

Southern Regional Community Fact Book

Cape May 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 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 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. Fact Books will be published annually for New Jersey's 21 counties, grouped into three regions (northern, central and southern).

Acknowledgements

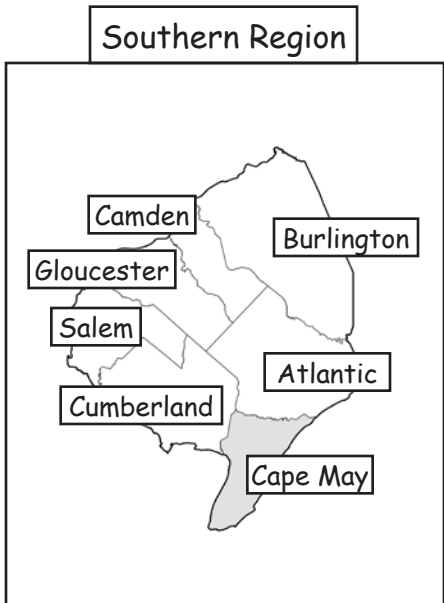
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County Snapshot



Population (2008 estimate): 95,838
Change from Census 2000: -6,488 or -6.3%
Percent of New Jersey Total: 1.1%

Total Private Sector Employment (2008): 32,273
Percent of New Jersey Total: 1.0%
Change from 2003: +105

Largest Industry (2008): Leisure & Hospitality
Employment: 10,259
Percent of Total County Employment: 31.8%

Private Sector Wage (2008 annual average): \$29,645
Percent of New Jersey Average: 54.0%
Change From 2003: +\$3,608

Industry With Highest Average Annual Wage (2008): Information: \$54,097

Per Capita Personal Income (2007): \$42,052
Percent of New Jersey Per Capita Income: 84.9%

Number of Unemployment Insurance Claimants (2008 annual average): 1,997

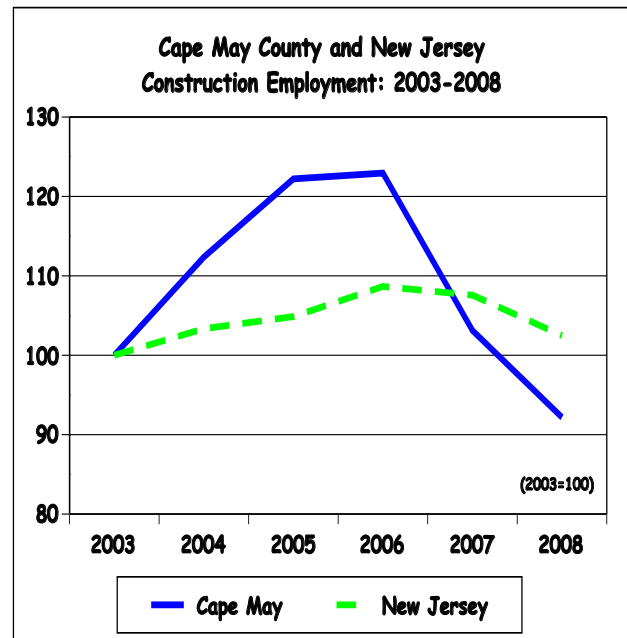
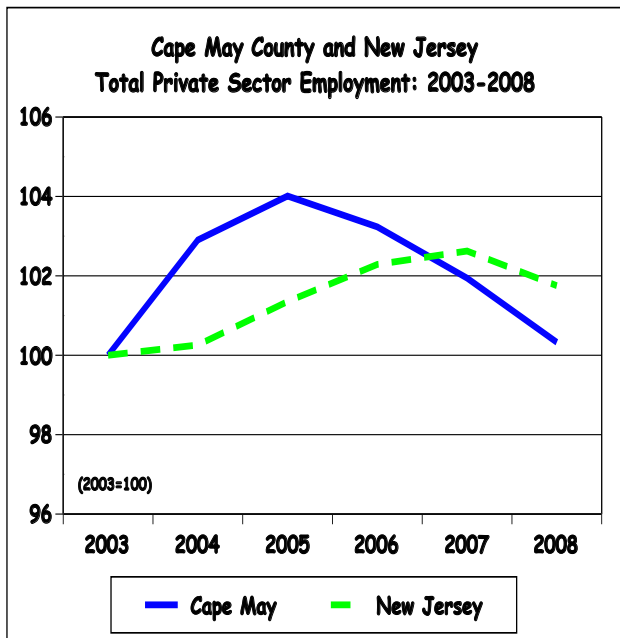
Unemployment Rate (2008 annual average): 8.0%
5-year High (2003): 8.1%
5-year Low (2007): 6.5%
New Jersey Rate (2008): 5.5%

