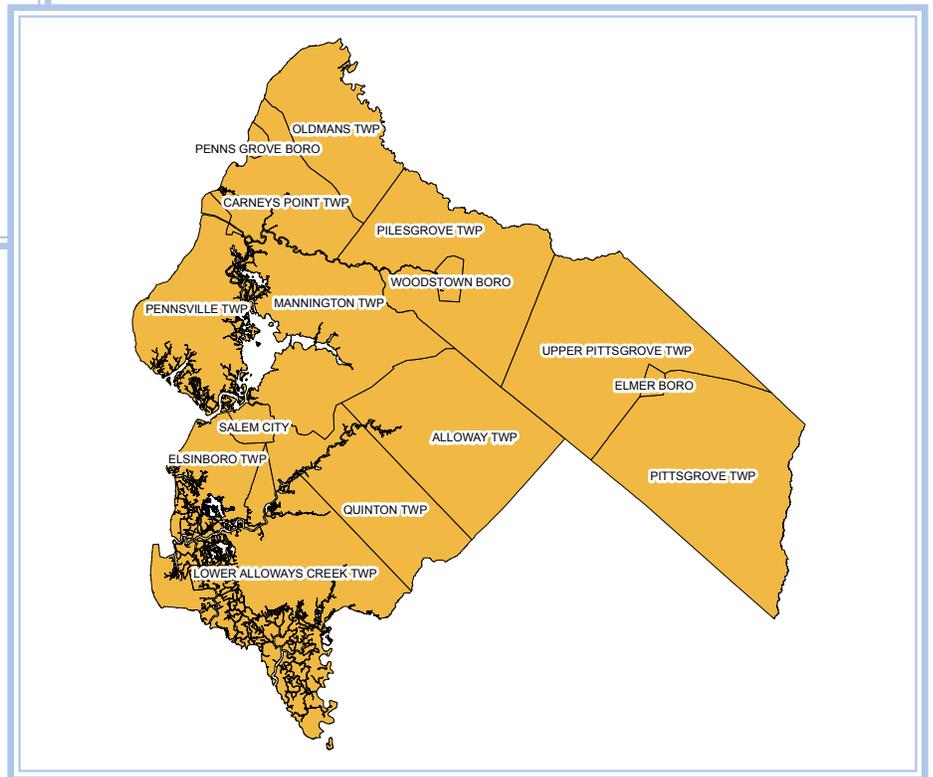
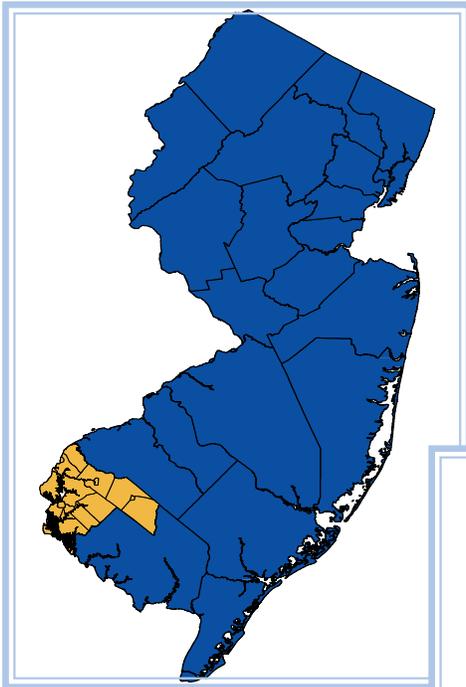


County Community Fact Book

Salem County Edition



Preface

The Regional Community Fact Book for Salem 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, 2012 estimate): 65,774

Change from Census 2010: 1,489 or 2.3%

Percent of New Jersey Total: 0.7%

Total Private Sector Employment (2012 Average): 16,869

Percent of New Jersey Total: 0.5%

Change From 2007: -1,457

Largest Industry (2012 Average): Trade, Transportation and Utilities

Employment: 5,136

Percent of Total County Employment: 30.4%

Private Sector Wage (2012 Average Annual): \$53,679

Percent of New Jersey Average Annual Wage: 92.4%

Change From 2007: \$7,585

**Industry With Highest Average Annual Wage (2012):
Manufacturing \$74,570**

Per Capita Personal Income (2012): \$42,350

Percent of New Jersey Per Capita Income: 77.0%

Rank Among New Jersey Counties: 19

**Number of Unemployment Insurance
Claimants (2013 Annual Average): 761**

Unemployment Rate: (2013 Annual Average): 8.8%

5-Year High (2010): 11.6%

5-Year Low (2013): 8.8%

New Jersey Rate (2013): 8.2%

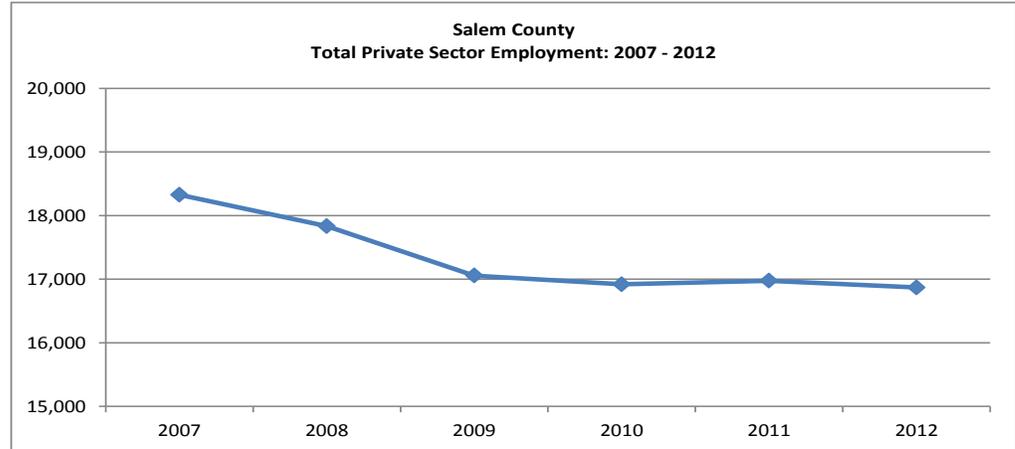
Building Permits (Total Residential, 2012): 61

