

# Southern Regional Community Fact Book

## Cumberland County Edition

New Jersey Department of Labor  
and Workforce Development

Division of Labor Market and  
Demographic Research

NEW JERSEY DEPARTMENT OF

**LWD**

LABOR AND WORKFORCE DEVELOPMENT  
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## Preface

The Regional Community Fact Book for Cumberland 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 and provides 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 Jason Timian 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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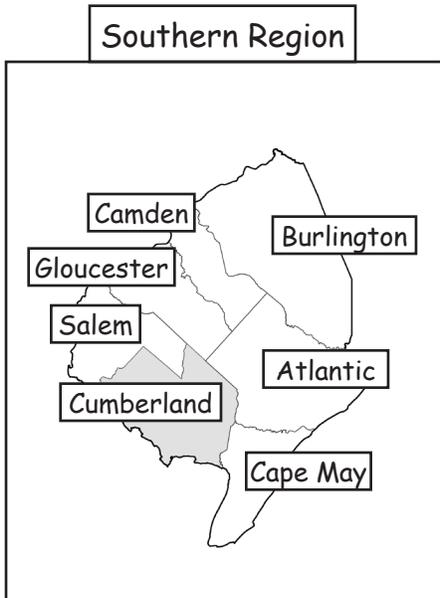
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# County Snapshot



**Population (2009 estimate): 157,745**  
Change from Census 2000: +11,307 or +7.7%  
Percent of New Jersey Total: 1.8%

**Total Private Sector Employment (2009): 42,758**  
Percent of New Jersey Total: 1.4%  
Change from 2004: -3,641

**Largest Industry (2009): Trade, Transportation and Utilities**  
Employment: 12,350  
Percent of Total County Employment: 28.9%

**Private Sector Wage (2009 annual average): \$37,068**  
Percent of New Jersey Average: 68.0%  
Change From 2004: +\$3,942

**Industry With Highest Average Annual Wage (2009): Construction: \$55,916**

**Per Capita Personal Income (2008): \$31,721**  
Percent of New Jersey Per Capita Income: 61.6%

**Number of Unemployment Insurance Claimants (2009 annual average): 3,273**

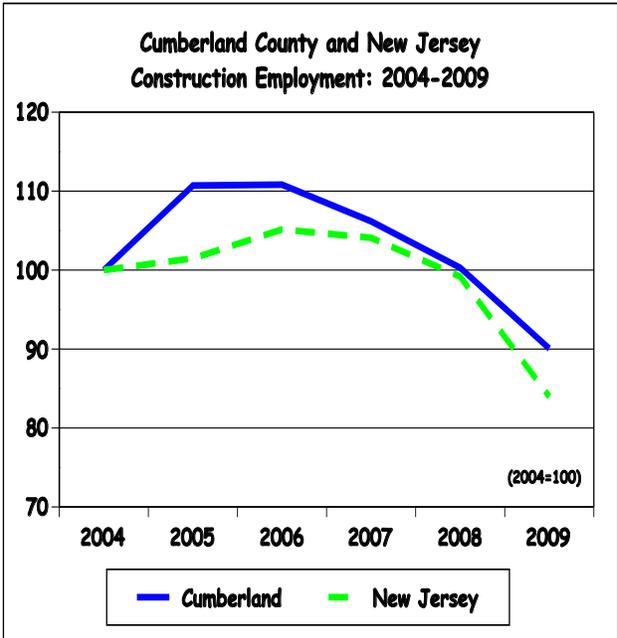
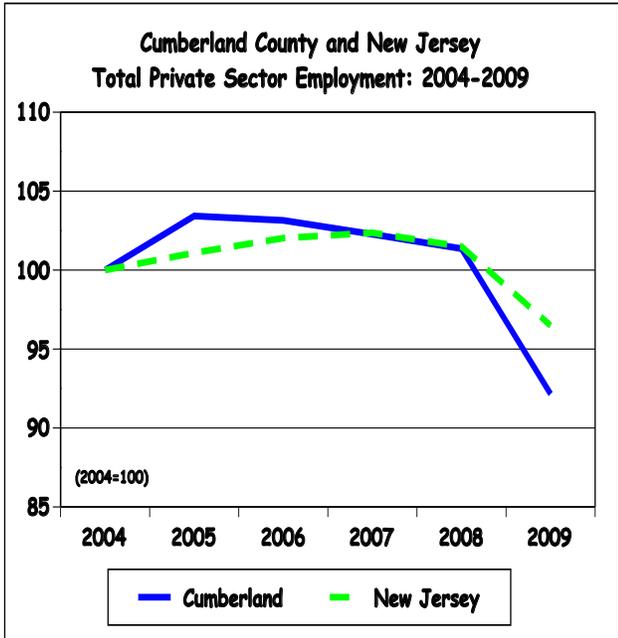
**Unemployment Rate (2009 annual average): 12.7%**  
5-year High (2009): 12.7%  
5-year Low (2005): 6.3%  
New Jersey Rate (2009): 9.2%

