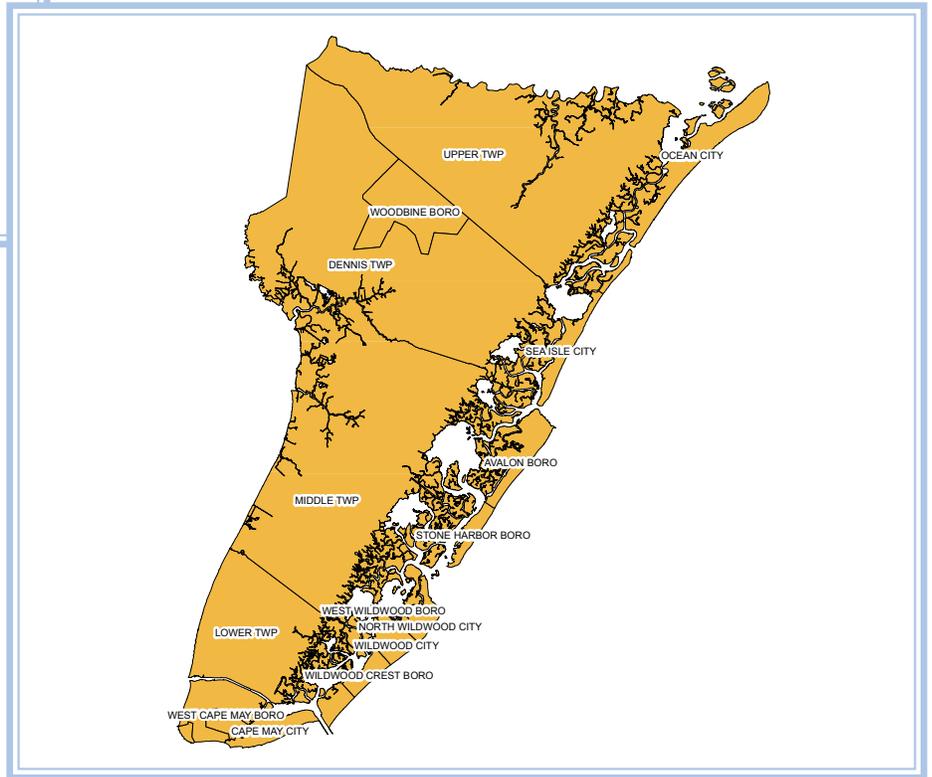
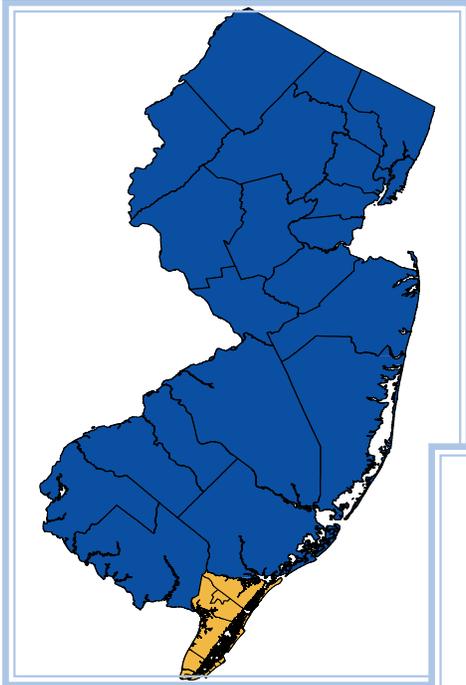


# County Community Fact Book

## Cape May County Edition



## *Preface*

The Regional Community Fact Book for Cape May County provides a snapshot of its people and its economy. Included are facts and figures on current industry trends, population, unemployment and income. The Fact Book also provides a look into the future by providing the latest population, labor force, industry and occupational projections.

The Regional Community Fact Book series is meant to be a reference for use in local and regional economic development planning and for employment and training providers. Updates to the Fact Book series will be published as more current data becomes available.

## *Acknowledgements*

This publication was prepared by Michael Dugan and Frank Ferdetta of the Bureau of Labor Market Information, Division of Labor Market and Demographic Research. Layout was done by JoAnne Caramelo.

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**Population (July 1, 2011 estimate): 96,601**