Rank Among New Jersey Counties: 21

Building Permits (Single-Family Residential, 2011): 54

Rank Among New Jersey Counties: 20

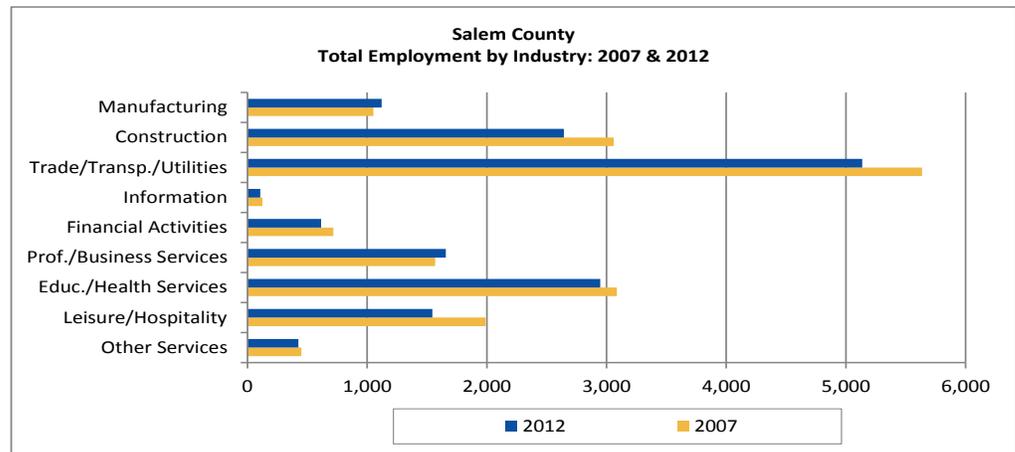
*County
Snapshot*



Source: NJLWD, Quarterly Census of Employment and Wages

- Salem County's total private sector employment decreased by 1,477 jobs since 2007 to reach a level of 16,869 jobs in 2012. Although the county shed jobs during four years of the five year period, the employment situation showed minimal improvement in 2011 and 2012 when payrolls remained relatively stable. Due to the national recession which began in December 2007, the largest employment declines occurred in 2008 (-489 jobs) and 2009 (-778).

Employment

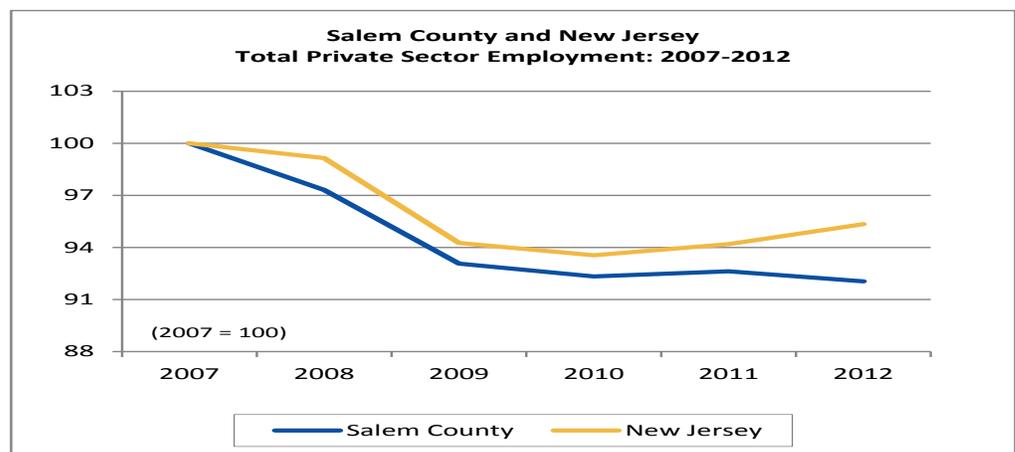


Source: NJLWD, Quarterly Census of Employment and Wages

- The trade, transportation and utilities industry with jobholding at 5,136 in 2012 was the largest sector in Salem County accounting for 30.4 percent of county employment. Retail trade accounted for 35.9 percent of the jobs in this sector. Educational and health services (2,947 jobs), manufacturing (2,643), professional and business services (1,659) and leisure and hospitality (1,545) were other sectors in Salem County with relatively significant employment. With only a little over 100 workers, information was the smallest industry sector.

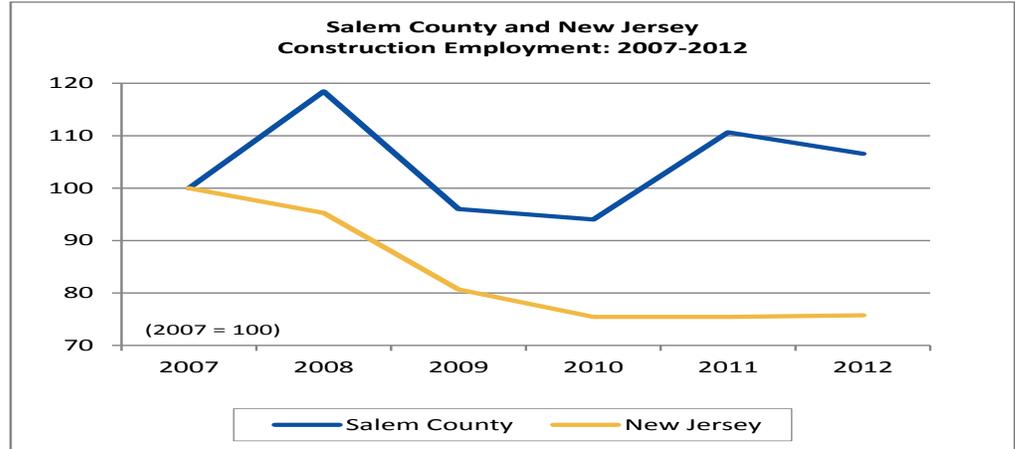
Industry Trends

- Between 2007 and 2012, private sector employment in Salem County declined at a faster rate (-8.0%) than the state (-4.7%). The worst year for employment losses during the period was 2009, as county payrolls declined by 4.4 percent (-778 jobs) due to the national recession which began in December 2007 and ended in June 2009.
- With an employment increase of 5.7 percent, professional and business services was one of just two industry sectors that gained employment in Salem County from 2007 to 2012. The county added jobs in the industry sector faster than the state (+0.9%) over the same period. Construction also increased its local workforce by 6.6 percent, while statewide, the sector lost nearly a quarter of its employment (-24.3%).
- Jobholding in the manufacturing sector in Salem County experienced significant decreases from 2007 to 2009 (-452 jobs or -14.8%), mainly due to the recession. Over the entire five year period, Salem County's factory payrolls declined at a slower pace than the state (-13.6% vs. -21.7%, respectively). Contrary to many counties in New Jersey, education and health care employment also experienced a decrease in employment (-4.5% vs. +8.7%, statewide).
- From 2007 to 2012, Salem County's trade, transportation, and utilities industry sector ("T/T/U") employment declined at a slightly greater rate than the state (-8.9% vs. -6.3%). Retail companies were the main contributor to the job loss as there were 34 less establishments and 316 less jobs over the period. However, after T/T/U reached a five-year employment low in 2010 (5,028), jobholding rebounded slightly over the last two years, adding 108 jobs and increasing 2.1 percent.



