

# Regional Focus: South Jersey

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

## Southern Region Payrolls Advance Over the Year

Since December 2011, the Southern Region added an estimated 4,200 jobs, based on not seasonally adjusted figures. Settling at a December 2012 level of 740,400, area employers increased payrolls by 0.6 percent over the same month a year ago while the state gained jobs at nearly triple the rate (+1.7%). This year marked the first December – December increase after five years of decline.

Employment advances occurred in professional and business services (+4,400 jobs, +5.3%), educational and health services (+2,700, +2.3%), financial activities (+1,400, +4.0%), other services (+1,000, +3.6%) and trade, transportation and utilities (T/T/U, +300, +0.2%) sectors. The remaining industry sectors shed jobs: information (-2,500, -24.0%); construction (-1,800, -6.3%); leisure and hospitality (-1,700, -1.8%); government (-1,200 or -0.9%) and manufacturing (-500, -1.1%).

In comparison, the state saw jobholding increase by 1.7 percent or 65,900 jobs over the year with employment growth concentrated in professional and business services (+20,200, +3.3%), educational and health services (+15,600, +2.5%) and T/T/U (+10,100, +1.2%). Construction (-1,600, -0.4%) and manufacturing (-300 or -0.1%) payrolls declined over the year.

## Camden Labor Area Leads Regional Job Growth

The area's largest labor area, Camden (Burlington, Camden & Gloucester counties), saw the largest payroll expansion (+6,000 jobs, or +1.2%) over the 12-month period while the labor area with the smallest employment base in the region, the Ocean City Labor Area (Cape May County) also experienced job growth (+2,400, +6.5%). The Atlantic City Labor Area (Atlantic County) shed 3,800 jobs (-2.8%) while payrolls in the Vineland/Millville/Bridgeton Labor Area (V/M/B, Cumberland County) were virtually unchanged (-200 jobs, -0.3%).

**Change in Nonfarm Employment**  
**December 2011 - December 2012**  
**(not seasonally adjusted)**

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	4,200	0.6	65,900	1.7
Private Sector	5,400	0.9	57,800	1.8
Construction <sup>1</sup>	-1,800	-6.3	-1,200	-0.9
Manufacturing <sup>1</sup>	-500	-1.1	-300	-0.1
Trade, Trans. & Utilities	300	0.2	10,100	1.2
Information <sup>1</sup>	-2,500	-24.0	-1,100	-1.4
Financial Activities <sup>1</sup>	1,400	4.0	3,400	1.4
Prof. & Business Svcs. <sup>1</sup>	4,400	5.3	20,200	3.3
Ed. & Health Svcs.	2,700	2.3	15,600	2.5
Leisure & Hospitality	-1,700	-1.8	5,700	1.7
Other Services <sup>1</sup>	1,000	3.6	5,500	3.4
Government	-1,200	-0.9	8,100	1.3

Source: NJLWD, Current Employment Statistics

<sup>1</sup>Employment does not include data for Cape May County

In the Camden Labor Area, professional and business services (+4,200 jobs, +5.9%) led job growth. Leisure and hospitality (+2,300, +5.7%) and educational and health services also posted a fairly significant gain (+1,700, +2.4%). In the latter, Virtua Health opened several new facilities in the region which contributed to job growth; including an ambulatory center in Moorestown Township (Burlington County) and wellness centers in Washington Township (Burlington County) and Voorhees Township (Camden County). The largest staff cuts occurred in



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information (-2,500, -28.4%) and T/T/U (-1,100, -0.9%). The closing of several Genuardi's food stores and Kmart stores located throughout the region contributed to the job decline in T/T/U.