Change from Census 2010: -5,725 or -5.6%

Percent of New Jersey Total: 1.2%

**Total Private Sector Employment (2011 Average): 30,797**

Percent of New Jersey Total: 1.0%

Change From 2006: -2,411

**Largest Industry (2011 Average): Leisure and Hospitality**

Employment: 10,231

Percent of Total County Employment: 33.2%

**Private Sector Wage (2011 Average Annual): \$30,103**

Percent of New Jersey Average Annual Wage: 52.9%

Change From 2006: \$1,587

**Industry With Highest Average Annual Wage (2011):  
Information: \$56,605**

**Per Capita Personal Income (2011): \$48,694**

Percent of New Jersey Per Capita Income: 92.9%

Rank Among New Jersey Counties: 11

**Number of Unemployment Insurance  
Claimants (2011 Annual Average): 1,987**

**Unemployment Rate: (2012 Annual Average): 13.4%**

5-Year High (2012): 13.4%

5-Year Low (2007): 6.6%

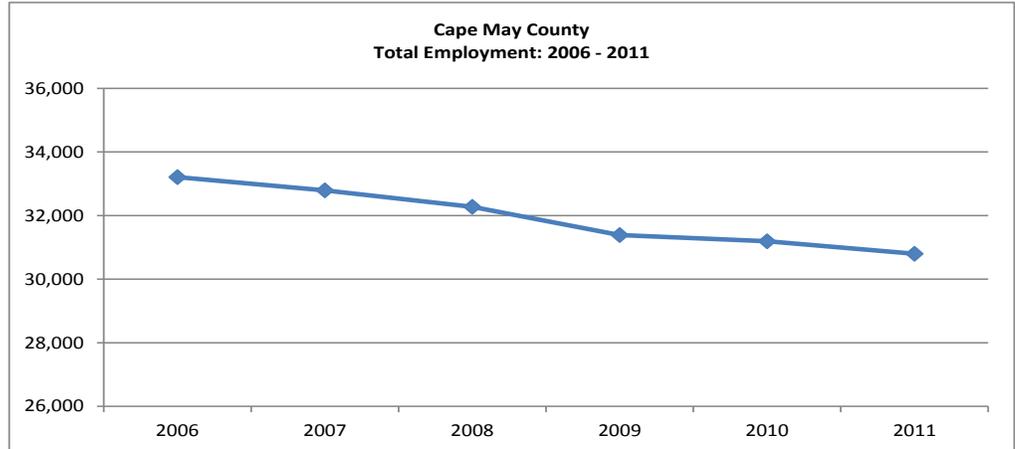
New Jersey Rate (2012): 9.5%

**Building Permits (Single-Family Residential, 2011): 317**

Rank Among New Jersey Counties: 10

*County  
Snapshot*

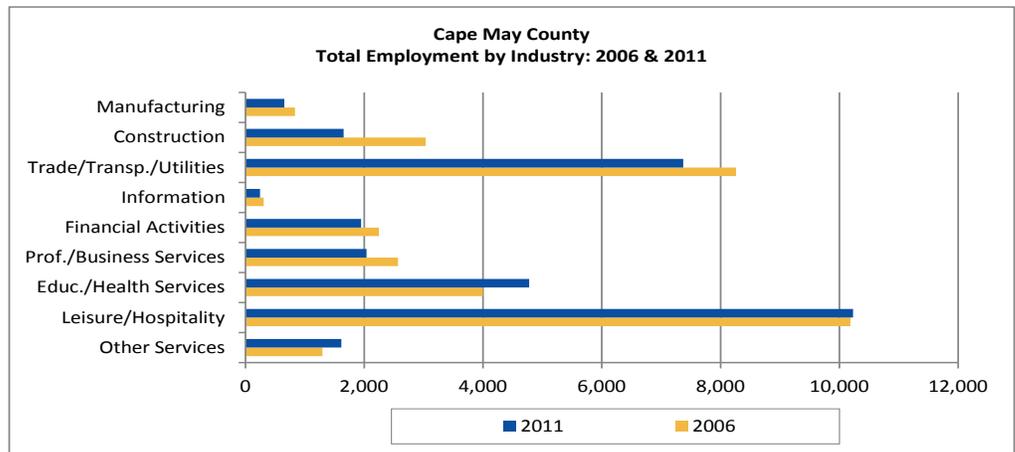
# Cape May County Community Fact Book



Source: NJLWD, Quarterly Census of Employment and Wages

- Cape May County's level of private-sector covered employment, which had been rising steadily since 1992, peaked in 2005. The employment declines since 2005 appear to roughly coincide with the winding down of an extended period of rapidly rising shore real estate values and new commercial and residential development. The county has also felt the effects of the most recent economic downturn as employment declines were the most severe during the 2007-2009 period (-1,405).

## Employment

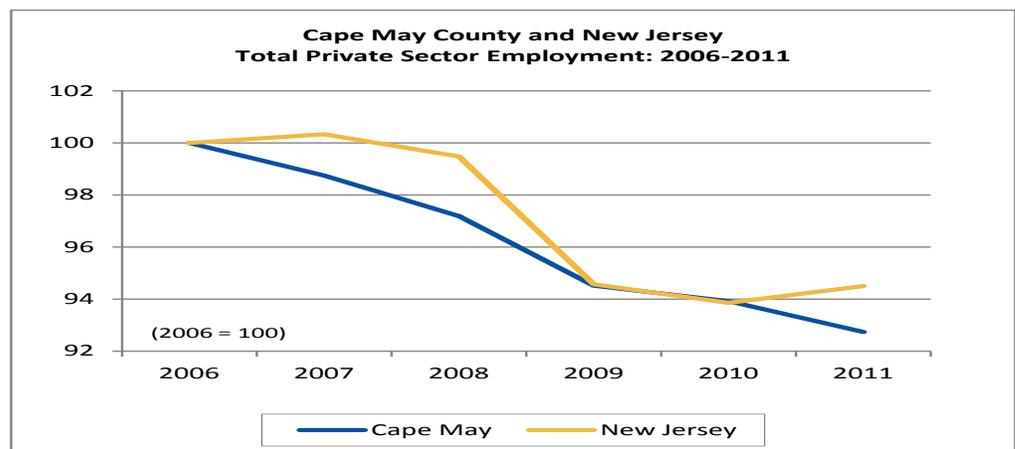


Source: NJLWD, Quarterly Census of Employment and Wages

- Due to its tourism-based economy, Cape May County's largest employment sector is leisure and hospitality, which includes providers of lodgings, food services, recreation and amusements. The industry's employment share has increased from 2006 to 2011 from 30.7 percent to 33.2 percent.
- The county's second largest employment sector, trade, transportation and utilities, is dominated by the retail trade segment (87.7% of jobholding in trade, transportation and utilities) which benefits most from the surge in visitors and temporary residents during the prime spring-to-fall tourist season.

## Industry Trends

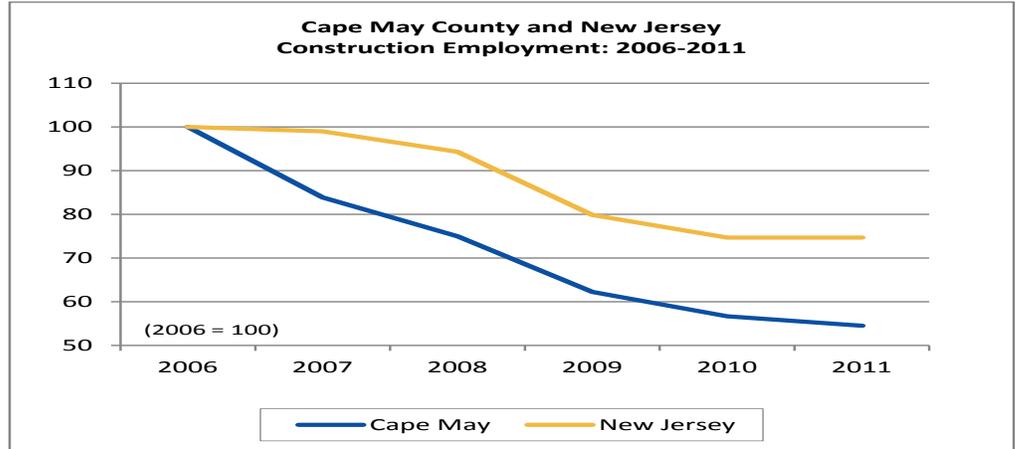
- Compared to the state, Cape May County experienced a greater decline in private sector employment from 2006 to 2011 (-7.3% vs. -5.5%, respectively). During the five-year period, countywide private sector payrolls peaked in 2006 (33,208 jobs) before slipping lower in each subsequent year. In comparison, New Jersey reached its job peak level in 2007. The county faced the steepest job decline in 2009, when numerous positions were eliminated due to the national recession which began in December 2007 and ended in June 2009.
- The industry to post the greatest job loss in Cape May County during the 5-year period was construction (-1,380). The county's 45.5 percent decline was significantly higher than that posted statewide (-25.3%). The pace of new commercial and residential development slowed considerably during this period due to a decline in demand for new structures brought on by the most recent national recession.
- The county's trade/transportation/utilities sector posted the second greatest job decline (-891 or -10.8%). Statewide, payrolls were down by 6.5 percent since 2006. Retail trade accounted for three of every four county jobs shed in this sector (-685 or 76.9%) with losses concentrated among food and beverage stores, clothing and accessories stores, building materials suppliers and motor vehicle and parts dealers. Jobholding in utilities, wholesale trade and transportation and warehousing also declined over the period. On a bright note, employment at general merchandise stores was up from 2006.
- The professional and business services (-529) and financial activities (-302) sectors also shed employment in Cape May County from 2006 to 2011. In comparison, financial activities payrolls fell more sharply in the county than the state while professional and business services employment demonstrated a slight increase statewide over the period.
- Education and health services posted the largest employment increase (782) during the 5-year period. Ambulatory health care services (doctor's offices, home health services, medical laboratories) and nursing care facilities accounted for virtually all of the new jobs.