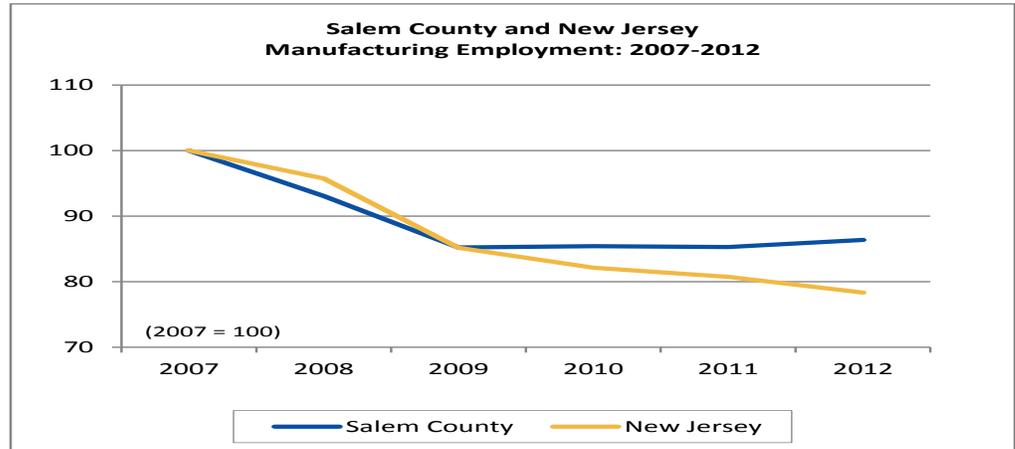
Source: NJLWD, Quarterly Census of Employment and Wages

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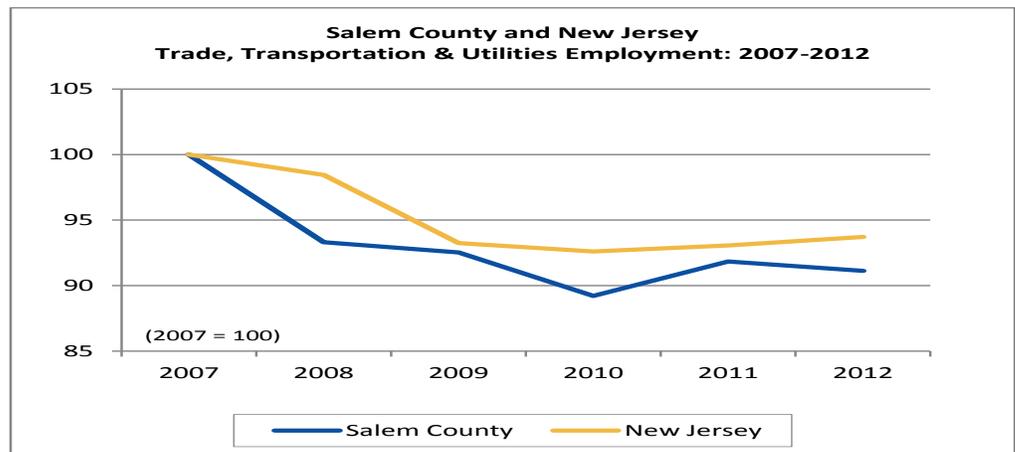