**Building Permits (single-family residential, 2008): 222**  
Rank Among New Jersey Counties: 14



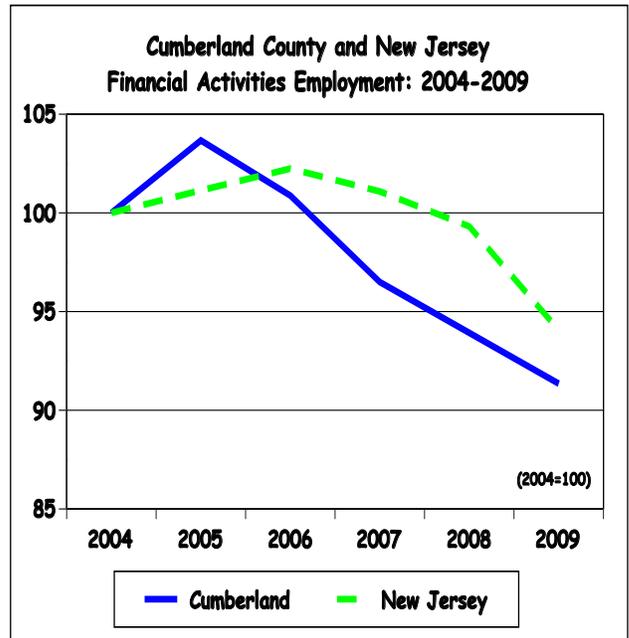
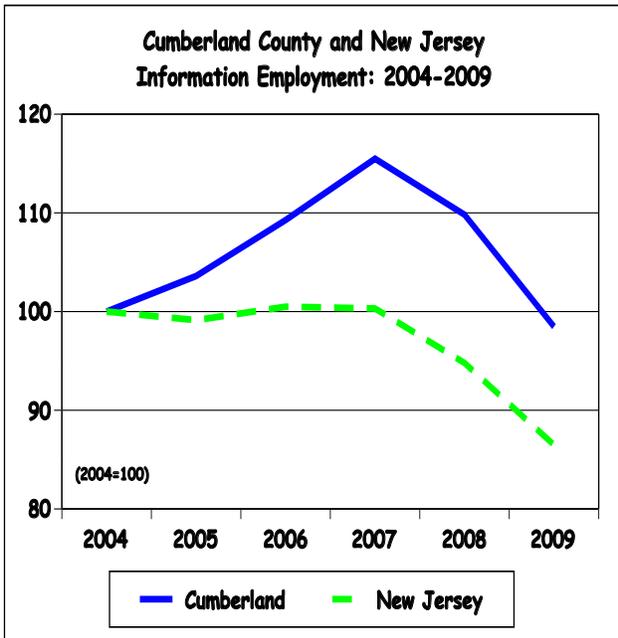
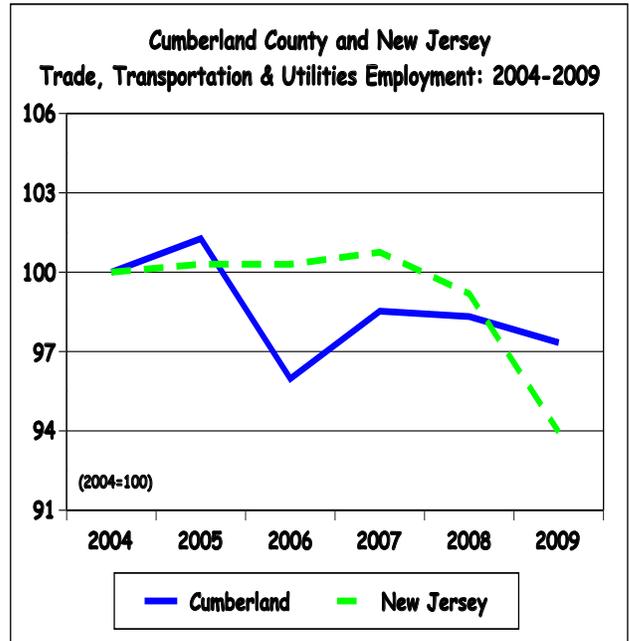
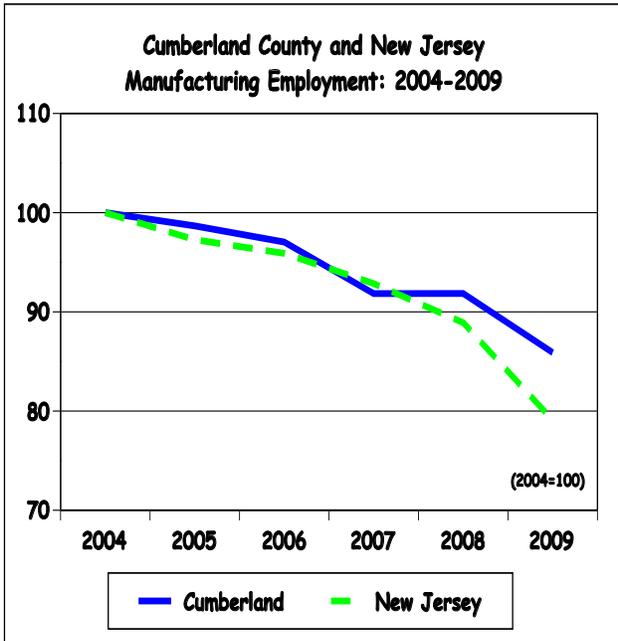
## Industry Trends, Cumberland vs. New Jersey

- From 2004 to 2009 Cumberland County's private sector employment decreased by 3,641 or 7.8 percent. The county's rate of decline was twice as fast as the state's (-3.5%) for the same period. Employment in the county trended upward in 2005 and decreased in each subsequent year through 2009. In comparison, statewide employment increased during the first three years of the period before shedding jobs in 2008 and 2009.
- County jobholding in the educational and health services sector was up by 400 or 5.1 percent since 2004. Employment gains were tempered by payroll losses in 2006 and 2009. County payrolls were outperformed by their statewide counterpart which increased by 11.9 percent between 2004 and 2009 and added jobs in each year of five-year the period.
- Between 2004 and 2009 employment in Cumberland County's manufacturing sector declined by 1,385 or 14.1 percent. However, the state suffered greater losses in this sector over the period (-20.9%). Some of the loss in the county was due to the closing of several glass manufacturing plants. Also, Dallas Airmotive scaled back in 2004 moving the majority of their manufacturing employment out of state. Additionally, in 2005 Santa's Best a manufacturer of Christmas items relocated shutting down operations in Vineland and Millville.

