existing housing located next to the Jersey Shore University Medical Center which will be demolished to make way for the hospital's expansion plans.

Mercer County

Throughout Mercer County, a mixture of residential and commercial construction projects are underway. Residential construction includes a new townhouse development by Ryan Homes along Kuser Avenue in Hamilton Township. The county's major commercial projects include: PRC Group's Campus Town at the College of New Jersey in Ewing Township, Thomas Edison College School of Nursing in Trenton, a new office building in the Carnegie Center office complex of West Windsor Township, and Princeton University Arts complex and the new train station in Princeton. In Lawrence, work continues on the redevelopment of the former Mrs. G appliance store, located at the intersection of Route 1 North and Franklin Corner Road, into a new retail center. To the north of this site, a former Party City store is being retrofitted while the Lawrence Toyota dealership, across the highway along Route 1 South, is being expanded.

Ocean County

Residential construction in Ocean County includes the repair and/or raising of homes along the shore that were damaged during Superstorm Sandy. Some residences are completely demolished while others require repairs. However, in Waretown, a 76-unit apartment building is under construction. The complex called the Willows at Waretown is being built for senior citizens; especially those relocated after their residences were damaged or destroyed by Superstorm Sandy. Commercial development includes a future project called Waretown Town Center, which is expected to include a ShopRite supermarket, Dunkin Donuts and other retail tenants; the project is located along Route 9.

Hotel and Dining Options Expand

Mercer County's employment in leisure and hospitality will be boosted with two new hotels being constructed along Route 130 in Hamilton. The Hilton Homewood Suites and Residence Inn by Marriott will join an existing Hilton Garden Inn nearby on Route 130 South in Hamilton and a recently opened Hampton Inn at the intersection of I-195 West and Route 526 in Robbinsville.

In West Windsor (Mercer County), a Seasons 52 restaurant will join the recently-opened Corner Bakery Café in the renovated Princeton MarketFaire shopping center. The restaurant and bar is expected to employ 100 workers when it opens.

In Asbury Park (Monmouth County), a number of new restaurants opened or are slated to open in the downtown area. Prohibition restaurant opened in a building that formerly housed Old Man Rafferty's, the restaurant may support about 80 jobs. Asbury Festhalle & Biergarten, modeled after Austrian and German Biergartens, plans to open this fall.

Redevelopment Brings New Retail Options to Hillsborough

In Hillsborough (Somerset County), a former Kmart is being redeveloped to make way for new tenants. New Jersey-based physical fitness center Work Out World is expected to open a location in the space; the company currently has twelve locations statewide. There are plans for several additional retail stores at the site.

Big-Box Stores Bring Jobs to Region

WalMart opened multiple stores in the region this fall. In East Brunswick (Middlesex County), Walmart opened a new 148,000-sq.ft. store along State Route 18 in October. The new store will provide roughly 300 new full- and part-time jobs. WalMart's expanded Manville (Somerset County) location held a grand re-opening in October. The store located at 100 N. Main Street is now 125,000-sq.ft. and is expected to bring an additional 80 jobs to the county.

The Main Street North Brunswick (Main Street NB) project is moving ahead at full steam. In July, Costco opened a location bringing over 300 jobs to the area. A 135,000-sq.ft. Target, slated to be the center's second tenant, opened in October. This store is expected to bring 200 new jobs to the area.

Biopharma Developments

Valeant Pharmaceuticals recently opened a new headquarters in Bridgewater (Somerset County). The new headquarters, which will be home to Valeant's dermatology, oral health, neurology, contact lenses and consumer businesses, is expected to bring roughly 500 jobs to the region over the next five years.

Novotec, a pharmaceutical consulting company, moved into the Patscentre building in East Windsor (Mercer County). The building had been vacant since 2007. Novotec offers consulting services on custom medicines and employs eight workers.