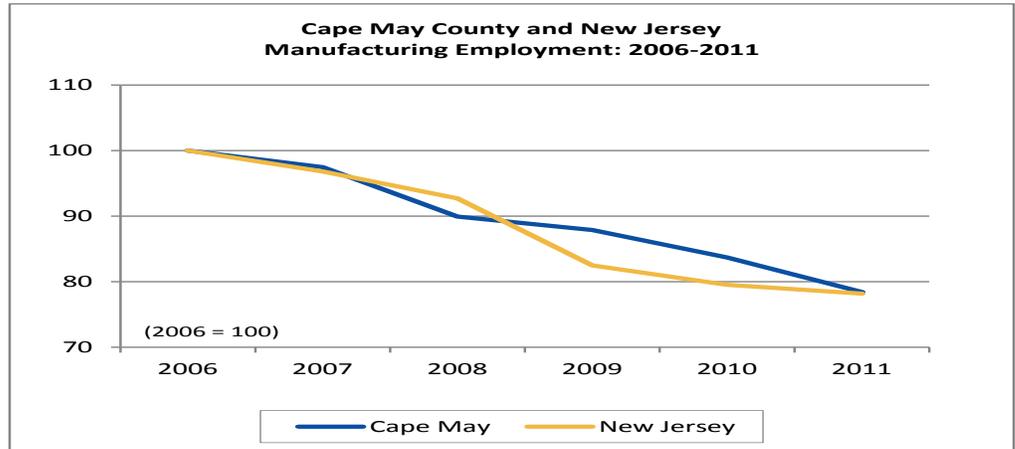
Source: NJLWD, Quarterly Census of Employment and Wages

# Cape May County Community Fact Book

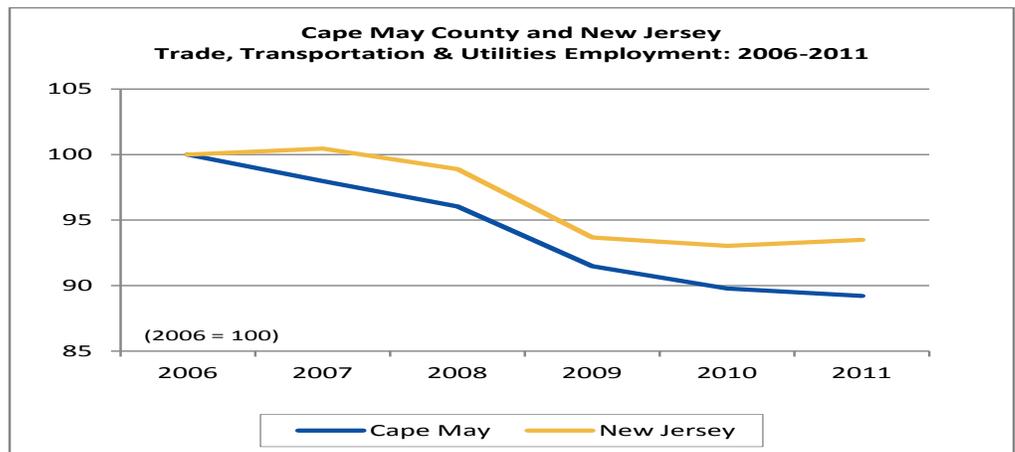
## Industry Trends



Source: NJLWD, Quarterly Census of Employment and Wages

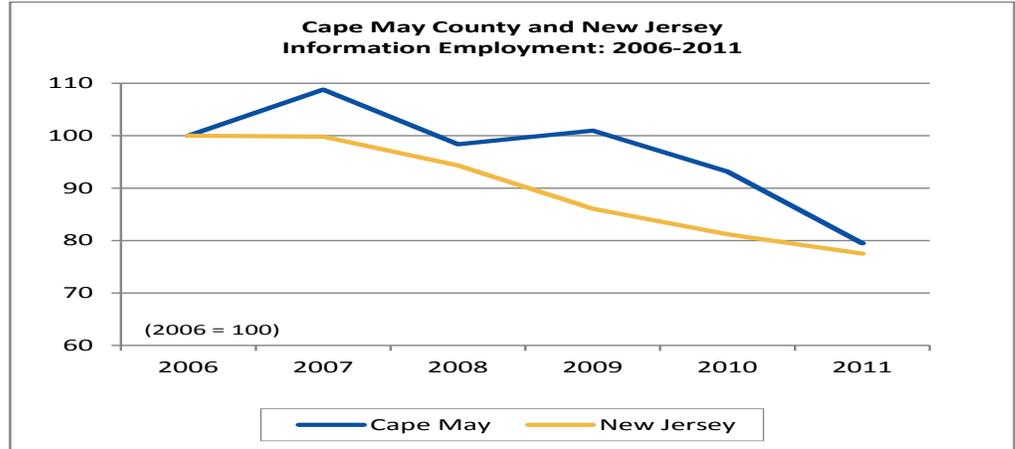


Source: NJLWD, Quarterly Census of Employment and Wages



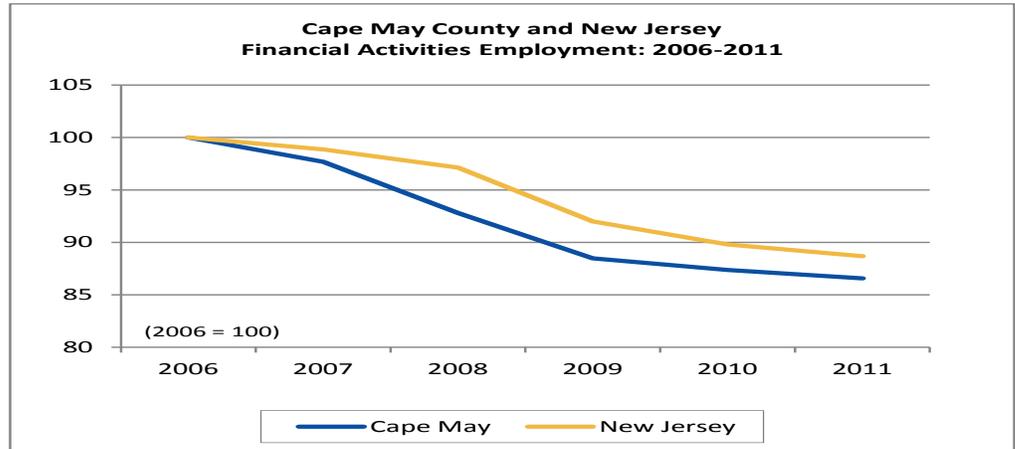
Source: NJLWD, Quarterly Census of Employment and Wages