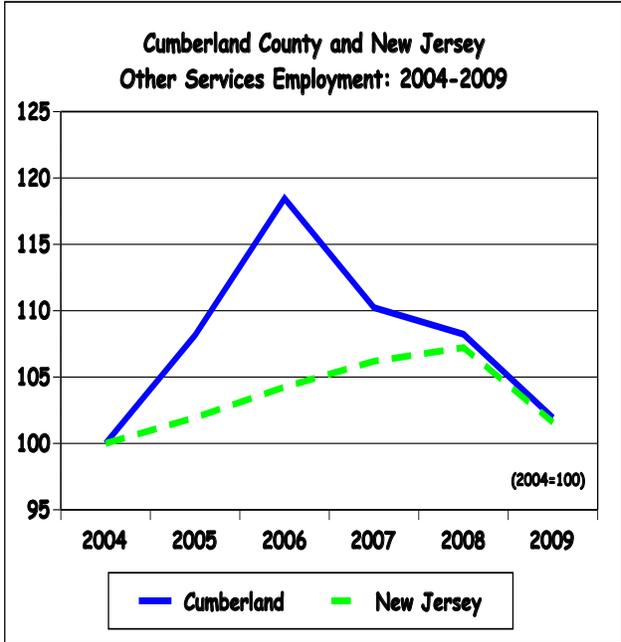
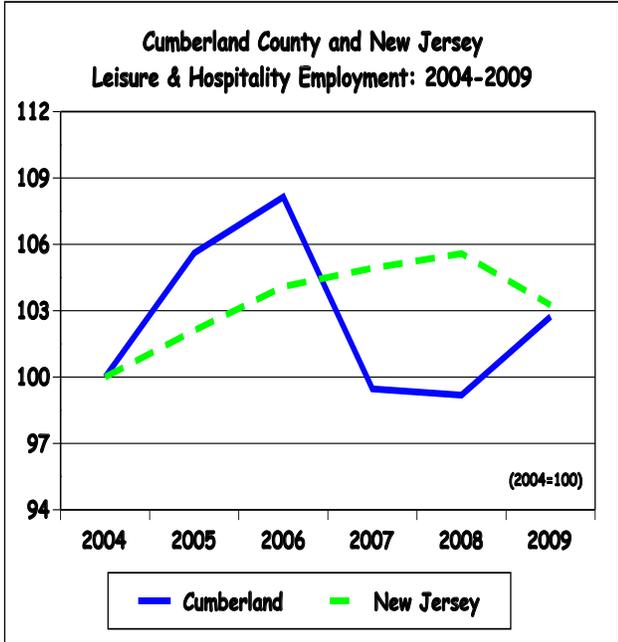
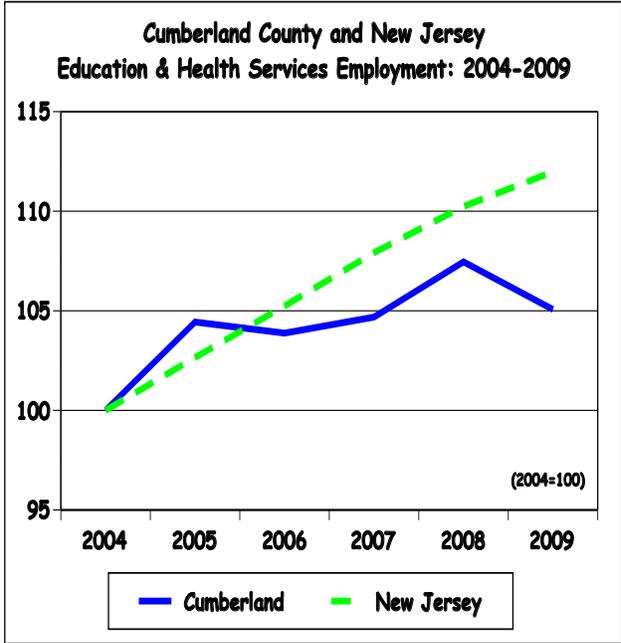
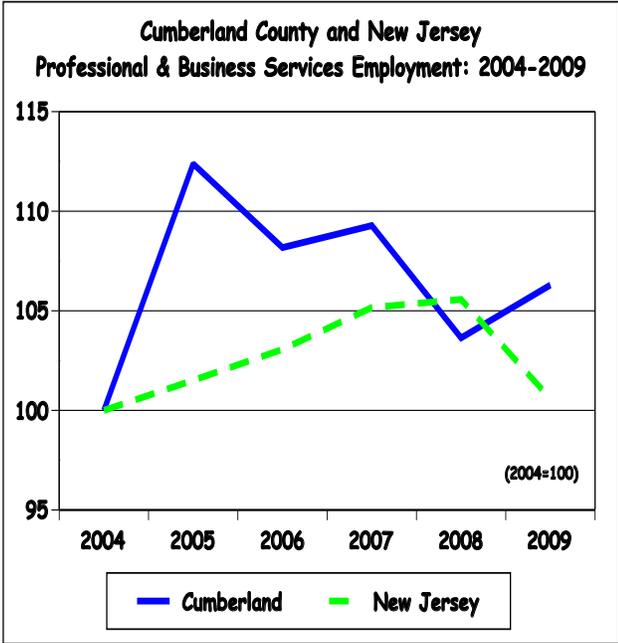


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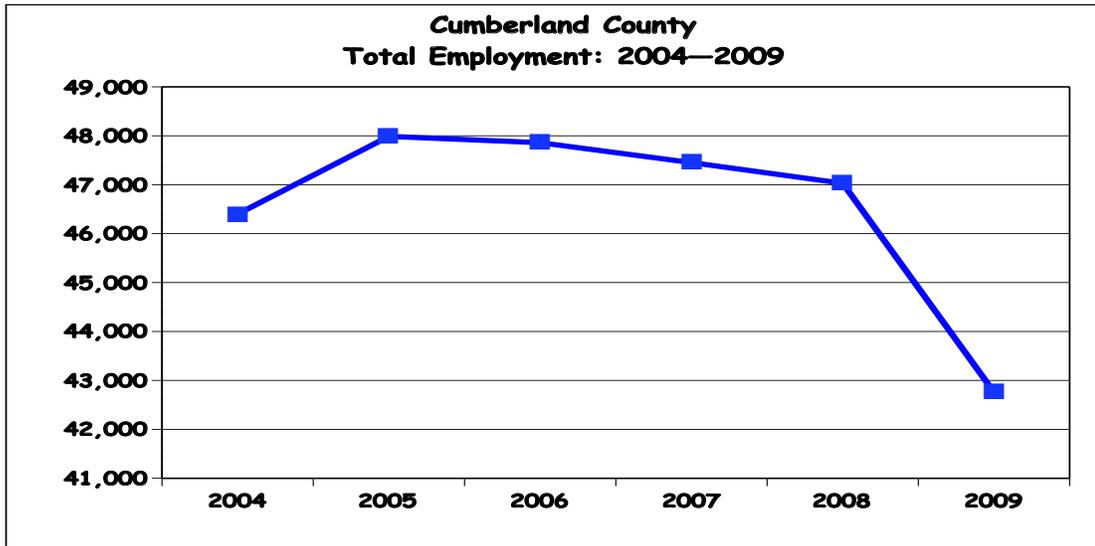
# Industry Trends, Cumberland vs. New Jersey