Source: NJLWD, Quarterly Census of Employment and Wages

Industry Trends

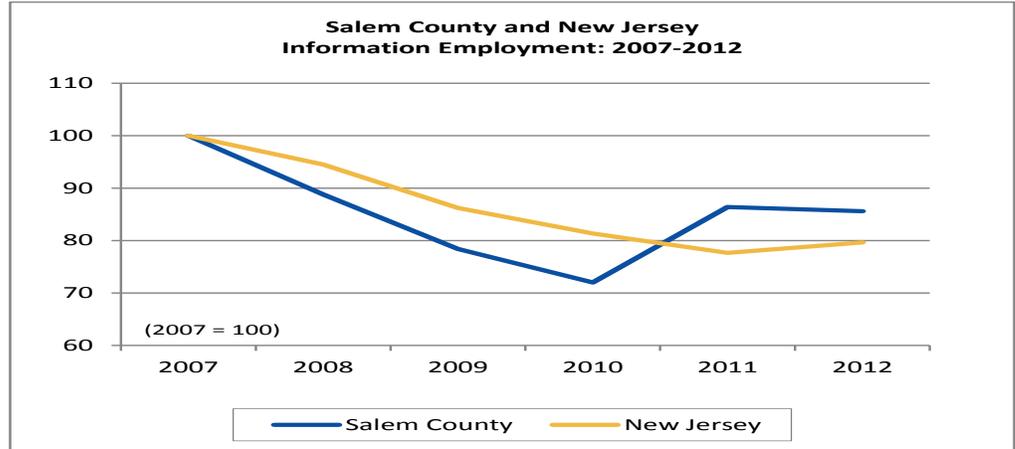


Source: NJLWD, Quarterly Census of Employment and Wages

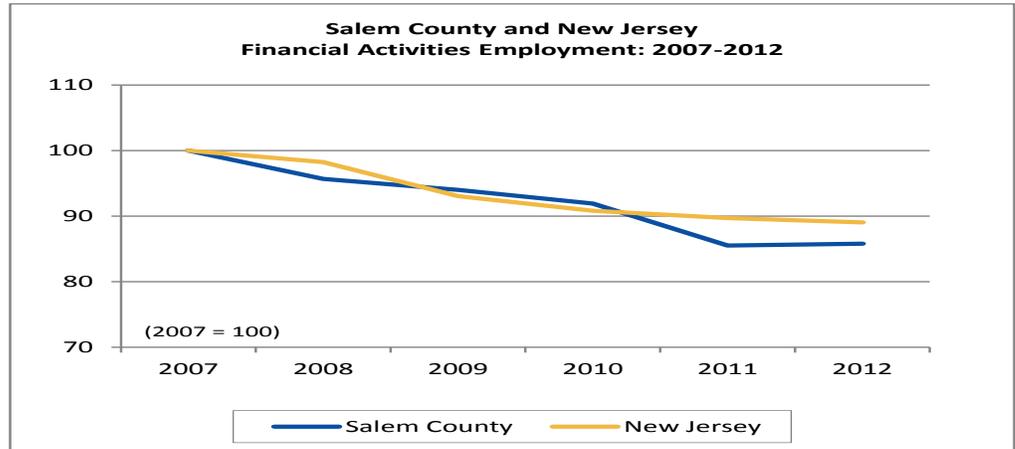


Source: NJLWD, Quarterly Census of Employment and Wages

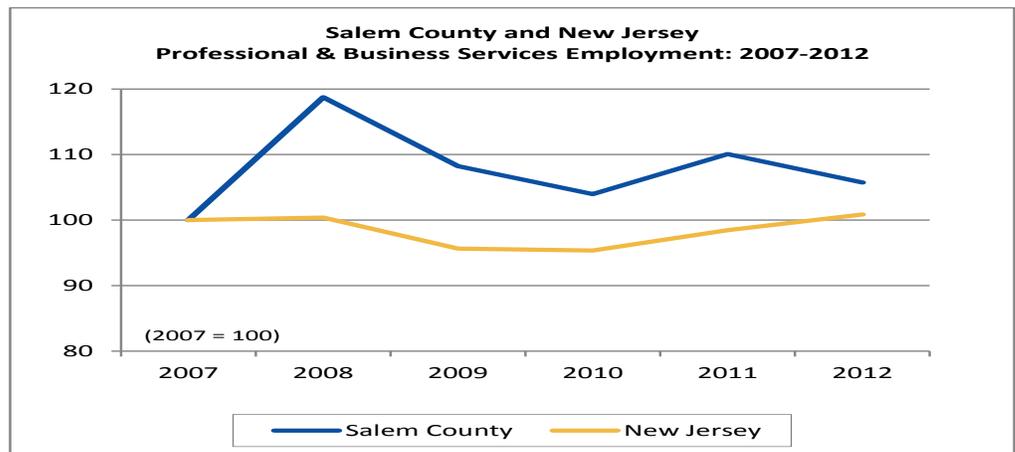
Industry Trends



Source: NJLWD, Quarterly Census of Employment and Wages



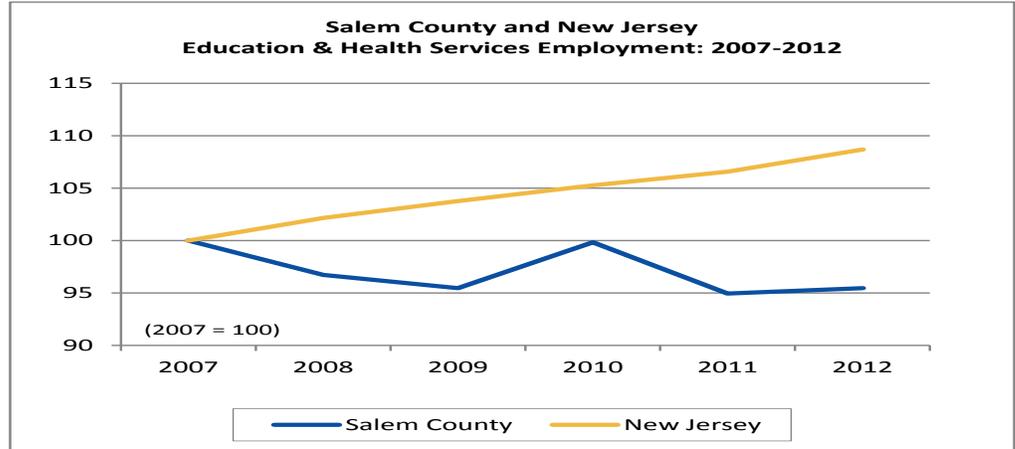
Source: NJLWD, Quarterly Census of Employment and Wages



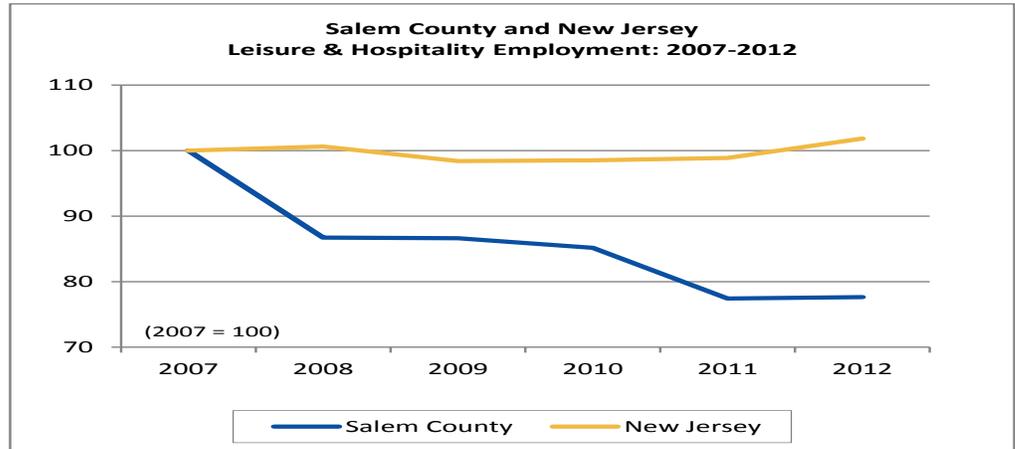
Source: NJLWD, Quarterly Census of Employment and Wages

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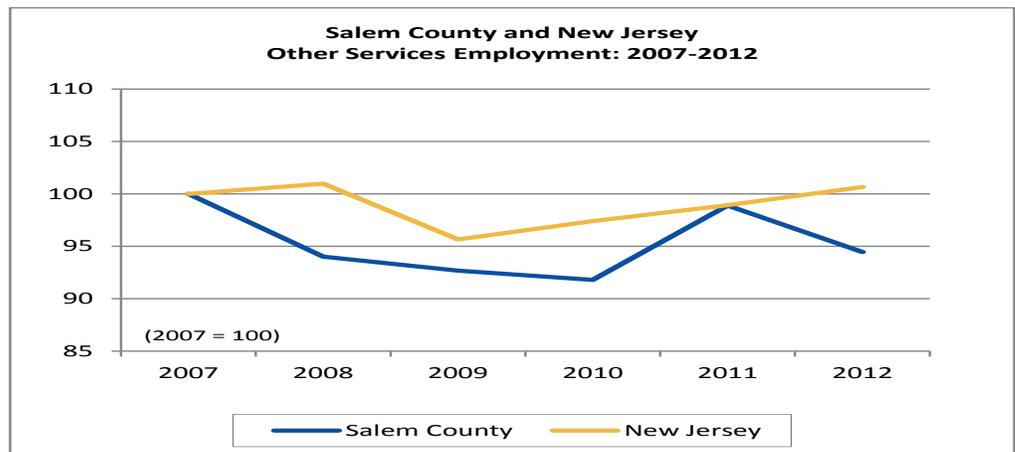
Industry Trends



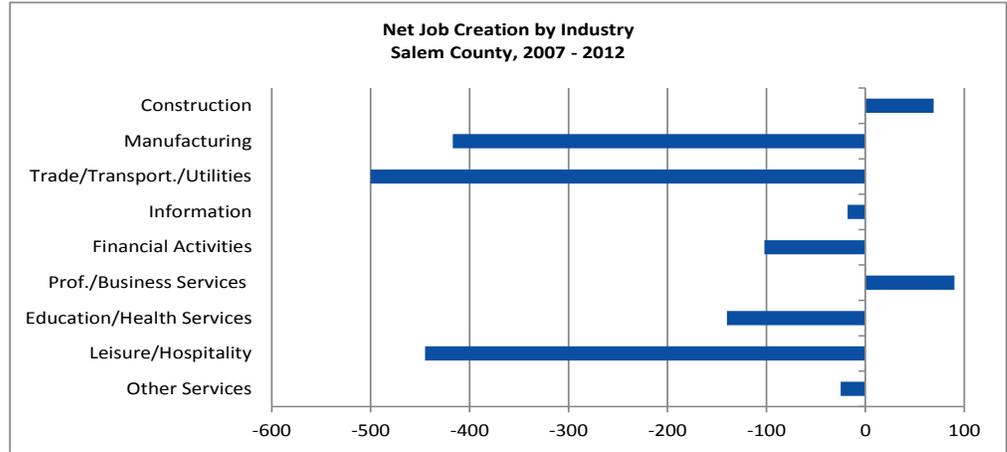
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages



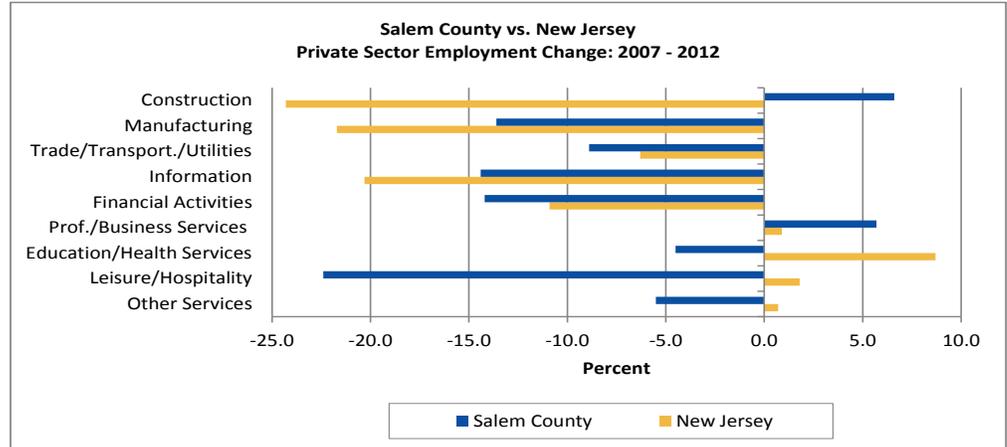
Source: NJLWD, Quarterly Census of Employment and Wages



Source: NJLWD, Quarterly Census of Employment and Wages

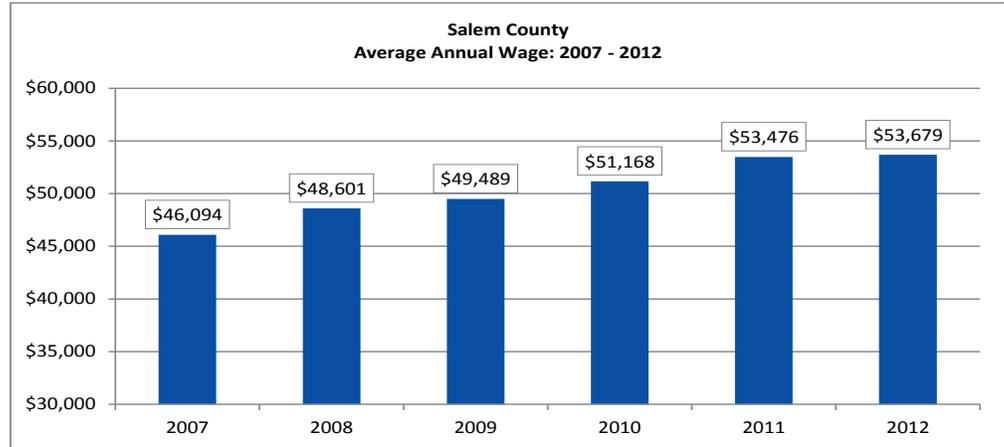
- From 2007 to 2012, the only private sector industries to add employment in Salem County were professional and business services (+90) and construction (+69). Compared to the state, losses in most industries were more severe than at the state level. There were particularly large employment declines at the county level in T/T/U (-500), leisure and hospitality (-445) and manufacturing (-417). Losses in these sectors accounted for 93.5 percent of the payroll reduction in the county over the period.

Employment Gains and Losses



Source: NJLWD, Quarterly Census of Employment and Wages

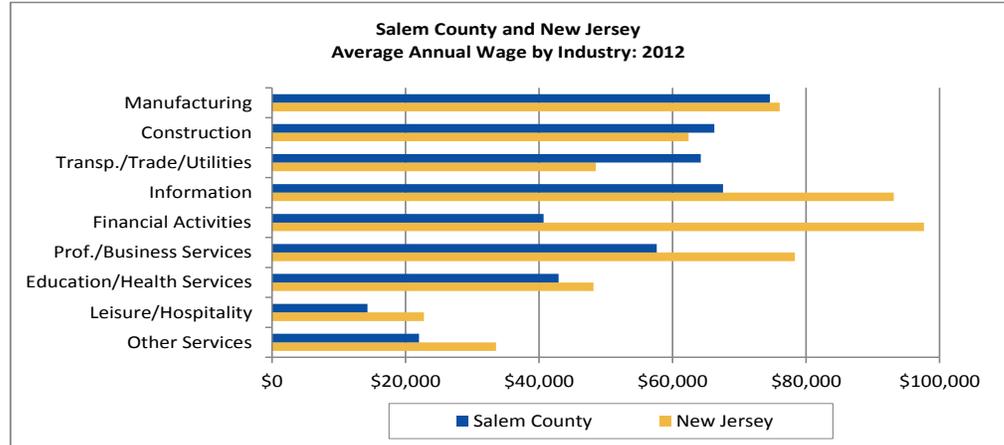
- Over the five-year period, professional and business services experienced a larger increase in employment compared to the state (+5.7% vs. +0.9%).
- The recession negatively affected the county's leisure and hospitality industry sector to such an extent that it shed nearly a quarter of its staff (-22.4%) with most of the losses occurring in 2008 (-264 jobs) while statewide the sector's jobholding was up slightly (+1.8%) from 2007 to 2012.



Source: NJLWD, Quarterly Census of Employment and Wages

- Salem County's annual average private sector wage rose to \$53,679 in 2012, an increase of \$7,585 (+16.5%) from 2007, nearly double the state's rate of increase (+8.4%) over the same period. The largest single-year wage increase for Salem County during the five-year period (+5.4% or \$2,507) occurred from 2007-2008.

