

# Regional Focus: Central Jersey

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

## Regional Payrolls Advance Over the Year

The five-county (Mercer, Middlesex, Monmouth, Ocean and Somerset counties) Central Region gained 7,600 jobs for a 0.6 percent increase in June 2014 compared to a year earlier, while statewide employment increased by 8,400 jobs or 0.2 percent over the year. Despite these small increases in the region's and the state's employment levels, there are increasing signs that the economy is heading in the right direction. Over the longer term five-year June 2009 – June 2014 period the region's level of jobholding increased by 49,700 jobs (+4.0%); in comparison, statewide employment increased by 60,600 or 1.5 percent.

## The Private Sector Drives Regional Job Gain

The region's private sector payrolls increased by 10,900 jobs or 1.0 percent over the year. The primary contributors to this gain were professional and business services (+4,000 jobs or +1.8%), educational and health services (+3,400 or +1.8%), trade, transportation and utilities (+2,500 or +1.0%), manufacturing (+2,100 or +3.1%), leisure and hospitality (+1,400 or +1.2%), and other services (+100 or +0.2%). The increase in the professional and business services supersector is due to gains in the professional, scientific and technical services component industry (+4,300 jobs or 3.9%). This could be an indicator of possible business expansion requiring additional professional services such as accounting, legal and technology-related services. The educational and health services supersector benefitted from increased employment in both the educational services industry (+1,400 jobs or +3.5%) and the health care and social assistance industry (+2,000 or +1.2%). Meridian opened its new health services village in Jackson Township (Ocean County), thereby contributing to the expanded employment in this sector.

Information (-1,500), construction (-800) and financial activities (-300) saw job declines in the Central Region for the period ending June 2014. Although construction payrolls declined over the year, several developments underway in the region may lead to an improving employment situation. For example, in North Brunswick (Middlesex County) the redevelopment of a former Johnson and Johnson manufacturing site includes construction of a Costco store and space for other retail stores. In New Brunswick (Middlesex County) construction of new facilities for Rutgers University continues. In Ewing Township (Mercer County), the construction of a redevelopment project named Campus Town is also underway.

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

	Region		State	
	Net	%	Net	%
Total Nonfarm Employment	7,600	0.6	8,400	0.2
Private Sector	10,900	1.0	9,600	0.3
Construction	-800	-1.7	-9,800	-6.9
Manufacturing	2,100	3.1	-2,000	-0.8
Trade, Trans. & Utilities	2,500	1.0	11,200	1.3
Information	-1,500	-4.9	-3,000	-4.0
Financial Activities	-300	-0.4	-3,800	-1.5
Prof. & Business Svcs.	4,000	1.8	10,200	1.6
Ed. & Health Svcs.	3,400	1.6	7,600	1.2
Leisure & Hospitality	1,400	1.2	2,200	0.6
Other Services	100	0.2	-3,000	-1.8
Government	-3,300	-1.6	-1,200	-0.2

Source: NJLWD, Current Employment Statistics



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Statewide, trade, transportation and utilities led the expanding super-sectors, posting a gain of 11,200 jobs. Professional and business services (+10,200 jobs), educational and health services (+7,600), and leisure and hospitality (+2,200) also posted employment gains. Financial activities (-3,800 jobs), information (-3,000), other services (-3,000), and manufacturing (-2,000) all lost jobs.

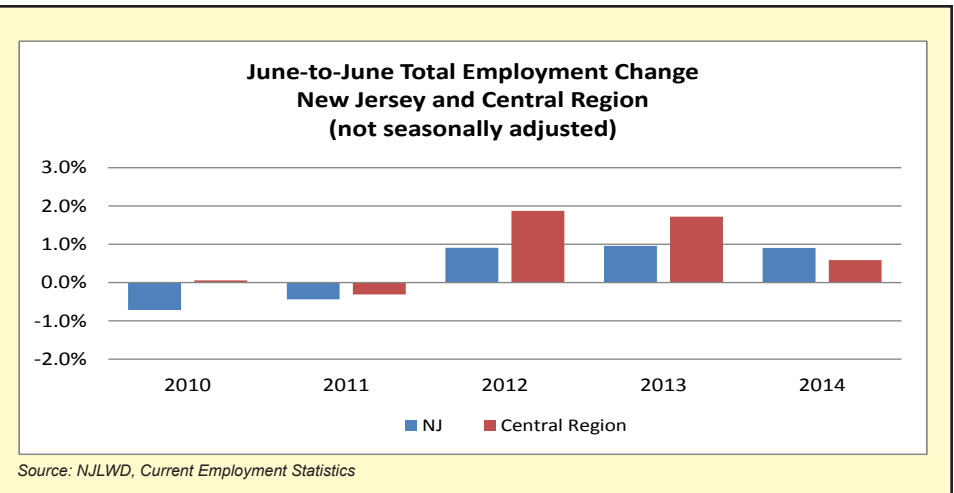
In the Edison Labor Area (Monmouth, Middlesex, Ocean & Somerset counties), total employment increased by 4,800 or 0.5 percent during the period ending June 2014. With gains in both the healthcare and social assistance (+1,400 jobs) and educational services (+1,000) industries, the educational and health services sector continues to be a job growth leader in the area. While hospital employment remained relatively stable over the year, growth continues in ambulatory care services (+600 jobs) and nursing and residential care facilities (+500).