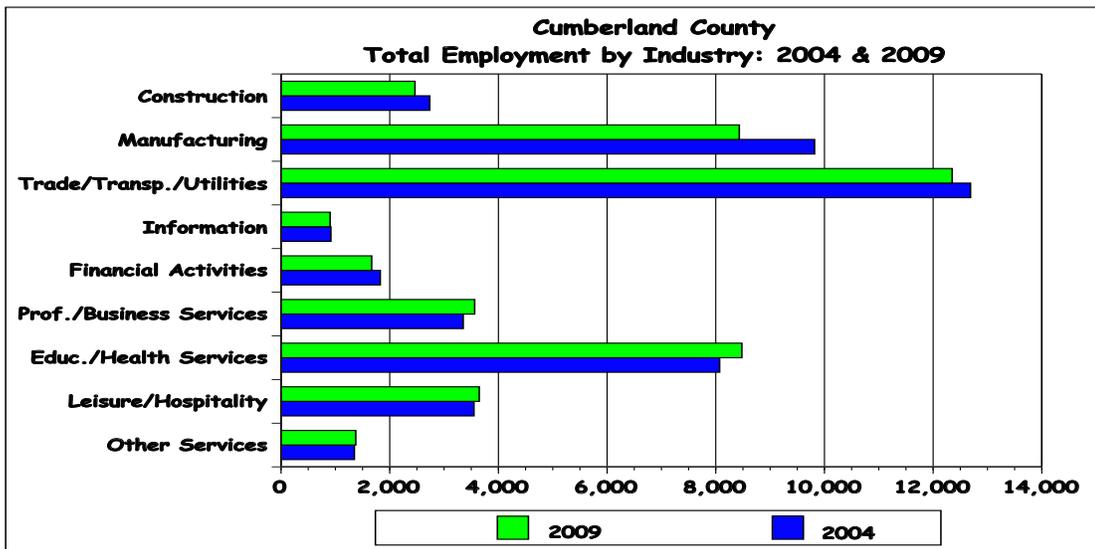
# Industry Trends, Cumberland vs. New Jersey



# Employment

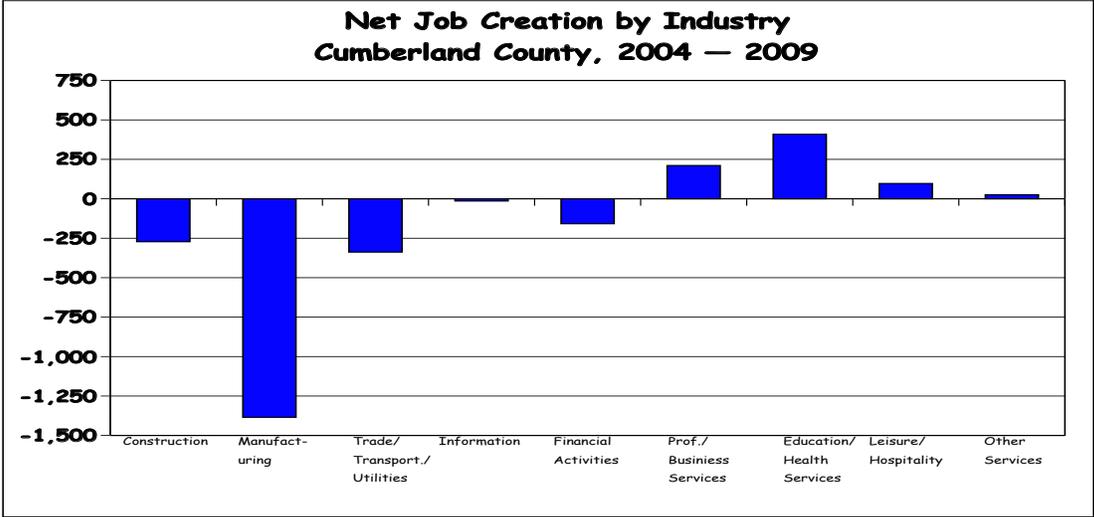


- In Cumberland County, the private sector added 1,589 jobs from 2004 to 2005 before declining each year through the end of the period. As a result of the recession, the most severe decline occurred in 2009 (-4,271 or -9.1%).

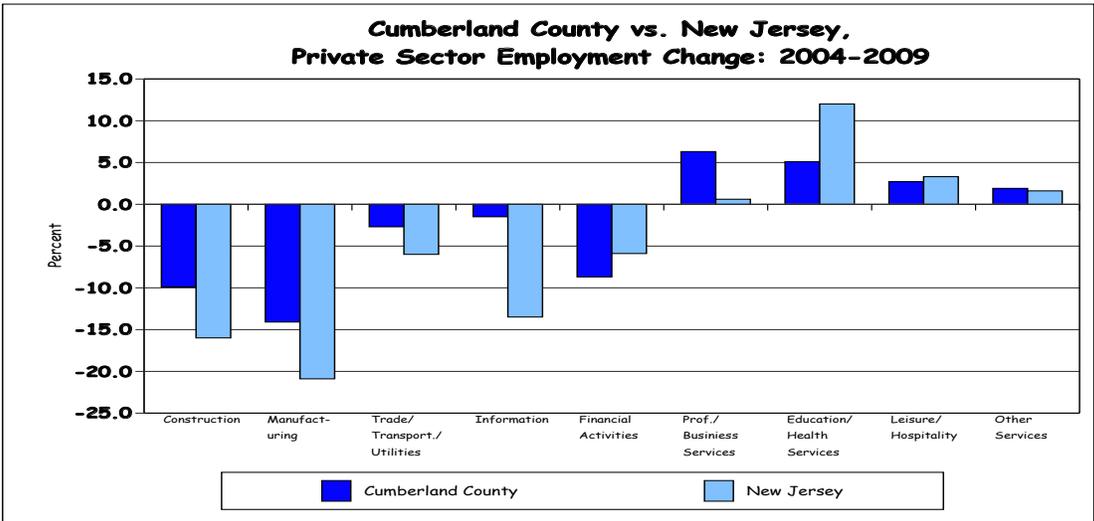


- In 2009, trade, transportation and utilities was the county's largest sector accounting for 28.9 percent of the county's total private sector employment, and educational and health services was the second largest employment segment accounting for 19.8 percent of payrolls. Information was the smallest employer with just 1,007 jobs or 2.1 percent of the 2009 private sector total.