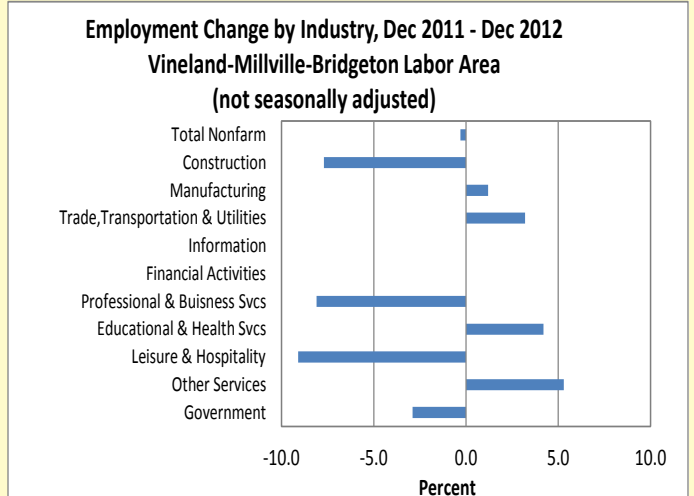
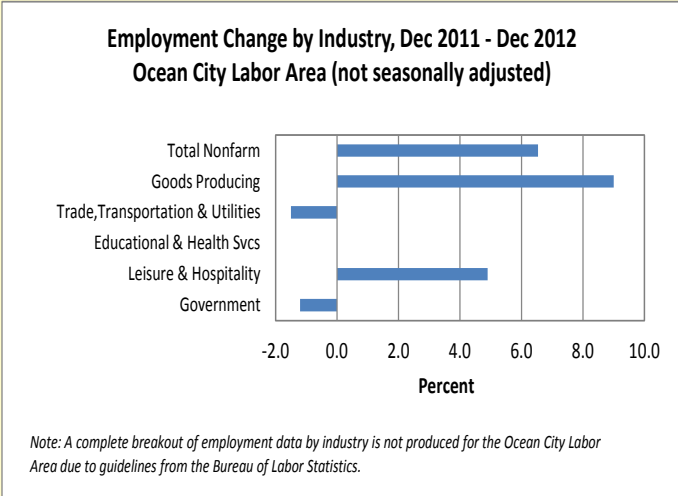
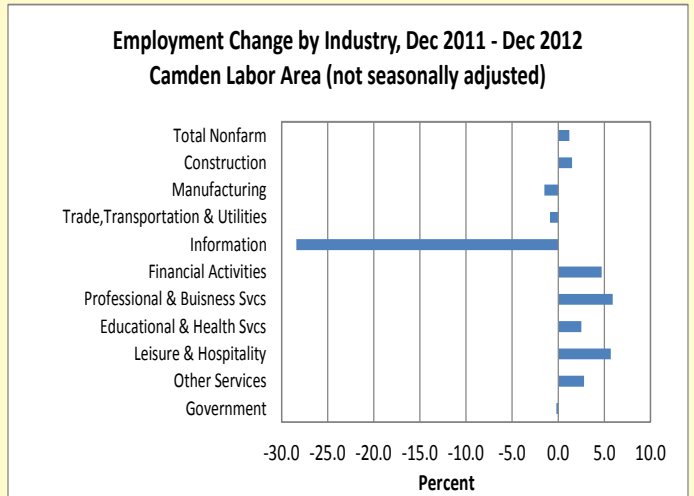
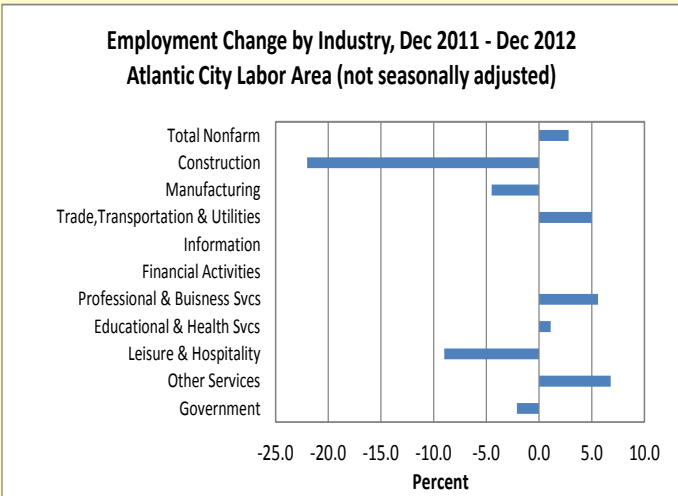
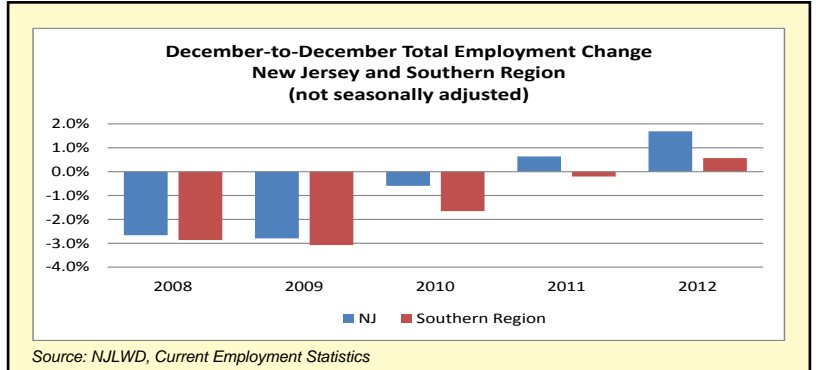
In the Ocean City Labor Area, the majority of the job gains occurred in the private service-providing sectors (+2,100 or 9.0%) which are not all published due to U.S. Bureau of Labor Statistics guidelines. Jobholding in leisure and hospitality was up by 300 while T/T/U and government each shed a minimal 100 jobs.