Wages

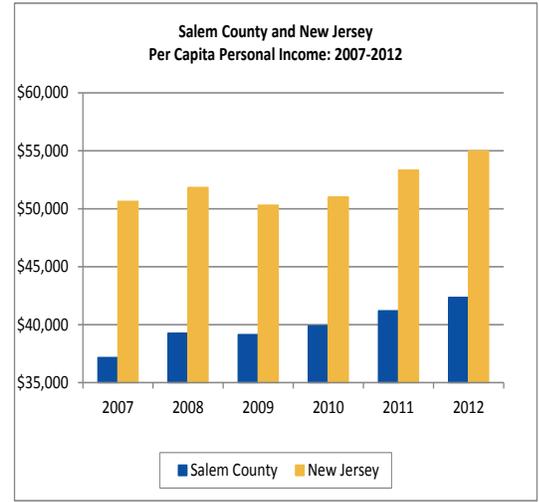


Source: NJLWD, Quarterly Census of Employment and Wages

- In 2012, most industries in Salem County were paid lower average annual wages than New Jersey; only construction (\$66,246) and T/T/U (\$64,227) exceeded the statewide average annual wages (\$62,396 and \$48,495, respectively). The county's higher annual wage in T/T/U may be due to the higher-paying utilities industry (wages not reportable due to Bureau of Labor Statistics confidentiality restrictions) where it hosts a nuclear generating station.
- Even though Salem County is largely agricultural, it has the tenth highest average annual wage among the state's 21 counties due primarily to higher wages in T/T/U, the county's largest employment sector.

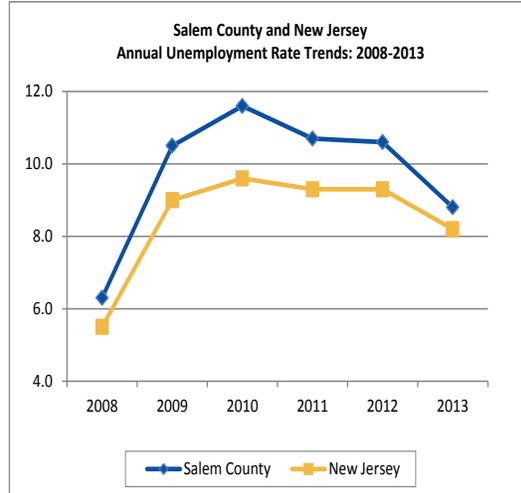
Per Capita Personal Income

- In 2012, Salem County had a per capita personal income (PCPI) of \$42,350. This PCPI ranked 19th in the state and was 77 percent of the state average (\$54,987) and 97 percent of the national average (\$43,735). The 2012 PCPI reflected an increase of 14.0 percent from 2007. The 2007-2012 state change was 8.5 percent and the national change was 9.9 percent.
- Total personal income is made up of several components. When compared with the state in 2012, Salem County residents derived lower percentages of total personal income from earnings (62% vs. 68%) and dividends, interest and rent (16% vs. 18%) while deriving a higher percentage from transfer payments which are welfare benefits, unemployment insurance, and retirement/other including social security and veteran's benefits (22% vs. 14%, respectively).



Source: U.S. Bureau of Economic Analysis

Unemployment Rates



Source: NJLWD, Local Area Unemployment Statistics

labor force shrank over the five-year period (-800 or -2.5%). The statewide rate also improved dropping to 8.2 percent in 2013 but the labor force increased slightly (+0.6%) during the period.

- During the 2008-2013 period, the unemployment rate in Salem County was at a low of 6.3 percent in 2008, rose to a high of 11.6 percent in 2010, and was higher than the state each year over the five year period. In 2013, Salem County had the eighth highest unemployment rate in New Jersey (8.8%).
- Due to the recession, the county's unemployment rate climbed from 6.3 percent in 2008 to 11.6 percent in 2010; in comparison, the statewide rate also rose (5.5% to 9.6%). By 2013 the county rate had improved to 8.8; however, the size of the county's

**Characteristics
of the
Unemployed**

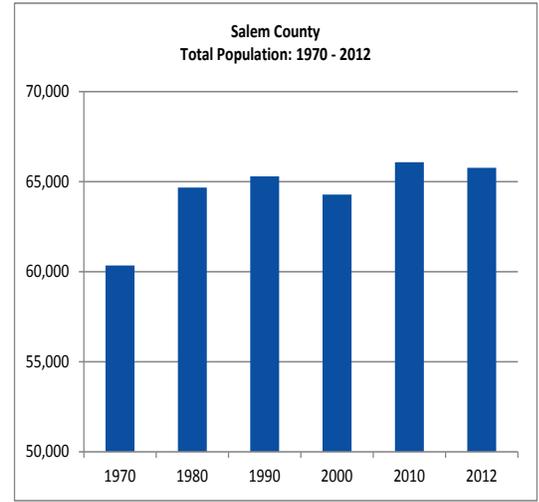
Characteristics of the Unemployed New Jersey vs. Salem County: 2013				
Category	Salem County		New Jersey	
	Annual Average 2013	Percent of Total	Annual Average 2013	Percent of Total
Total Insured Unemployed	761	100.0%	83,055	100.0%
By Gender				
Male	446	58.6%	46,865	56.4%
Female	315	41.4%	36,190	43.6%
By Race				
White	520	68.3%	50,627	61.0%
Black	165	21.7%	16,476	19.8%
Asian	5	0.7%	3,097	3.7%
Other	71	9.3%	12,855	15.5%
By Ethnicity				
Hispanic	76	10.0%	17,438	21.0%
Not Hispanic	610	80.2%	56,860	68.5%
Chose Not To Answer	75	9.9%	8,757	10.5%
By Age of Claimant				
Under 25	78	10.2%	7,403	8.9%
25 through 34 years	186	24.4%	19,036	22.9%
35 through 44 years	154	20.2%	16,857	20.3%
45 through 54 years	175	23.0%	19,569	23.6%
55 through 64 years	121	15.9%	14,260	17.2%
65 years and over	47	6.2%	5,930	7.1%
By Industry				
Construction	122	16.0%	8,542	10.3%
Manufacturing	63	8.3%	5,665	6.8%
Trade, Transportation, Utilities	125	16.4%	16,788	20.2%
Wholesale Trade	36	4.7%	4,163	5.0%
Retail Trade	58	7.6%	8,858	10.7%
Information	7	0.9%	1,432	1.7%
Financial Activities	19	2.5%	4,061	4.9%
Professional & Business Services	149	19.6%	16,656	20.1%
Educational and Health Services	98	12.9%	10,376	12.5%
Leisure and Hospitality	53	7.0%	8,712	10.5%
Other Services	18	2.4%	2,209	2.7%

Source: NJLWD

- In 2013, due to its small population/workforce base, Salem County residents accounted for less than one percent of the people claiming unemployment insurance benefits throughout New Jersey. There were a greater proportion of younger claimants (under 34 years old) than the state (34.7% vs. 31.8%). The number of county claimants decreased by 12.0 percent (-104) between 2012 and 2013 comparing favorably to the statewide decline (-4.9% or -4,277 claimants).
- A Salem County resident filing for unemployment benefits in 2013 was most likely to be a non-Hispanic, white male between the ages of 25 and 34 formerly employed in the professional and business services sector.

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- Since 1970, Salem County's population has grown by only 9.0 percent (+5,428 people). From 2000 to 2012, the resident population in Salem County increased by 1,489 or 2.3 percent. In 2012, Salem County had the smallest population in New Jersey (65,774) and was one of only two counties with a population of less than 100,000; Cape May was the other with a population of 96,304.