# Cape May County Community Fact Book

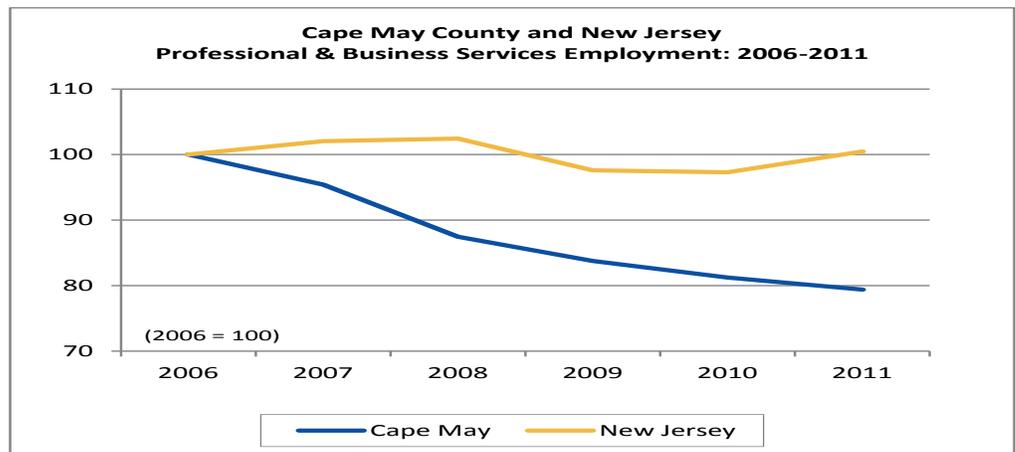


Source: NJLWD, Quarterly Census of Employment and Wages

## Industry Trends



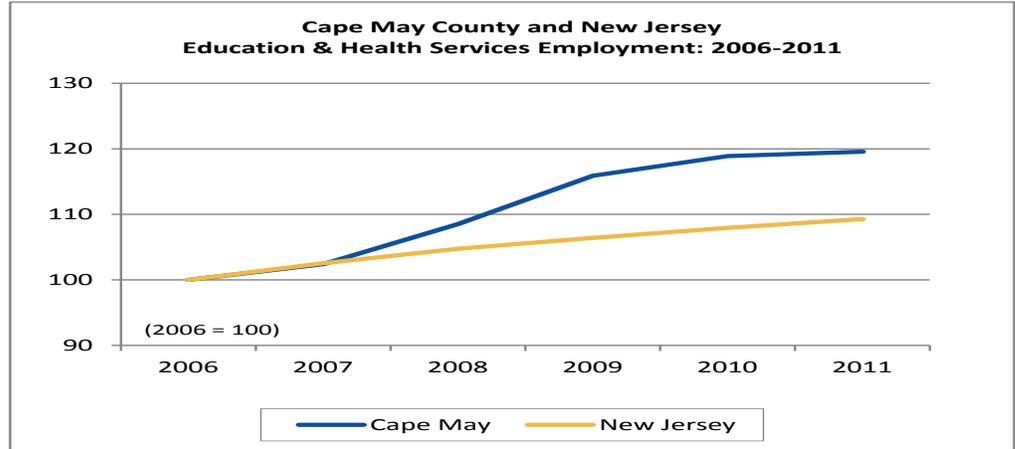
Source: NJLWD, Quarterly Census of Employment and Wages



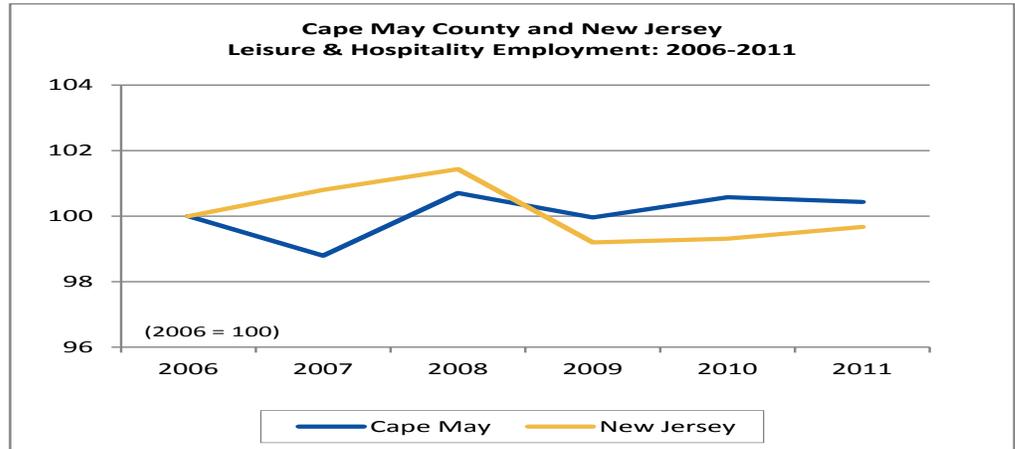
Source: NJLWD, Quarterly Census of Employment and Wages

# Cape May County Community Fact Book

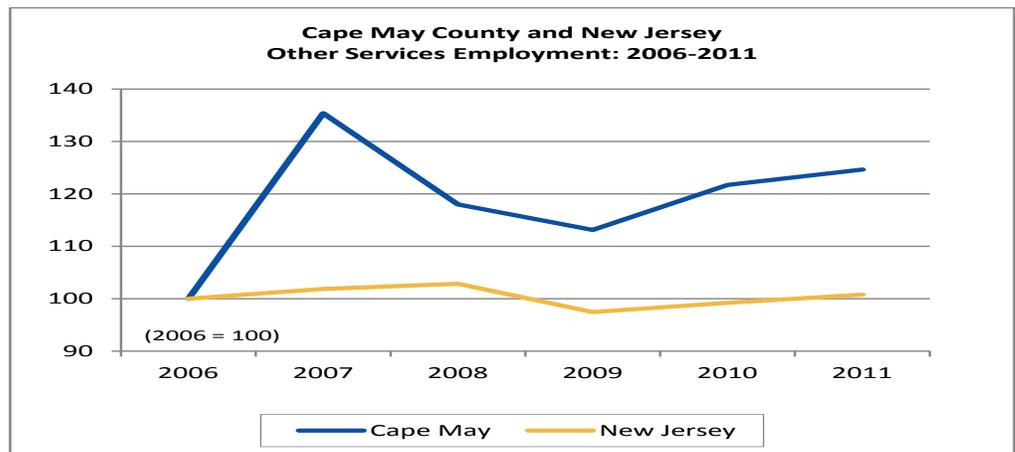
## Industry Trends



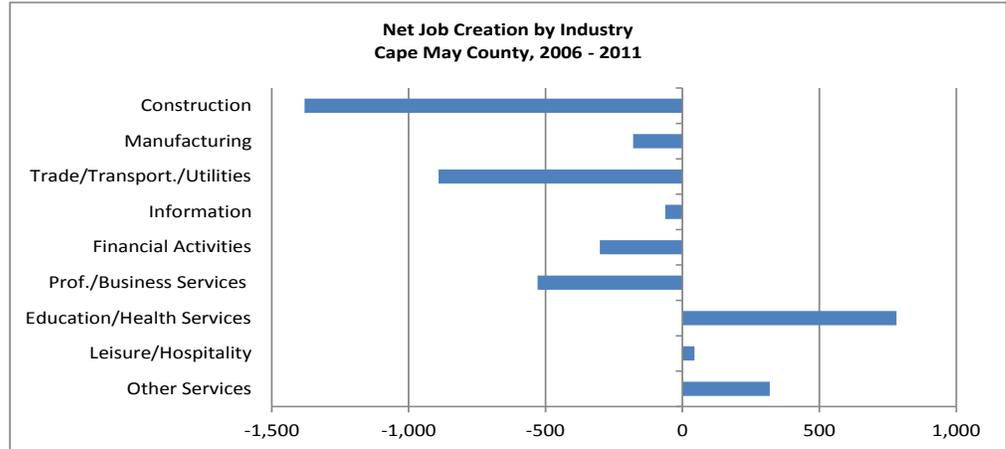
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages



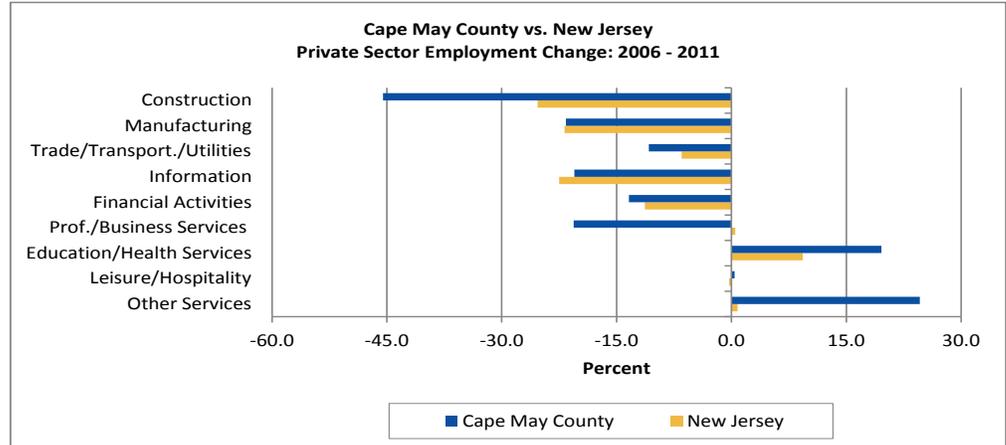
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages

- Cape May's greatest employment declines were posted in the construction (-1,380 jobs) and trade/transportation/utilities (-891) sectors from 2006 to 2011. Only education and health services (+782), other services (+319) and leisure and hospitality (+44) recorded job gains during the period.

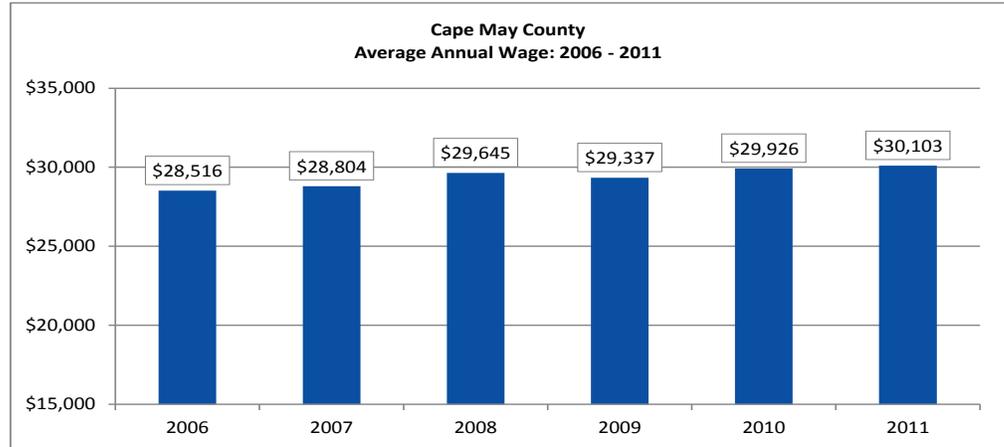
## Employment Gains and Losses



Source: NJLWD, Quarterly Census of Employment and Wages

- In percentage terms, Cape May County's job losses far exceeded their statewide counterparts in the construction and trade, transportation and utilities sectors. Jobholding in professional and business services also declined in the county but increased slightly statewide. Two of the sectors that created jobs in the county from 2006 to 2011, education and health services and other services, outperformed the state by a significant margin.

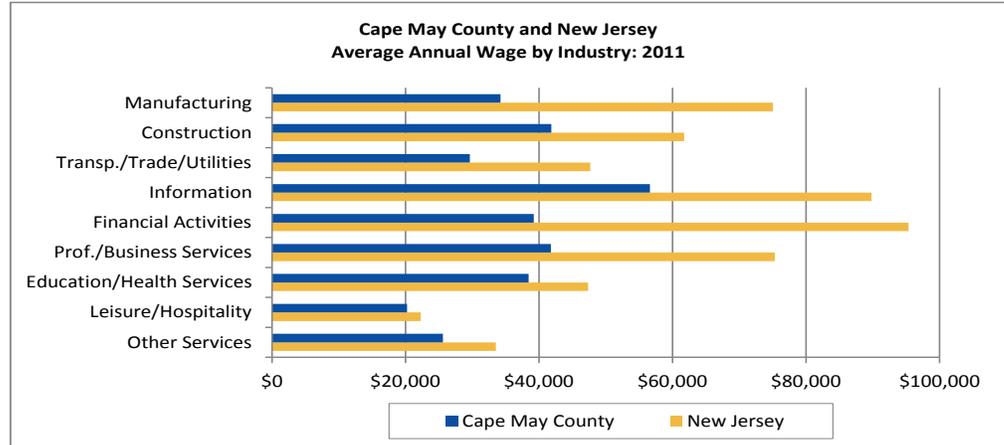
# Cape May County Community Fact Book



Source: NJLWD, Quarterly Census of Employment and Wages

- Cape May County's private sector annual average wage was \$30,103 in 2011, a figure up 5.6 percent (+\$1,587) from 2006. In comparison, the state's annual average wage increased by 10.7 percent during the 5-year period to reach \$56,888 in 2011. The county's private sector wage ranked last among the New Jersey's 21 counties in 2011. Cape May's average annual wage rose during the first two years of the period and after a recessionary dip in 2009, increased in 2010 and 2011.

## Wages

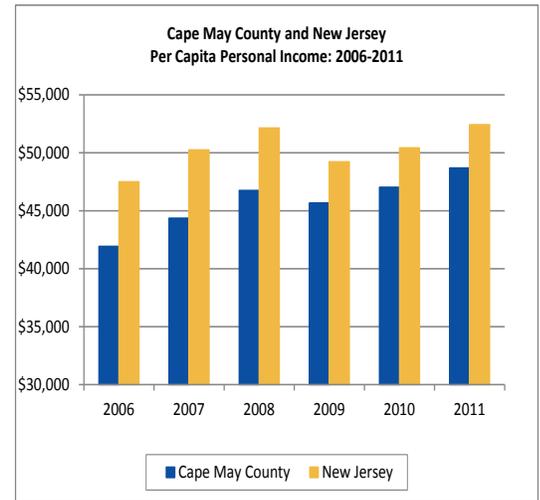


Source: NJLWD, Quarterly Census of Employment and Wages

- The area's private sector annual average wage was well below the state's average every year during the 5-year period. The county's lower annual wage is largely due to the prevalence of seasonal and part-time employment, which helps dilute the annual average wage, and a greater concentration of employment in the leisure and hospitality sector and retail trade, where average wages are lower.
- In 2011 in Cape May, no industry sectors had an average annual wage greater than its statewide counterpart. At 90.9 percent of the statewide average annual wage, the county's leisure and hospitality sector came closest to the New Jersey average (\$20,229 vs. \$22,265, respectively).