# Employment Gains and Losses

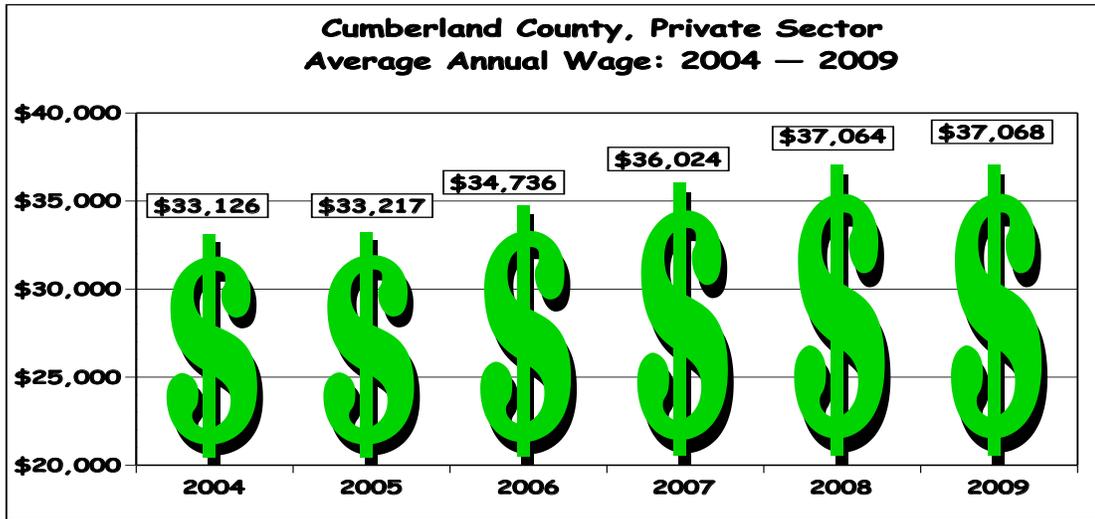


- Between 2004 and 2009, the only sectors to add employment were educational and health services (+409), professional and business services (+211), leisure and hospitality (+97) and other services (+26). Manufacturing lost the most jobs during the period (-1,385).

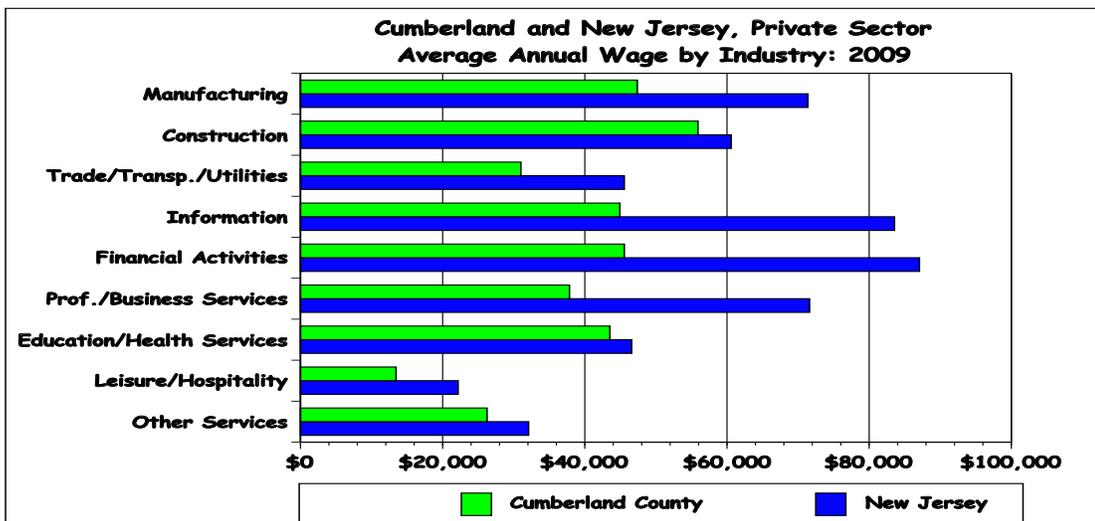


- Over the five year period, Cumberland County's jobholding followed the statewide pattern of gains and losses by sector from 2004 to 2009. The county's job decline was less severe than the state in all sectors which lost employment except financial activities. Professional and business services (+6.3% vs. +0.6%), and other services (+1.9% vs. +1.6%) each added jobs at a faster rate in the county than in the state.

# Wages



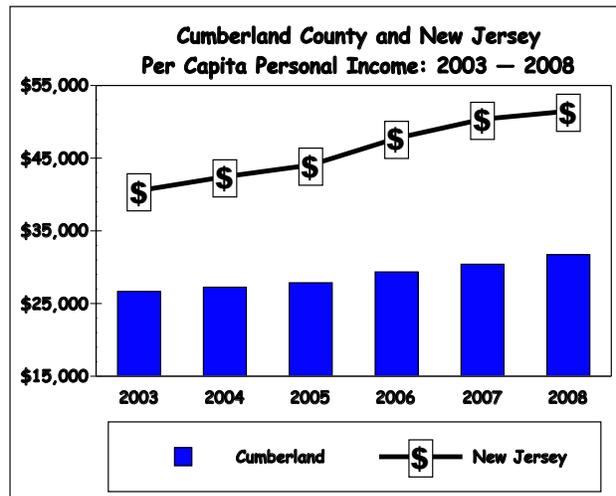
- From 2004 through 2009, the annual average private sector wage in Cumberland County increased by 11.9 percent, which was less than the state's 14.5 percent gain. The largest increase occurred between the years 2005 and 2006 (\$1,519 or +4.6%).
- The annual average private sector wage in Cumberland County was below the state's average each year during this six-year period. Being a small and rural county, the county's average wages tend to be lower than the state's average wage.



- In 2009, the construction sector in Cumberland County had the highest average annual private sector wage (\$55,916), followed by manufacturing (\$47,388) and financial activities (\$45,555).
- All employment sectors paid lower average annual wages in the county than in the state in 2009.