In the Atlantic City Labor Area, the job growth leader was T/T/U (+1,100 jobs or +5.0%). The labor area's largest industry, leisure and hospitality, was down by 4,000 or 9.0 percent from the same month a year ago. All of the job loss occurred in the casino hotel subsector of accommodations (-4,600, -14.9%) Construction payrolls declined by 1,300 or 22.0 percent.

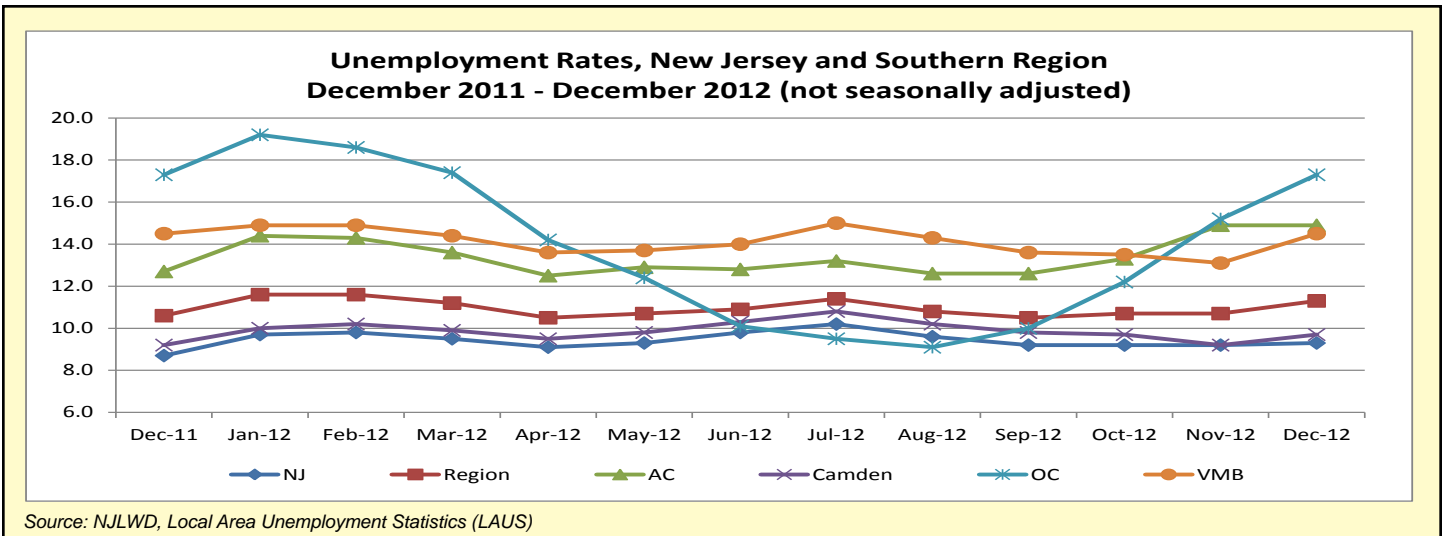
Although total nonfarm payrolls were unchanged in the V/M/B labor area, wholesale trade (+200) and other services (+100) added jobs.