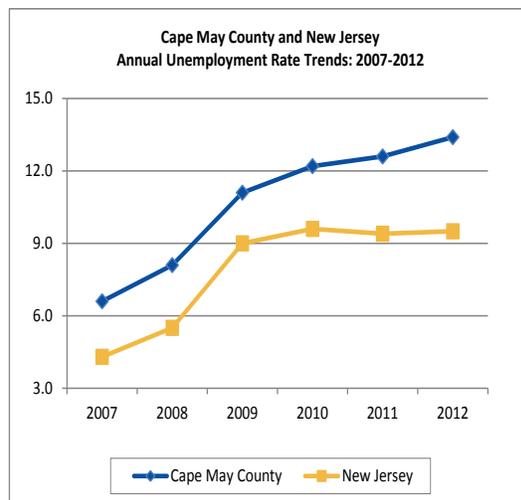
## Per Capita Personal Income

- During the 2006-2011 period, Cape May's per capita personal income (PCPI) increased 16.1 percent to total \$48,694. Cape May's PCPI rose faster than the statewide PCPI over the period (10.4%). However, ranking 11th among New Jersey counties, Cape May's PCPI was lower than that of the state (\$52,430) but higher than the national average (\$41,560).
- An analysis of the three primary components of personal income reveals that transfer payments (such as social security, welfare and unemployment benefits) accounted for a greater proportion of Cape May County's 2011 total personal income than either the state or nation (24% vs. 15% and 18%, respectively). Factors that contributed to the county's greater dependence on transfer payments include a higher average unemployment rate due to its seasonal, tourism-based economy and a greater proportion of residents 65 years and older.



Source: U.S. Bureau of Economic Analysis

## Unemployment Rates



Source: NJLWD, Local Area Unemployment Statistics

- Historically, Cape May's annual unemployment rates have remained above those of the state largely due to the seasonal nature of its tourism-based economy. However, the difference between the county's and the state's unemployment rates has narrowed. From an average five percentage points higher than the New Jersey's during the 1990s, the area's unemployment rates had a range of about two to three percentage points higher than the state's from 2007 to 2012. From an average 6.6 percent in 2007, the local unemployment rate increased sharply over the next two years to 11.1 percent in 2009 largely due to the national recession that began in December 2007. The county's unemployment rate was higher each year through 2012, however, the rate rose at a lesser pace.
- The county's monthly unemployment rates can swing widely from summer to winter — from lower than statewide single-digit levels during the peak tourist season months of July and August — to rates well into the double-digits in January and February.

**Characteristics  
of the  
Unemployed**

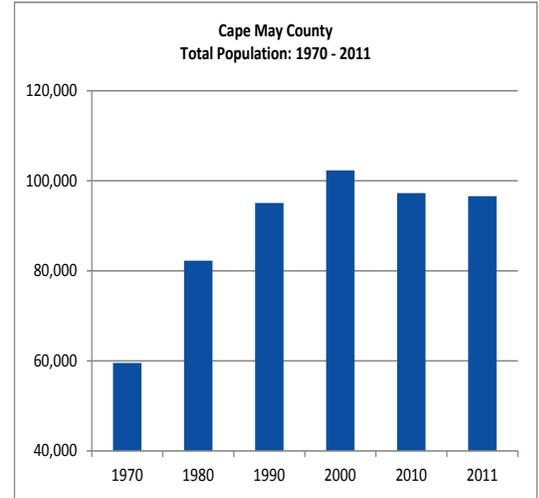
<b>Characteristics of the Unemployed New Jersey vs. Cape May County: 2011</b>				
Category	<b>Cape May County</b>		<b>New Jersey</b>	
	Annual Average 2011	Percent of Total	Annual Average 2011	Percent of Total
Total Insured Unemployed	1,987	100.0%	98,344	100.0%
<b>By Gender</b>				
Male	1,057	53.2%	56,591	57.5%
Female	930	46.8%	41,753	42.5%
<b>By Race</b>				
White	1,713	86.2%	61,180	62.2%
Black	97	4.9%	18,121	18.4%
Asian	13	0.7%	3,553	3.6%
Other	164	8.3%	15,490	15.8%
<b>By Ethnicity</b>				
Hispanic	188	9.5%	19,718	20.1%
Not Hispanic	1,572	79.1%	67,723	68.9%
Chose Not To Answer	227	11.4%	10,903	11.1%
<b>By Age of Claimant</b>				
Under 25	226	11.4%	9,469	9.6%
25 through 34 years	417	21.0%	22,551	22.9%
35 through 44 years	351	17.7%	20,500	20.8%
45 through 54 years	431	21.7%	23,380	23.8%
55 through 64 years	328	16.5%	16,017	16.3%
65 years and over	234	11.8%	6,427	6.5%
<b>By Industry</b>				
Construction	137	6.9%	10,843	11.0%
Manufacturing	52	2.6%	6,968	7.1%
Trade, Transportation, Utilities	341	17.2%	20,400	20.7%
Wholesale Trade	35	1.8%	5,242	5.3%
Retail Trade	248	12.5%	10,566	10.7%
Information	11	0.6%	2,003	2.0%
Financial Activities	68	3.4%	4,827	4.9%
Professional & Business Services	120	6.0%	17,339	17.6%
Educational and Health Services	95	4.8%	12,138	12.3%
Leisure and Hospitality	863	43.4%	9,528	9.7%
Other Services	53	2.7%	2,554	2.6%

Source: NJLWD

- Cape May County's average number of unemployment claims decreased by 6.5 percent from 2010 to 2011 showing signs of improvement after the December 2007-June 2009 national recession. In comparison, the number of residents claiming unemployment benefits statewide was down by 11.7 percent over the year.
- The county's proportion of unemployment claimants age 65 and over (11.8%) was nearly double that of the state (6.5%) due to the county's high proportion of older residents. According to 2012 population estimates, over 22 percent of Cape May's population was older, the largest percentage among New Jersey's counties.

# Cape May County Community Fact Book

- From 1970 to 2011, Cape May gained 37,047 residents. The county's 62.2 percent increase was nearly three times the state's rate (+23.0%). The townships of Upper, Middle and Lower accounted for 31,484 or 85 percent of the area's population growth since 1970.
- While greater than statewide population gains were recorded in both the 1970s and 1980s, the county's population grew fastest in the 1970s (+38.1%) – more than fourteen times faster than the state overall (+2.7%). Since 2000, the county's population has declined by an estimated 5,725 or 5.6 percent while New Jersey's population has increased 4.8 percent.



Source: U.S. Bureau of Census and Population Estimates

## Population

Cape May County Racial/Hispanic Origin: 2001 - 2011		
Race	Percent in 2011	Percent in 2001
White	92.0	92.9
Black	5.1	5.3
Asian	1.0	0.7
Multiracial	1.6	0.9
American Indian/Alaska Native	0.3	0.2
Native Hawaiian/Pacific Islander	0.1	0.0
Hispanic Origin (may be of any race)	6.4	3.6

\* May not add to 100% due to rounding

Source: U.S. Bureau of Census, Population Estimates

- Over two-thirds (67.7%) of Cape May County's 2011 population resided in the townships of Lower, Middle and Upper or Ocean City. Population declined in all but four of the county's 16 municipalities: Middle Twp. (+2,378); Upper Twp. (+171); West Wildwood (+151) and Cape May Point borough (+48) from 2000 to 2011.
- Although Ocean City's population declined since 1990 (-3,893 or -25.1%), it led the county for the number of new dwelling units authorized by building permit. A significant majority of Ocean City's new housing units are not primary residences, but instead are for occasional or seasonal use, or rental property investments.