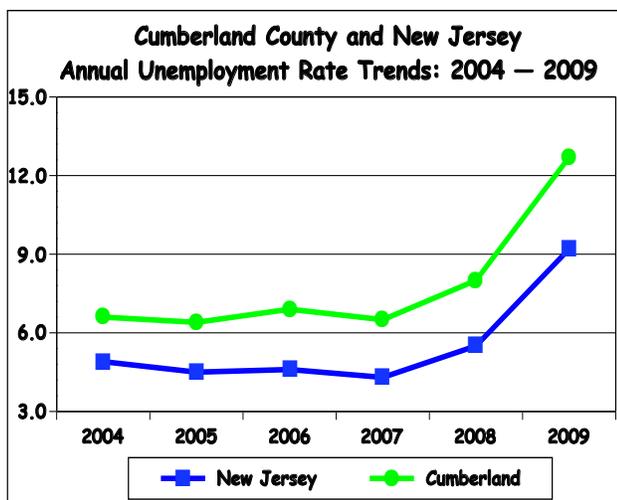
## Per Capita Personal Income

- From 2003 to 2008, per capita personal income increased by 19 percent in Cumberland County compared with a 27 percent gain statewide. At \$31,721, the county's per capita income was \$19,752 below the state's average and ranked last among the state's 21 counties.



- Total personal income is made up of several components, including wage earnings and transfer payments (such as social security, welfare and unemployment benefits). In 2008, residents of Cumberland County derived a lower percentage of total income from wage earnings (64% vs. 71%, respectively) and a higher proportion from transfer payments (25% vs. 13%, respectively) than the residents of the state. One factor contributing to the high proportion of total income derived from transfer payments is that the county has a higher proportion of poor persons than the state as a whole (12.5% vs. 8.7%, 2008 American Community Survey, U.S. Census Bureau).

## Unemployment Rates



- During the 2004-2009 period, Cumberland County's unemployment rate reached a recession-related high of 12.7 percent in 2009. Residents employed in the manufacturing industry were particularly affected. Cumberland County's unemployment rate has also been consistently higher than the state's rate primarily due to the county's large migrant worker population.

# Characteristics of the Unemployed

## Characteristics of the Unemployed New Jersey vs. Cumberland County: 2009

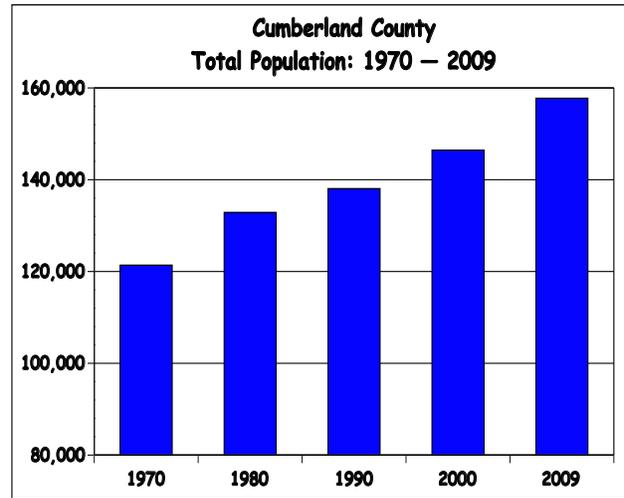
Category	Cumberland County		New Jersey	
	Annual Average 2009	Percent of Total	Annual Average 2009	Percent of Total
Total Insured Unemployed	3,273	100.0%	138,988	100.0%
By Gender				
Male	2,098	64.1%	83,187	59.9%
Female	1,175	35.9%	55,801	40.1%
By Race				
White	1,960	59.9%	85,512	61.5%
Black	641	19.6%	24,948	17.9%
Asian	52	1.6%	5,658	4.1%
Other	620	18.9%	22,870	16.5%
By Ethnicity				
Hispanic	764	23.3%	27,561	19.8%
Not Hispanic	2,168	66.2%	96,532	69.5%
Chose Not To Answer	341	10.4%	14,895	10.7%
By Age of Claimant				
Under 25	432	13.2%	14,145	10.2%
25 through 34 years	785	24.0%	31,354	22.6%
35 through 44 years	779	23.8%	30,939	22.3%
45 through 54 years	728	22.2%	33,058	23.8%
55 through 64 years	411	12.6%	21,434	15.4%
65 years and over	138	4.2%	8,058	5.8%
By Industry				
Construction	464	14.2%	17,210	12.4%
Manufacturing	553	16.9%	13,716	9.9%
Trade, Transportation, Utilities	607	18.5%	30,560	22.0%
Wholesale Trade	129	3.9%	8,236	5.9%
Retail Trade	342	10.4%	15,348	11.0%
Information	55	1.7%	3,088	2.2%
Financial Activities	103	3.1%	8,131	5.9%
Professional & Business Services	411	12.6%	25,717	18.5%
Educational and Health Services	301	9.2%	12,138	8.7%
Leisure and Hospitality	227	6.9%	10,987	7.9%
Other Services	69	2.1%	3,307	2.4%

Note: data includes claimants claiming Regular UI benefits only. Extended benefit programs are not included.

- In 2009 Cumberland County residents that filed claims for unemployment benefits were more likely to be white, non-Hispanic and male between the ages 25-34 formerly employed in the trade, transportation and utilities industry.
- In percent terms Cumberland County's unemployment insurance claimants in 2009 differed from the state as a whole in the gender, ethnicity and 55 and over age categories. Almost half of the claimants (49.6%) were previously employed in the construction, manufacturing and trade, transportation and utilities industries.

## Population

- From 1970 to 2009, the population of Cumberland County increased by 36,371 to total 157,745. The county grew faster than the state (+30.0% vs. +21.5%) during this period, and the 1970s was the county's fastest growing decade. The county's growth between 2007 and 2008 was due to natural increment (births minus deaths) rather than to migration into the county.