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

Population

Salem County Racial/Hispanic Origin: 2002 - 2012		
Race	Percent in 2012	Percent in 2002
White	81.8	82.5
Black	14.7	15.1
Asian	1.0	1.2
Multiracial	2.0	0.7
American Indian/Alaska Native	0.5	0.4
Native Hawaiian/Pacific Islander	0.0	0.0
Hispanic Origin (may be of any race)	7.4	4.4

* May not add to 100% due to rounding

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

- In 2012, Salem County had a higher proportion than the state in its largest racial category: whites (81.8% vs. 74.1%, respectively) while blacks made up identical shares at 14.7 percent. Salem's Asian population (637) was the lowest in the state.
- Salem County's Hispanic population increased by 69.7 percent since 2002 to account for 7.4 percent of the county's population in 2012. Statewide, Hispanics accounted for 18.5 percent of the population.

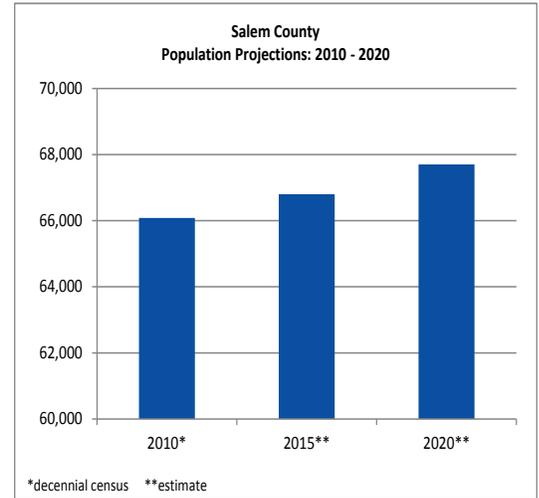
- The fastest growing municipality in the county was Pittsgrove Township whose population rose from 4,618 in 1970 to 9,304 in 2012, an increase of 101.5 percent.
- From 1970 to 2012, eight of Salem County's 15 municipalities had population declines. Salem City's population realized the largest decline, shrinking by 2,483 residents from 1970 to just 5,165 residents in 2012, a total decrease of 32.5 percent.

Salem County Ten Largest Municipalities		
Rank	Municipality	Population
1	Pennsville township	13,232
2	Pittsgrove township	9,304
3	Carneys Point township	8,033
4	Salem city	5,165
5	Penns Grove borough	5,090
6	Pilesgrove township	4,023
7	Woodstown borough	3,514
8	Upper Pittsgrove township	3,498
9	Alloway township	3,461
10	Quinton township	2,655

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

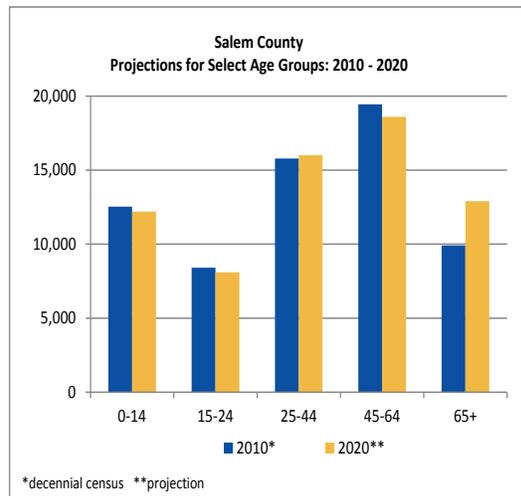
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- Salem County's population is projected to increase by approximately 1,600 from 2010 to 2020. The 2.4 percent growth rate projected for the county is less than the rate projected for the state (5.1%).



Source: NJLWD, Population & Labor Force Projections

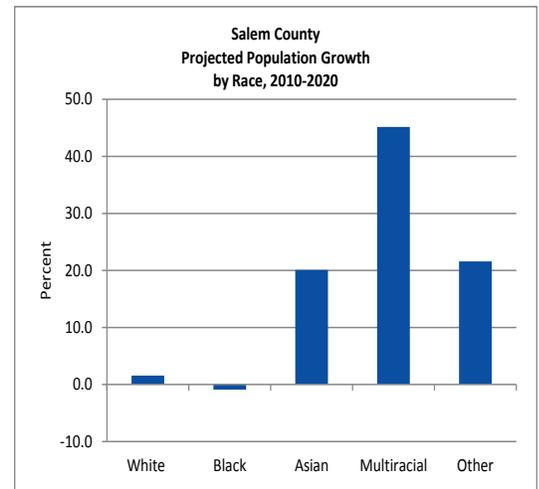
Population Projections



Source: NJLWD, Population & Labor Force Projections

- While all age cohorts under 65 years are projected to remain relatively flat or decline, people aged 65 and above are projected to increase by 30 percent from 2010 to 2020, adding 2,983, and increasing its share of the county's population from 15 percent to 19 percent.

- Whites accounted for nearly 82 percent of Salem County's population in 2010 compared to 74.5 percent statewide. Despite accounting for nearly half of the county's total population increase, the number of white residents are projected to grow by only 1.6 percent through 2020 (+856). Multi-racial persons (+45.2% or +560) are anticipated to be Salem County's fastest growing racial group.



Source: NJLWD, Population & Labor Force Projections

Salem County Community Fact Book

Salem County, 2010 - 2020 Projected Employment Change By Industry

Industry Title	2010 Jobs	2020 Jobs	Change: 2010-2020		
			Number	Percent	
				Total	Annual
Total Nonfarm Employment	21,600	23,300	1,700	8.0	0.8
Healthcare and Social Services	3,150	3,550	400	13.8	1.3
Administrative and Waste Services	950	1,200	250	28.0	2.5
Transportation and Warehousing	1,150	1,350	200	14.6	1.4
Utilities	1,750	1,850	100	6.1	0.6
Retail Trade	1,850	1,950	100	5.3	0.5
Professional, Scientific and Technical Services	800	900	100	16.8	1.6
Accommodation and Food Services	1,500	1,600	100	6.9	0.7
Other Services	550	650	100	18.1	1.7
Construction	1,050	1,100	50	6.5	0.6
Manufacturing	2,650	2,700	50	1.9	0.2
Wholesale Trade	350	400	50	13.9	1.3
Real Estate and Rental and Leasing	150	200	50	19.1	1.8
Educational Services	100	150	50	23.4	2.1
Government	4,750	4,800	50	1.6	0.2
Finance and Insurance	550	550	0	4.3	0.4
Management of Companies and Enterprises	0	0	0	11.5	1.1
Arts, Entertainment and Recreation	200	200	0	6.3	0.6
Information	100	50	-50	-24.6	-2.8
Government	23,200	22,650	-550	-2.4	-0.2

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

- From 2010 to 2020, Salem County's level of employment is projected to grow at the same rate as the state, adding 1,700 new jobs, at an average of 0.8 percent per year. Health care and social services is projected to add the most jobs (+400). Administrative and waste services and educational services are projected be the fastest-growing sectors, increasing by 2.5 percent and 2.1 percent per year, respectively.
- Information is the only industry projected to decline from 2010 through 2020. The industry is projected to lose nearly a quarter of its employment (-24.6%) and shed jobs at a rate roughly three times that of the state annually (-2.8% vs. 0.9%, respectively).