Other sectors posting gains in the labor area were manufacturing (+2,100 jobs), trade, transportation and utilities (+1,200), professional and business services (+1,300) and leisure and hospitality (+800). Within professional and business services, professional, scientific and technical services experienced an increase of 4,100 jobs (+4.8%) over the year. Area payrolls in information (-900), government (-900), construction (-700), and financial activities (-500) were down from the same month a year ago.

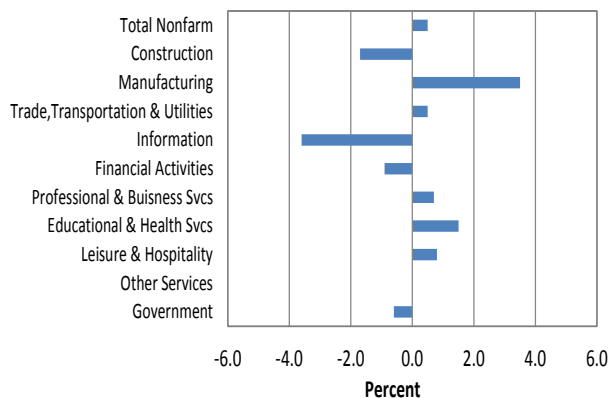
The Trenton-Ewing Labor Area (Mercer County) posted a gain of 2,800 jobs or 1.1 percent over the year. Professional and business services led job growth with a gain of 2,700. Bolstered by an increase of 1,200 retail jobs, trade, transportation and utilities was up by 1,300 jobs. Other sectors to add employment were educational and health services (+100 jobs), leisure and hospitality (+600), financial activities (+200) and other services (+100). During the period ending June 2014, the public sector shed 2,400 jobs; state government relinquished 2,300 of those jobs. As the Trenton-Ewing Labor Area is home to the state capital of Trenton, the bulk of state government employment is located here (34.5% as of June 2014).

Total Nonfarm Employment (unadjusted June data, employment in thousands)						
	2009	2010	2011	2012	2013	2014
New Jersey	3,963.3	3,936.7	3,916.6	3,972.4	4,015.5	4,023.9
Central Region	1,253.2	1,253.9	1,250.0	1,273.4	1,295.3	1,302.9
Edison Labor Area (Middlesex, Monmouth, Ocean, and Somerset counties)	1,011.5	1,009.6	1,006.5	1,027.9	1,044.8	1,049.6
Trenton-Ewing Labor Area (Mercer County)	241.7	244.3	243.5	245.5	250.5	253.3