Total Nonfarm Employment (unadjusted December data, employment in thousands)						
	2007	2008	2009	2010	2011	2012
New Jersey	4125.2	4015.3	3903.1	3879.9	3904.7	3970.6
Southern Region	796.7	773.9	750.1	737.7	736.2	740.4
Atlantic City Labor Area (Atlantic County)	149.3	143.3	138.2	135.0	135.1	131.3
Camden Labor Area (Burlington, Camden, Gloucester counties)	546.5	533.3	516.5	509.0	509.2	515.2
Ocean City Labor Area (Cape May County)	37.8	36.0	35.6	35.5	33.9	36.1
Vineland-Millville-Bridgegeton Labor Area (Cumberland County)	63.1	61.3	59.8	58.2	58.0	57.8

Source: NJLWD, Current Employment Statistics



Source: NJLWD, Current Employment Statistics



- The southern region’s seasonally unadjusted unemployment rate increased nearly a full percentage point from 10.6 percent in December 2011 to 11.3 percent in December 2012. New Jersey’s rate climbed at a lesser rate (8.7% to 9.3%). The biggest contributor to the region’s higher December number was Ocean City’s highly seasonal workforce. Ocean City’s unemployment rate typically climbs to an annual high in the winter months following the summer tourist season.
- With a December 2012 unemployment rate of 9.7 percent, the Camden Labor Area had the lowest unemployment rate in the region. The Camden Labor Area has the largest labor force in the region accounting for 72.4 percent of the region’s labor force.
- The region’s labor force expanded by 7,000 persons or 0.8 percent from the same month a year ago.

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 SOUTHERN REGION, FOURTH QUARTER 2012

CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	6,598	6.9
Business and Financial	2,137	2.2
Professional and Related	7,979	8.4
Services	27,027	28.3
Sales and Related	7,243	7.6
Office and Administrative Support	12,450	13.0
Farming, Fishing and Forestry	568	0.6
Construction and Extraction	9,086	9.5
Installation, Maintenance and Repair	3,684	3.9
Production	8,278	8.7
Transportation and Material Moving	9,700	10.2
Military	572	0.6

CLAIMANTS BY COUNTY		
	Number	Percent
Atlantic	29,382	30.8
Burlington	15,504	16.2
Camden	20,674	21.6
Cape May	8,089	8.5
Cumberland	8,505	8.9
Gloucester	10,460	11.0
Salem	2,899	3.0

Source: NJLWD, Characteristics of UI Claimants

- During the fourth quarter of 2012, the majority of the Southern Region’s residents claiming unemployment insurance benefits were previously employed in the services occupational group (27,027 or 28.3% of regional claimants)
- Claimants residing in the Southern region accounted for one of every four (25.9%) claimants statewide during the fourth quarter of 2012. Within the region, the majority of claimants resided in Atlantic and Camden counties.

## Upgrades for Region's Freight-Rail Line

Southern New Jersey's freight-rail network is due to receive over \$120 million in upgrades, including an \$18.5 million federal Transportation Investments Generating Economic Recovery (TIGER) grant from the U.S. Department of Transportation. Monies will be used to upgrade a 42-mile rail line that runs from the port of Salem (Salem County) through Swedesboro and Paulsboro (Gloucester County) and Camden City to the Delair rail bridge, which spans the Delaware River (Camden County).