Cumberland County Racial/Hispanic Origin: 2000 - 2009		
Race	Percent in 2009	Percent in 2000
White	73.6	75.0
Black	22.2	21.4
Asian	1.3	1.0
Multiracial	1.9	1.5
American Indian/Alaska Native	1.1	1.1
Native Hawaiian/Pacific Islander	0.1	0.1
Total*	100.0	100.1
Hispanic Origin (may be of any race)	24.8	19.0

\* May not add to 100% due to rounding

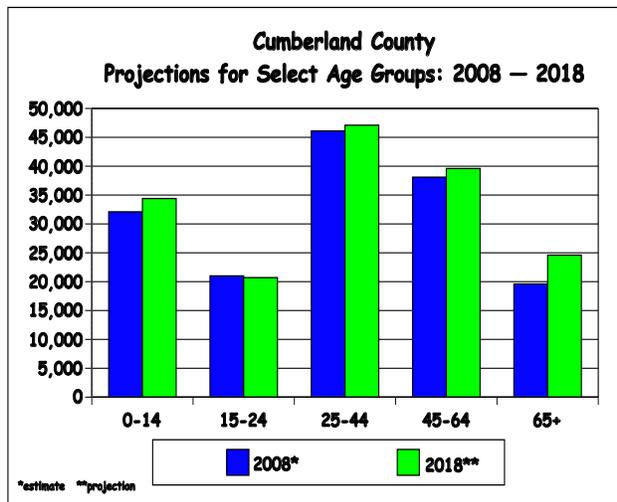
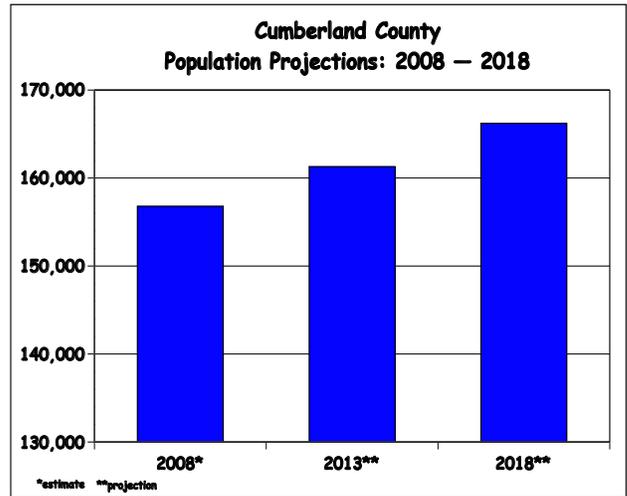
- In 2009, a comparison of Cumberland's and New Jersey's population by racial category revealed that a higher percentage of the county's population was black (22.0% vs. 14.5%), American Indian/Alaska Native (1.1% vs. 0.4%), or multi-racial (1.9% vs. 1.4%), while a lower percentage of the county's population was white (73.6% vs. 75.8%) or Asian (1.3% vs. 7.8%).

- From 1970 to 2009, the population increased in 12 of Cumberland County's 14 municipalities. Only Greenwich and Downe townships experienced slight drops in population. The municipality that added the most new residents since 1970 was Vineland (+11,799) while the fastest growing was Maurice River Township (+119%).

Cumberland County Ten Largest Municipalities		
Rank	Municipality	Population
1	Vineland city	59,198
2	Millville city	29,076
3	Bridgeton city	24,858
4	Upper Deerfield township	8,316
5	Maurice River township	8,196
6	Fairfield township	6,805
7	Commercial township	5,405
8	Hopewell township	4,844
9	Deerfield township	3,276
10	Lawrence township	2,992

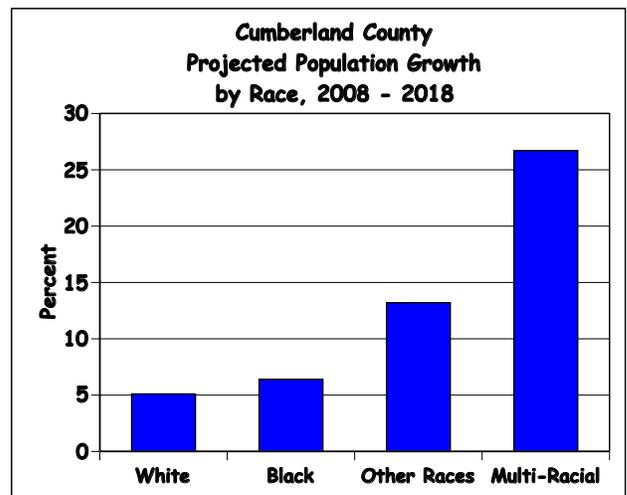
# Population Projections

- Cumberland County's population is projected to increase by 9,400 or 6.0 percent from 2008 through 2018. In comparison, the total number of residents statewide is projected to increase by 3.9 percent. Still, due to its small population base, the 9,400 increase in the county represents less than 3.0 percent of the total growth in the state.



- All age cohorts in Cumberland County are expected to grow except those aged 15-24, which is projected to decline by 1.4 percent. The prime working age population, aged 25-64, accounts for nearly 54 percent of the total population in Cumberland County (52% statewide). The county's 65 and over age cohort is projected to grow faster than their statewide counterpart, adding 5,000 people while growing by more than 25 percent.

- From 2008 through 2018, whites are expected to add 5,900 to the county's population, accounting for more than 60 percent of the total projected population gain. Multi-racial persons will be the fastest growing group with an anticipated gain of 26.7 percent.



# Industry Projections

## Cumberland County, 2008 - 2018 Projected Employment Change by Industry

Industry Title	2008 Jobs	2018 Jobs	Change: 2008-2018		
			Number	Total Percent	Annual Percent
Total Nonfarm Employment	65,800	67,350	1,550	2.4	0.2
Healthcare and Social Services	8,600	9,800	1,200	14.0	1.3
Government	15,100	16,050	950	6.3	0.6
Retail Trade	7,900	8,250	350	4.4	0.5
Construction	2,900	3,200	300	10.3	0.9
Administrative and Waste Services	1,600	1,900	300	18.8	1.5
Transportation and Warehousing	2,300	2,400	100	4.3	0.5
Professional, Scientific and Technical Services	1,200	1,300	100	8.3	0.8
Educational Services	700	800	100	14.3	0.9
Accommodation and Food Services	3,250	3,350	100	3.1	0.3
Other Services	1,950	2,050	100	5.1	0.6
Wholesale Trade	2,650	2,700	50	1.9	0.2
Finance and Insurance	1,300	1,350	50	3.8	0.3
Real Estate and Rental and Leasing	550	600	50	9.1	0.8
Management of Companies and Enterprises	850	900	50	5.9	0.6
Arts, Entertainment and Recreation	350	400	50	14.3	1.6
Natural resources and Mining	150	150	0	0.0	-0.6
Utilities	50	50	0	0.0	-1.2
Information	10,50	950	-100	-9.5	-1.3
Manufacturing	9,100	7,000	-2,100	-23.1	-2.6

\*Percent changes are based on unrounded data.