Source: NJLWD, Current Employment Statistics

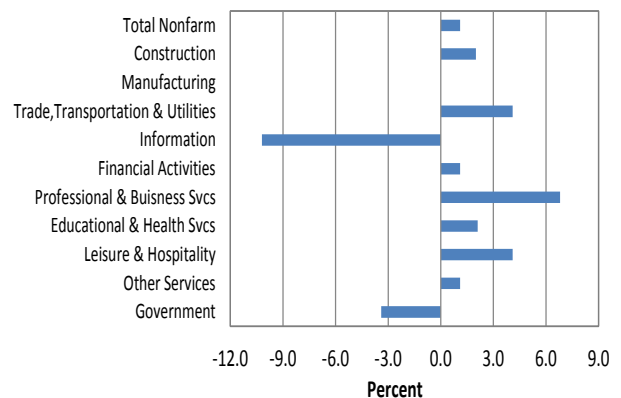


**Employment Change by Industry, Jun 2013- Jun 2014  
Edison Labor Area (not seasonally adjusted)**



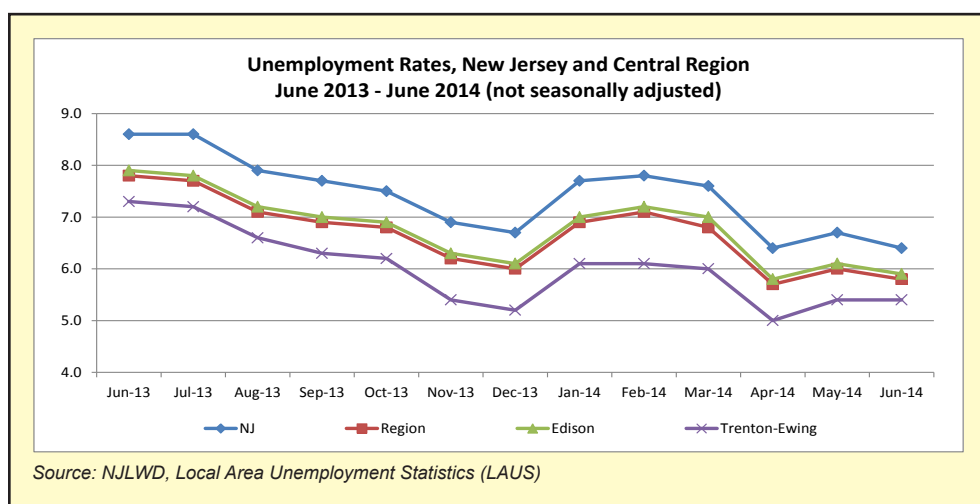
Source: NJLWD, Current Employment Statistics

**Employment Change by Industry, Jun 2013 - Jun 2014  
Trenton-Ewing Labor Area (not seasonally adjusted)**



## LABOR FORCE DATA

- The not seasonally adjusted unemployment rate in the Central Region declined by 2.0 percentage points from 7.8 percent in June 2013 to 5.8 percent in June of 2014. In comparison, New Jersey's unadjusted rate fell from 8.6 percent in June 2013 to 6.4 percent in June 2014. Since June 2014, the region's labor force declined by 18,900 or 1.3 percent, a rate nearly equal to the labor force reduction (-1.4%) statewide.



- Both the Trenton-Ewing and the Edison labor areas saw declines in the unemployment rate over the year. In June 2013, the unemployment rate in the Edison Labor Area was 7.9 percent while the rate in the Trenton-Ewing Labor Area was 7.3 percent. By June 2014, those rates declined to 5.9 percent and 5.4 percent, respectively.
- The June unemployment rates for the counties within the Edison Labor Area were: Ocean 6.3 percent; Middlesex 6.0 percent; Monmouth 5.8 percent and Somerset 5.2 percent.

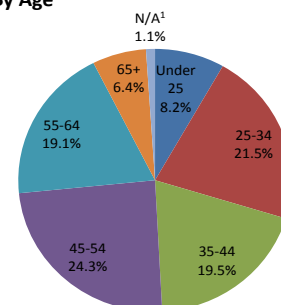
More detailed data from the Local Area Unemployment Statistics (LAUS) program can be found at:  
[http://lwd.dol.state.nj.us/labor/lpa/employ/uirate/lfst\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/employ/uirate/lfst_index.html)

## CHARACTERISTICS OF NEW JERSEY'S INSURED UNEMPLOYED CENTRAL REGION, SECOND QUARTER 2014

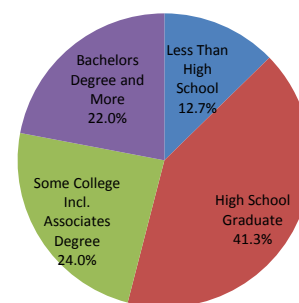
CLAIMANTS BY OCCUPATIONAL GROUP		
	Number	Percent
Management	5,148	9.1
Business and financial	2,516	4.5
Professional and related	7,526	13.3
Services	9,225	16.3
Sales and related	4,406	7.8
Office and administrative support	8,132	14.4
Farming, fishing and forestry	126	0.2
Construction and extraction	5,734	10.1
Installation, maintenance and repair	2,134	3.8
Production	4,058	7.2
Transportation and material moving	7,243	12.8
Military	229	0.4

- Of the 56,508 unemployment insurance claimants in the Central Region who claimed benefits during the second quarter of 2014, 11,512 or 20.4 percent were formerly employed in the trade, transportation and utilities sector. This supersector includes retail trade and transportation and warehousing, large employment sectors that typically have many lower paying entry-level occupations with higher turnover.
- Claimants in professional and business services represented the second largest group of benefit recipients, 10,488 or 18.6 percent, in the region during the second quarter of 2014. The employment services industry, another high turnover industry, is included in this supersector. Also included in this supersector is the management of companies industry, including the headquarters of some pharmaceutical companies that may have been negatively affected by recent industry downsizing.