The improvements on the freight-rail project, which will take place over the next three years, could create 1,700 construction and 3,500 port-related jobs. According to reports from the South Jersey Port Corporation, Terminals in Camden, Salem and soon-to-be opened Paulsboro (2014) have direct access to major interstate highways that can reach out to 100 million consumers within 24 hours and 75 percent of the populations of the U.S. and Canada within 48 hours.

## Atlantic City Casino Update

Rational Group, the parent company of online gambling firms PokerStars and Full Tilt Poker, has agreed to buy the Atlantic Club Casino Hotel. The Isle of Man (British Isles)-based company has filed papers with the New Jersey Division of Gaming Enforcement seeking regulatory approval to buy the Atlantic Club from Resorts International Holdings. The acquisition will help secure up to 2,000 casino jobs and maintain the economic benefits the casino brings to the southern New Jersey area.

Atlantic City's newest casino (Revel) has announced plans in March to file for Chapter 11 bankruptcy protection less than a year after its opening. The CEO of Revel stated that the bankruptcy plan would help the casino restructure its debt obligations into equity for its lenders and provide more flexibility in operating the casino.

## Regional Economic Activity

In financial activities, M&T Bank Corp. acquired Hudson City Bank in September 2012. The purchase should be finalized in mid-2013 and could cause some payroll losses. Hudson City Bank has branches throughout the region as well as other locations statewide.

In health care, MedExpress recently opened an urgent care clinic in Cinnaminson (Burlington County). The new center is its first in New Jersey, and additional facilities are planned for Willingboro (Burlington County) and Woodbury (Gloucester County). MedExpress has about 25 to 30 employees and two doctors on staff and its expansion plans will bring more jobs to the region.

Projects in Mount Laurel (Burlington County) could add to area retail trade and leisure and hospitality payrolls. A Walmart, a Lifetime Fitness Center and two restaurants are planned. The new Walmart is expected to create approximately 250 jobs. Applebee's is interested in purchasing a former Bennigan's restaurant and Jose Tejas Tex-Mex restaurant is considering opening at the site of a former Chili's.

An expansion is underway at The Hamilton Mall (Mays Landing, Atlantic County). LongHorn Steakhouse and Buffalo Wild Wings both plan to open restaurants in the spring. Inside the mall, H&M (clothing retailer) will open a 20,000-sq.ft. store by June and Forever 21 will open a 35,000-sq.ft. clothing store.

## The Jersey Shore is Open for Business

Most coastal towns are open and back in business, recovering from Hurricane Sandy. The recently passed \$50 billion federal Sandy Aid package should assist local residents and businesses with returning to pre-storm standards. A recent Rutgers-Eagleton poll revealed that over three-quarters of regular visitors still plan to visit the shore this summer despite the lingering effects of Hurricane Sandy.

Southern Region Counties, 2010-2020 Projected Nonfarm Employment Change					
	2010 Jobs	2020 Jobs	Change: 2010-2020		
			Number	Percent	
				Total	Annual
New Jersey	3,850,800	4,160,100	309,300	8.0	0.8
Atlantic	137,800	152,100	14,300	10.4	1.0
Burlington	200,750	222,100	21,350	10.6	1.0
Camden	204,100	219,800	15,700	7.7	0.7
Cape May	41,800	43,800	2,000	4.7	0.5
Cumberland	58,650	62,750	4,100	7.0	0.7
Gloucester	101,050	109,550	8,500	8.4	0.8
Salem	21,600	23,300	1,700	8.0	0.8

- The recently released 2010-2020 industry and occupational employment projections for the State of New Jersey were developed by the New Jersey Department of Labor and Workforce Development, Division of Labor Market and Demographic Research, as part of the Division's economic and demographic projections series. The projections are neither predictions nor forecasts. For more detailed projections data, click [here: http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj_index.html).