- Cumberland County is projected to add 1,700 jobs from 2008 through 2018. The county's annual growth rate of 0.3 percent is on par with that of the state.
- The healthcare and social services industry in Cumberland County is projected to add the most jobs, 1,200, and grow at a rate of 1.3 percent per year.
- Manufacturing, the second largest industry in Cumberland County in 2008, is projected to decrease by 2.6 percent per year and lose 2,100 jobs over the 10-year cycle.

# Projected Occupational Demand

## Cumberland County Occupations with the Most Projected Job Openings, 2008-2018

Occupation	Annual Average Job Openings			2008	Skill Level <sup>2</sup>	Outlook
	Total <sup>1</sup>	Growth	Replacements	Annual Wage <sup>3</sup>		
Cashiers	100	10	90	18,140	Low	Stable
Retail Salespersons	70	20	50	24,650	Low	Growing
Registered Nurses	50	20	30	70,580	High	Growing
Correctional Officers and Jailers	50	0	50	NP	Low	Stable
Nursing Aides, Orderlies, and Attendants	40	20	20	25,970	Moderate	Growing
Police and Sheriff's Patrol Officers	40	10	30	66,530	Moderate	Growing
Combined Food Preparation and Serving Workers, Including Fast Food	40	10	30	21,120	Low	Growing
Waiters and Waitresses	40	0	40	19,830	Low	Stable
Licensed Practical and Licensed Vocational Nurses	30	10	20	46,260	Moderate	Growing
Customer Service Representatives	30	10	20	30,940	Low	Growing
Receptionists and Information Clerks	30	10	20	25,850	Low	Growing
Stock Clerks and Order Fillers	30	10	30	22,970	Low	Growing
Truck Drivers, Heavy and Tractor-Trailer	30	10	20	43,890	Low	Growing
Laborers and freight, Stock and Material Movers, Hand	30	0	30	25,280	Low	Declining
Social and Human Service Assistants	20	10	10	NP	Low	Growing
Counter Attendants, Cafeteria, Food Concession and Coffee Shop	20	0	20	18,720	Low	Stable
Hairdressers, Hairstylists, and Cosmetologists	20	10	10	27,210	Moderate	Growing
First-Line Supervisors/Managers of Retail Salesworkers	20	0	20	39,640	Moderate	Stable
First-Line Supervisors of Office and Administrative Workers	20	10	20	48,900	Moderate	Growing
Office Clerks, General	20	10	20	26,760	Low	Growing

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.

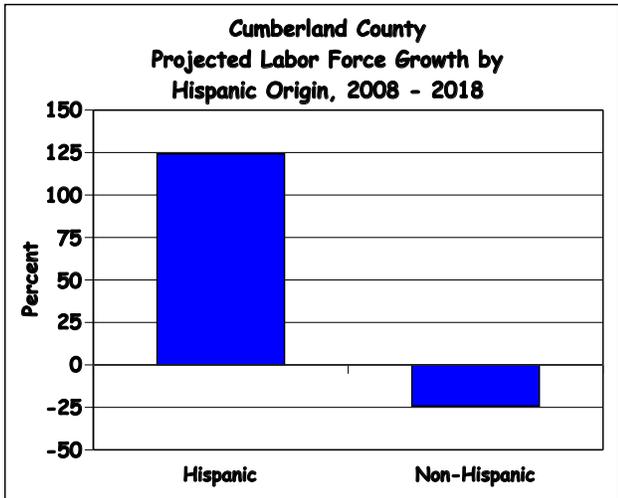
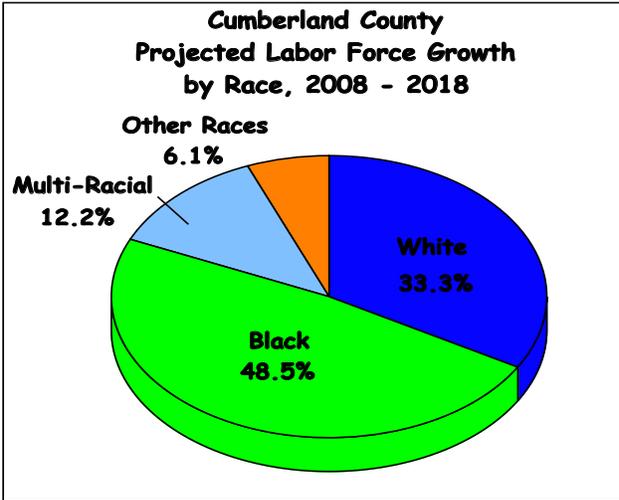
Low Skills: Short-term or moderate-term on-the-job training, including up to 12 months of on-the-job experience and informal training.

3. NP: data not published due to statistical or quality control reasons.

- Cumberland County is projected to have 1,860 average annual job openings through 2018. The county's top twenty occupations ranked by total openings are projected to account for almost 40 percent of these openings.
- Many of the top ranked occupations, such as cashiers, retail salespeople, and waiters and waitresses, have lower skill requirements and earn lower wages, but show a "growing" outlook. This is indicative of a large number of entry-level positions with typically high turnover rates, and the need to replace these workers for various reasons.

# Labor Force Projections

- Between 2008 and 2018, the labor force in Cumberland County is expected to grow by 4.5 percent, a rate nearly 50 percent faster than the state. Blacks are projected to account for nearly half of the labor force entrants, adding 1,600 by 2018.
- Note: Multi-racial refers to persons who are of two or more races. "Other races" includes Asian, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander.



- The number of Hispanic labor force participants (who can be of any race) is projected to increase by 4,100 and account for all of the county's labor force growth by 2018. Non-Hispanics are projected to decline by 800.

- Females are projected to add 1,900 new members to the labor force by 2018 and will account for 57.6 percent of the county's labor force growth. This closing of the gender gap is faster than the state average of 54.0 percent.