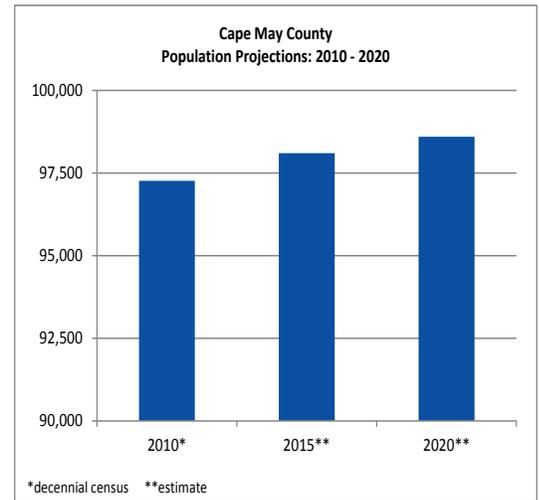
- Although the county's white population declined from 2000 to 2011 (-5,422 or -6.3%) their proportion of the total population fell only slightly. The county's black population also declined since the 2000 Census (-448 or -8.3%), while the Asian (+205 or +28.6%) and multi-racial (+681 or +76.3%) categories increased.
- In 2011, persons of Hispanic origin accounted for a smaller share of the population in the county than in the state (6.4% vs. 18.1%, respectively). However, their share of Cape May's population rose from 3.6 percent in 2001.

Cape May County Ten Largest Municipalities		
Rank	Municipality	Population
1	Lower township	22,707
2	Middle township	18,783
3	Upper township	12,286
4	Ocean City city	11,619
5	Dennis township	6,422
6	Wildwood city	5,289
7	North Wildwood city	4,013
8	Cape May city	3,587
9	Wildwood Crest borough	3,247
10	Woodbine borough	2,459

Source: U.S. Bureau of Census, Population Estimates

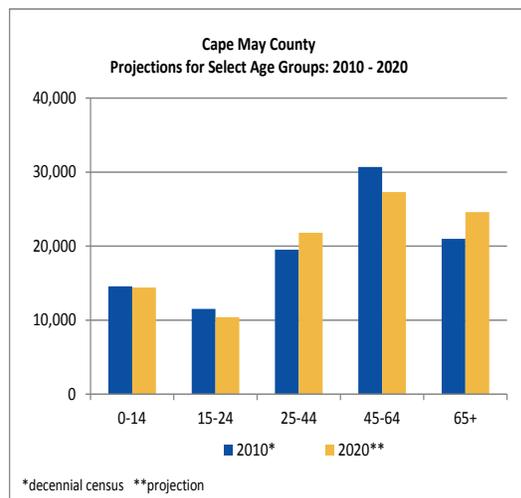
# Cape May County Community Fact Book

- Cape May County's population is projected to increase by 1,335 persons from 2010 to 2020 reaching 98,600 people. The county's rate of population growth (+1.4%) is expected to be slower than the state's (+5.1%) and ranks last among New Jersey's 21 counties.



Source: NJLWD, Population & Labor Force Projections

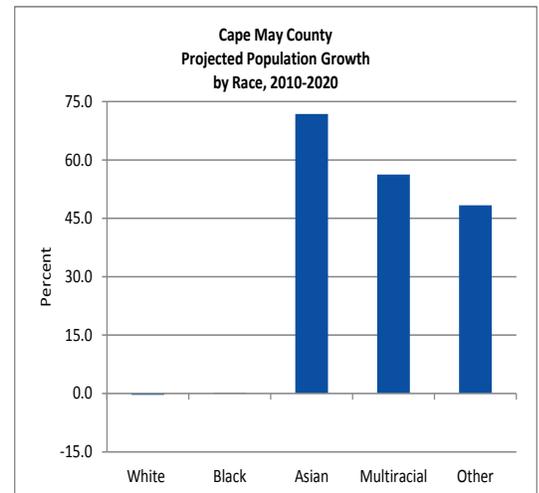
## Population Projections



Source: NJLWD, Population & Labor Force Projections

- By 2020, Cape May County is projected to become more racially diverse as minority populations increase while the number of whites declines slightly (-0.4%). Although the Asian (+71.8%), multi-racial (+56.3%) and other races (+48.4%) groups are projected to have rapid gains, they make up small proportions of the county's total population and therefore will add few residents (Asian, +627; multi-racial, +864; other races, +163).

- Just two age cohorts are expected to see a population increase from 2010 to 2020 in Cape May County, the 65+ year-olds (+3,623 or +17.3%) followed by the 25-44 year-olds (+2,285 or +11.7%). The county's largest population decrease is projected for the 45 to 64 year-old age group (-3,388 or -11.0%).



Source: NJLWD, Population & Labor Force Projections

# Cape May County Community Fact Book

## Cape May County, 2010 - 2020 Projected Employment Change By Industry

Industry Title	2010 Jobs	2020 Jobs	Change: 2010-2020		
			Number	Percent	
				Total	Annual
Total Nonfarm Employment	41,800	43,800	2,000	4.7	0.5
Healthcare and Social Services	4,850	5,400	550	11.3	1.1
Retail Trade	6,550	6,850	300	4.5	0.4
Construction	1,800	2,050	250	15.0	1.4
Administrative and Waste Services	1,050	1,300	250	28.1	2.5
Real Estate and Rental and Leasing	950	1,150	200	17.4	1.6
Professional, Scientific and Technical Services	900	1,100	200	18.6	1.7
Accommodation and Food Services	8,600	8,800	200	2.4	0.2
Arts, Entertainment and Recreation	1,750	1,900	150	8.1	0.8
Finance and Insurance	1,100	1,200	100	8.3	0.8
Other Services	2,100	2,200	100	4.5	0.4
Natural Resources and Mining	0	50	50	60.8	4.9
Wholesale Trade	600	650	50	9.4	0.9
Transportation and Warehousing	250	300	50	13.3	1.3
Utilities	200	200	0	6.0	0.6
Management of Companies and Enterprises	300	300	0	7.9	0.8
Educational Services	150	150	0	10.7	1.0
Manufacturing	700	650	-50	-7.7	-0.8
Information	300	250	-50	-22.8	-2.6
Government	9,650	9,300	-350	-3.5	-0.4

Note: Total nonfarm employment excludes self-employed and unpaid family workers  
Percent Changes are based on unrounded data

Source: NJLWD, *Industry and Occupational Projections*

### Industry Projections

- According to recently released industry projections, Cape May County's level of employment is projected to increase by 2,000 jobs from 2010 to 2020. This 4.7 percent increase is expected to be lower than the statewide rate (7.7%).
- The health care and social services (550), retail (300), construction (250) and administrative & waste services (250) industries are projected to post the largest employment gains and account for 67.5 percent of the county's new jobs during this period.
- Led by government (-350), there are three industries with projected employment declines from 2010 to 2020. Employment in the county's relatively small manufacturing sector (-50) has been shrinking in recent years. The information industry (publishing, broadcasting and telecommunications) is projected to also post an employment decline of 50 jobs over the 10-year period. In both cases, the projected losses are continuations of recent trends.