By Age



By Educational Level



<sup>1</sup>N/A: No information provided by claimant  
Source: NJLWD, Characteristics of UI Claimants

**Central Region Counties,  
 2012 - 2022 Projected Nonfarm Employment Change**

**Change: 2012 - 2022**

	<b>2012 Jobs</b>	<b>2022 Jobs</b>	<b>Number</b>	<b>Percent</b>	
				<b>Total</b>	<b>Annual</b>
New Jersey	3,890,800	4,197,250	306,450	7.9	0.8
Mercer	244,050	263,600	19,550	8.0	0.8
Middlesex	409,400	444,050	34,650	8.5	0.8
Monmouth	255,100	278,950	23,850	9.4	0.9
Ocean	155,350	169,700	14,350	9.2	0.9
Somerset	181,400	200,900	19,500	10.8	1.0

Source: NJ Department of Labor & Workforce Development, Office of Research & Information

region are professional, scientific and technical services and health care and social assistance. The health care sector has led the state and the region in employment growth over the last several years and is predicted to continue that trend. The growth in professional, scientific and technical services is predicated on strong growth in the computer systems design and related services industry. The Central Region is home to a substantial number of industries that require high levels of information technology services. Many of these services are provided by establishments within the computer systems design and related services industry.

- Monmouth and Ocean counties are expected to add a significant number of construction jobs, which could be due in part to continued residential reconstruction efforts due to Superstorm Sandy that are still underway.

**REGIONAL JOB OUTLOOK  
 APRIL 2014 - JUNE 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**

<b>County</b>	<b>Listings</b>
Middlesex	19,935
Somerset	13,791
Mercer	10,953
Monmouth	10,175
Ocean	5,211

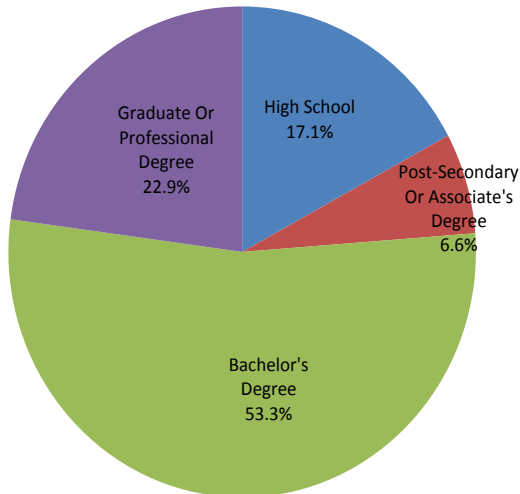
**INDUSTRIES WITH THE MOST JOB LISTINGS**

<b>Industry</b>	<b>Listings</b>
Professional, Scientific, and Technical Services	3,558
Hospitals	3,285
Chemical Manufacturing	2,570
Food Services and Drinking Places	2,541
Educational Services	2,259
Ambulatory Health Care Services	1,960
Insurance Carriers and Related Activities	1,860
Credit Intermediation and Related Activities	1,666
National Security and International Affairs	1,282
Telecommunications	1,219
Social Assistance	1,168
General Merchandise Stores	1,132

In the Central Region during the most recent quarter employers in the professional, scientific and technical services, hospitals, chemical manufacturing and food services and drinking places 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 tractor trailer drivers. Skills that were actively sought by employers included sales, collaboration, accounting, scheduling, repair and technology-related SQL, Oracle and JAVA.



### Job Listings by Educational Requirement



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

### OCCUPATIONS WITH THE MOST LISTINGS

Occupation	Listings
Software Developers, Applications	2,789
Retail Salespersons	1,911
Registered Nurses	1,757
Sales Reps, Wholesale & Mfg Excl. Scientific & Technical Services	1,488
Heavy and Tractor-Trailer Truck Drivers	1,268
First-Line Supervisors of Retail Sales Workers	1,219
Computer Systems Analysts	1,206
Customer Service Representatives	1,069
Medical and Health Services Managers	1,029
Secretaries & Admin Assistants, Excl. Legal, Medical & Executive	822
Sales Managers	739
Marketing Managers	729

### TOP SKILLS IN DEMAND

Skill	Listings
Sales	3,341
SQL	2,627
Collaboration	2,532
Accounting	2,520
Scheduling	2,405
Oracle	2,303
JAVA	2,195
Repair	2,146
Mathematics	2,063
Business Development	1,750
Decision Making	1,456
UNIX	1,433