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Salem County Occupations with the Most Projected Job Openings, 2010-2020

Occupation	Annual Average Job Openings			2011	Skill Level ²	Outlook
	Total ¹	Growth	Replacements	Annual Wage		
Cashiers	30	0	20	19,900	Low	Stable
Combined Food Preparation and Serving Workers, Including Fast Food	20	10	10	19,480	Low	Growing
Elementary School Teachers, Except Special Education	20	0	10	62,780	High	Growing
Registered Nurses	20	10	10	74,330	High	Growing
Waiters and Waitresses	20	0	10	23,110	Low	Growing
Chemical Equipment Operators and Tenders	10	0	10	45,730	Low	Declining
Child Care Workers	10	0	10	18,540	Low	Growing
Dental Assistants	10	0	0	33,930	Moderate	Growing
First-Line Supervisors/Managers of Office and Administrative Support Workers	10	0	10	52,300	Low	Growing
First-Line Supervisors/Managers of Retail Sales Workers	10	0	0	43,250	Low	Stable
Food Servers, Nonrestaurant	10	0	0	22,170	Low	Growing
Industrial Machinery Mechanics	10	0	0	59,420	Low	Growing
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	10	0	10	33,110	Low	Stable
Landscaping and Groundskeeping Workers	10	10	10	26,230	Low	Growing
Licensed Practical and Licensed Vocational Nurses	10	0	0	52,840	Moderate	Growing
Maintenance and Repair Workers, General	10	0	0	42,500	Low	Growing
Market Research Analysts and Marketing Specialists	10	0	0	68,530	High	Growing
Office Clerks, General	10	0	10	35,190	Low	Growing
Police and Sheriff's Patrol Officers	10	0	10	72,530	Low	Stable
Receptionists and Information Clerks	10	0	10	26,500	Low	Growing
Retail Salespersons	10	0	10	28,280	Low	Growing
Secondary School Teachers, Except Special and Vocational Education	10	0	10	68,680	High	Declining
Stock Clerks and Order Fillers	10	0	10	26,870	Low	Declining
Teacher Assistants	10	0	10	22,700	Low	Growing
Tellers	10	0	10	25,230	Low	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.

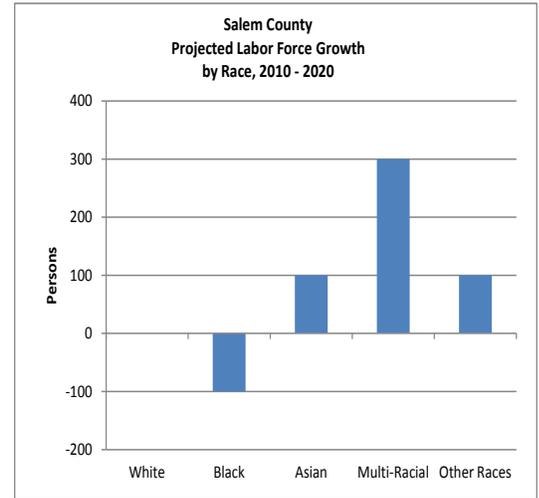
Source: NJLWD, Industry and Occupational Projections and Occupational Employment Statistics (OES) Wage Survey

- Many of the occupations with the highest number of projected annual average job openings require only a high school diploma or less, and correspondingly earn relatively lower wages. Cashiers are projected to have the most annual average job openings from 2010 to 2020 (+30) followed by combined food preparation and serving workers, elementary school teachers, registered nurses, and waiters and waitresses (+20 each).
- Nearly all the occupations with the highest number of projected annual average job openings are projected to grow from 2010 to 2020. Combined food preparation and serving workers, registered nurses, and landscaping and grounds keeping workers are projected to have the most job openings due to growth (+10).

**Projected
Occupational
Demand**

- Salem County's labor force is projected to add 400 participants and increase slower than the state from 2010 to 2020 (1.2% vs. 4.4%, respectively). Multiracial persons will represent three quarters of the total labor force growth (+300) during this period. The multi-racial and other races categories are each projected to double their participants, albeit from small employment bases. The number of whites in the county's labor force is projected to remain level.

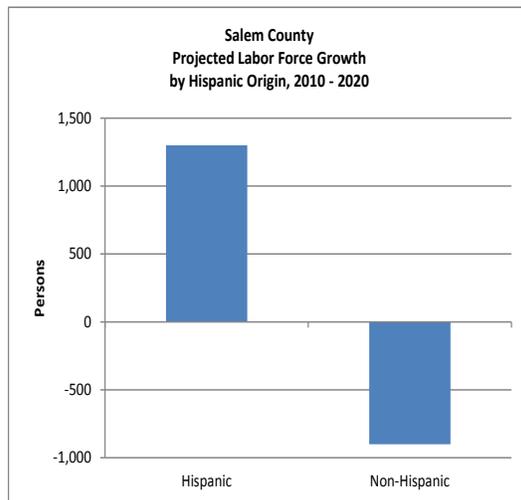
Note: Multi-racial refers to persons that are of two or more races. "Other races" includes American Indian/ Alaska Native, and native Hawaiian/ Pacific Islander.



Source: NJLWD, Population & Labor Force Projections

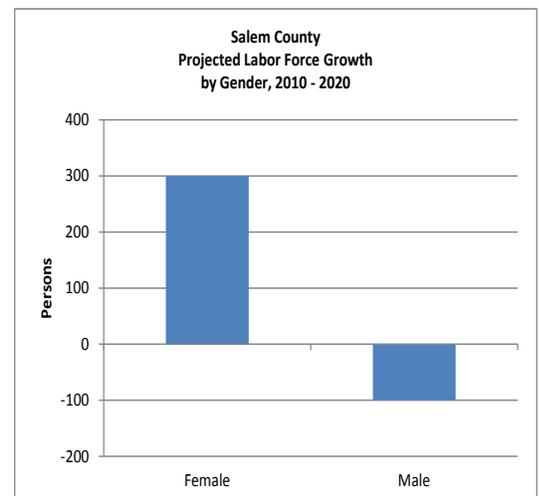
- During the 2010 to 2020 period, Hispanics will account for all of the growth in Salem County's labor force. Hispanic labor force participants are projected to grow by nearly 62 percent (+1,300), while non-Hispanics are projected to decline by 2.9 percent (-900).

Labor Force Projections



Source: NJLWD, Population & Labor Force Projections

- All of Salem County's labor force growth from 2010 to 2020 is projected to be female. The female labor force is projected to grow by 1.9 percent while their male counterparts are expected to decline (-0.6%).



Source: NJLWD, Population & Labor Force Projections