# Cape May County Community Fact Book

## Cape May County Occupations with the Most Projected Job Openings, 2010-2020

Occupation	Annual Average Job Openings			2011	Skill Level <sup>2</sup>	Outlook
	Total <sup>1</sup>	Growth	Replacements	Annual Wage		
Cashiers	90	0	90	21,300	Low	Stable
Waiters and Waitresses	90	0	90	21,790	Low	Stable
Retail Salespersons	70	20	50	25,870	Low	Growing
Combined Food Preparation and Serving Workers, Including Fast Food	50	10	40	20,420	Low	Growing
Amusement and Recreation Attendants	30	0	30	18,550	Low	Growing
Landscaping and Groundskeeping Workers	30	10	10	26,250	Low	Growing
Personal and Home Care Aides	30	20	10	30,210	Low	Growing
Bartenders	20	0	20	25,020	Low	Stable
Bookkeeping, Accounting, and Auditing Clerks	20	10	10	36,440	Low	Growing
Carpenters	20	0	10	42,350	Low	Stable
Cooks, Restaurant	20	0	10	25,460	Low	Growing
Dining Room and Cafeteria Attendants and Bartender Helpers	20	0	20	18,230	Low	Declining
First-Line Supervisors/Managers of Retail Sales Workers	20	0	20	42,470	Low	Stable
Hairdressers, Hairstylists, and Cosmetologists	20	0	10	25,160	Moderate	Growing
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	20	0	20	18,370	Low	Declining
Hotel, Motel, and Resort Desk Clerks	20	0	20	30,300	Low	Stable
Maids and Housekeeping Cleaners	20	0	20	21,330	Low	Stable
Maintenance and Repair Workers, General	20	0	20	37,150	Low	Stable
Office Clerks, General	20	10	20	30,690	Low	Growing
Police and Sheriff's Patrol Officers	20	0	20	73,300	Low	Declining
Receptionists and Information Clerks	20	10	20	25,350	Low	Growing
Registered Nurses	20	0	10	59,400	High	Stable
Stock Clerks and Order Fillers	20	0	20	23,330	Low	Declining
Emergency Medical Technicians and Paramedics	10	0	10	31,100	Moderate	Growing
Licensed Practical and Licensed Vocational Nurses	10	0	10	50,000	Moderate	Stable

1. "Growth" and "Replacements" may not add to "Total" due to rounding.

2. High Skills: Associate's degree or higher.

Moderate Skills: Long-term on-the-job training, work experience or post secondary/vocational/technical training.

Low Skills: Short-term or moderate-term on-the-job training, including up to 12 months of on-the-job experience and informal training.

3. INA = Information not available.

Source: NJLWD, Industry and Occupational Projections and Occupational Employment Statistics (OES) Wage Survey

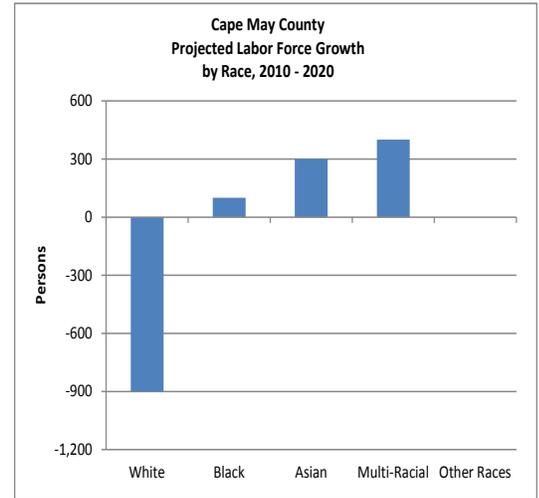
### Projected Occupational Demand

- Cape May County is projected to average 1,420 job openings per year through 2020. The county's top 25 ranked occupations by annual job openings are anticipated to account for over half (51.4%) of all annual job openings and most are due to replacement needs, or those positions that need to be filled due to retirements, promotions, etc.
- A clear majority of the twenty-five top-ranking occupations by number of annual job openings are found in significant numbers in accommodations, restaurants and other tourism-related industries. Many of the top-ranked occupations also require only moderate or short-term on-the-job training.

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- Cape May County's labor force is projected to decrease slightly (-100 or -0.2%) from 2010 to 2020. Whites will account for all of the loss (-900 or -2.0%). The county's minority labor force will increase over the decade led by the multi-racial component which will make the largest contribution (+400) of all new labor force entrants over the decade followed by Asians (+300).

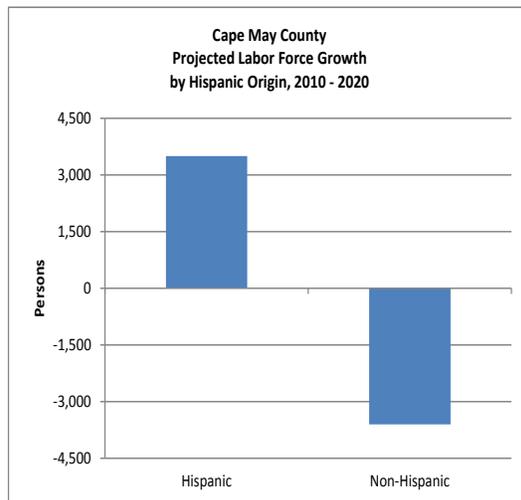
*Note: Multi-racial refers to persons who are of two or more races. "Other races" includes American Indian/Alaska Native, and Native Hawaiian/Pacific Islander.*



Source: NJLWD, Population & Labor Force Projections

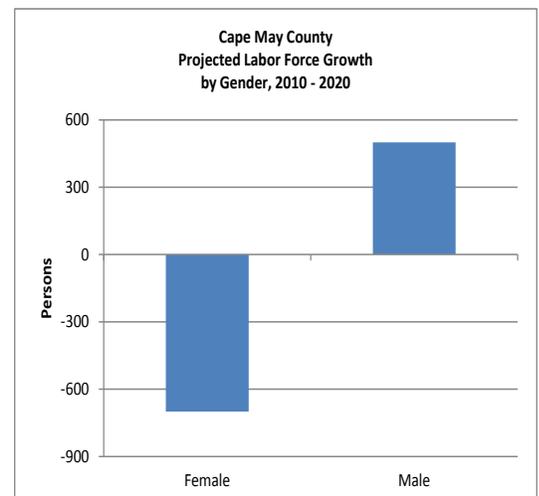
- The number of Hispanics (who can be of any race) in the county's labor force is projected to expand by 3,500 or 120.7 percent from 2010 to 2020. Despite the rapid increase, Hispanics are expected to account for a small percent of the local labor force in 2020 (13.5%). Conversely, Cape May County's non-Hispanic labor force is expected to shrink (-3,600).

## Labor Force Projections



Source: NJLWD, Population & Labor Force Projections

- From 2010 to 2020, Cape May County's male labor force is expected to increase somewhat (+500 or +2.0%) while the female labor force is expected to decline (-700 or -3.2%). Males are expected to make up a higher proportion of the county's labor force than their female counterparts in 2020 (54.9% vs. 45.1%, respectively).



Source: NJLWD, Population & Labor Force Projections