### EMPLOYERS WITH SIGNIFICANT ONLINE JOB LISTING ACTIVITY

Employer
Johnson & Johnson
Meridian Health System
Verizon Communications Incorporated
Bank of America
Barnabas Health
Rutgers, the State University of New Jersey
Sears
Bristol-Myers Squibb
The Home Depot Incorporated
Princeton University

Source: Burning Glass Technologies, Labor Insight

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

## Retail Developments

Whole Foods, an organic foods retailer, opened its second Monmouth County store along Route 9 in Marlboro during May 2014. The 40,000-sq.ft. store is staffed by approximately 260 employees.

The bankruptcy filing of Coldwater Creek, a women's clothing store, resulted in the closing of the company's 11 locations in New Jersey. In the Central Region stores in the Village at Bridgewater Commons, Bridgewater (Somerset County); Freehold Raceway Mall, Freehold and Brook 35 West, Sea Girt (Monmouth County); and The Shoppes at Hamilton, Hamilton (Mercer County) closed thereby idling retail workers.

Wawa is expanding with plans to open several superstores throughout the region. In Monroe (Middlesex County), Wawa is clearing ground to build store at the intersection of Rt 33 East and Applegarth Road. The former site of Mrs. G's appliance store located along Route 1 in Lawrenceville (Mercer County) is being redeveloped as a new retail center which will include a Wawa and McDonalds restaurant. In May 2014, Hamilton's zoning board (Mercer County) approved plans for a retail development along Route 33 which includes a 5,500-sq. ft. Wawa store and 16-pump gas station.

Several big-box stores are under development in Middlesex County. In North Brunswick, Costco opened a store along Route 1 in July 2014 and a Target is due to open in October. These stores are part of the MainStreet North Brunswick redevelopment project being constructed at a former Johnson & Johnson site. In East Brunswick (Middlesex County) Walmart is constructing a supercenter at the corner of Tices Lane and Route 18 North. Roughly 300 jobs will be created when the store opens in the fall of 2014.

## Building by Colleges Helps Boost Construction Payrolls

Building projects at the region's colleges and universities continue to help boost area payrolls. Some projects which started recently include a new building at Rutgers University (New Brunswick, Middlesex County) and the Campus Town project at The College of New Jersey (Ewing, Mercer County).

In June 2014, Rutgers University broke ground on a 145,000-sq.ft. building for its Chemistry and Chemical Biology department. The project, scheduled for completion in 2016, is part of Rutgers'

capital construction program which includes new facilities and upgrades at all of the university's campuses.

PRC Group has started construction of Campus Town, an \$86 million redevelopment project at The College of New Jersey that includes student housing, restaurants and retail stores to be built along Route 31 in Ewing (Mercer County). The retail space will be anchored by a 14,000-sq.ft. Barnes & Noble bookstore.

## Life Sciences Developments

Pharmaceutical company Sandoz, Inc plans to move to Plainsboro (Middlesex County) to a site along Route 1 formerly occupied by Novo Nordisk. The company's US headquarters is currently located in West Windsor (Mercer County). Sandoz received a \$9.1 million incentive from the state's Economic Development Authority to make the move to Plainsboro rather than to Pennsylvania, thereby retaining 292 existing jobs and also creating 70 new full-time jobs.

In June, GE Healthcare Life Sciences confirmed that it plans to close a facility in Princeton (Mercer County) and another in Piscataway (Middlesex County) as part of their plan to consolidate operations in Boston, MA in the spring of 2015. It is not certain how many of the company's 400 New Jersey workers will be idled.

## Distribution Centers Expand in Region

Piramal Glass, a company that handles packaging for the pharmaceutical, liquor and perfume industries, has leased 209,106-sq.ft. of distribution and office space in South Brunswick (Middlesex County). The company is expanding and relocating from May's Landing (Atlantic County).

Amazon.com reported that it had shipped its first order from its 1 million-sq.ft. Robbinsville (Mercer County) warehouse in July 2014. The warehouse is expected to bring over 1,000 new jobs to the region by the end of the summer of 2014.

On spec warehouse development helps boost construction employment in the short-term and add to payrolls in transportation, logistics and distribution in the long term. One project that started recently is LogistiCenter Exit 8A, a 308,276-sq.ft. industrial facility in South Brunswick (Middlesex County) being developed by Dermody Properties and AEW Capital Management. A February 2015 completion is expected.