Building Permits (single-family residential, 2008): 379
Rank Among New Jersey Counties: 11



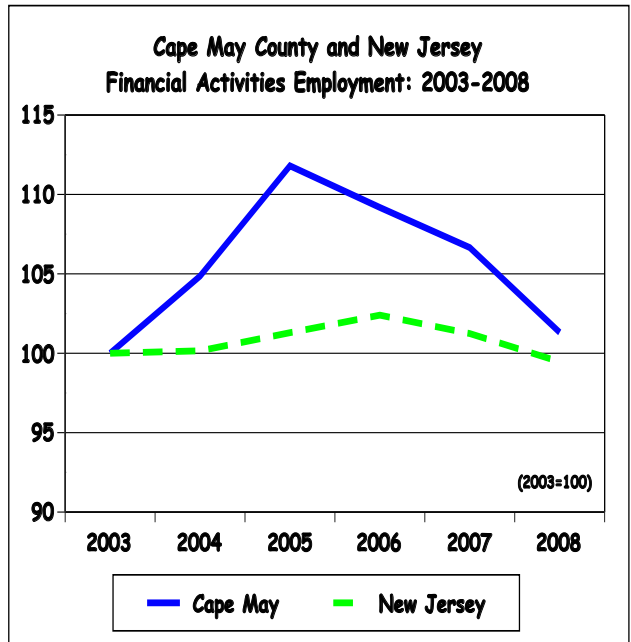
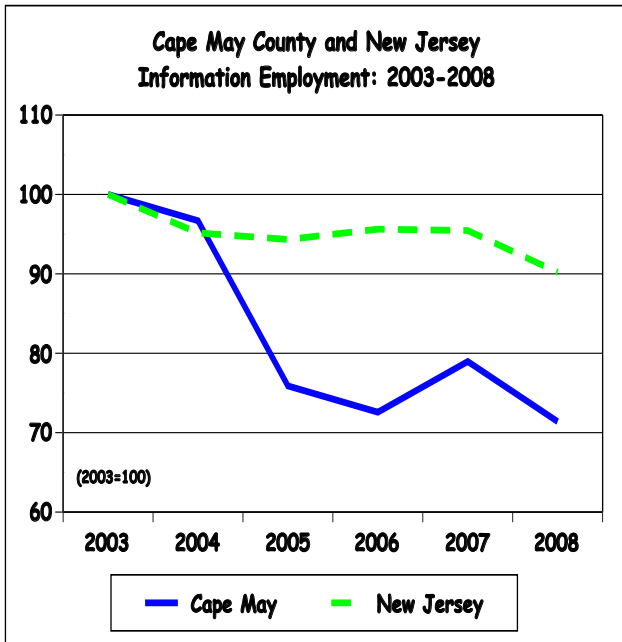
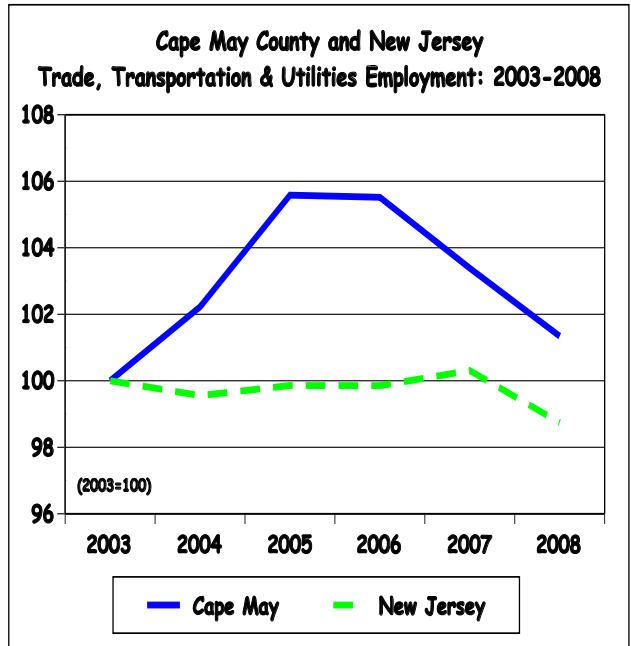
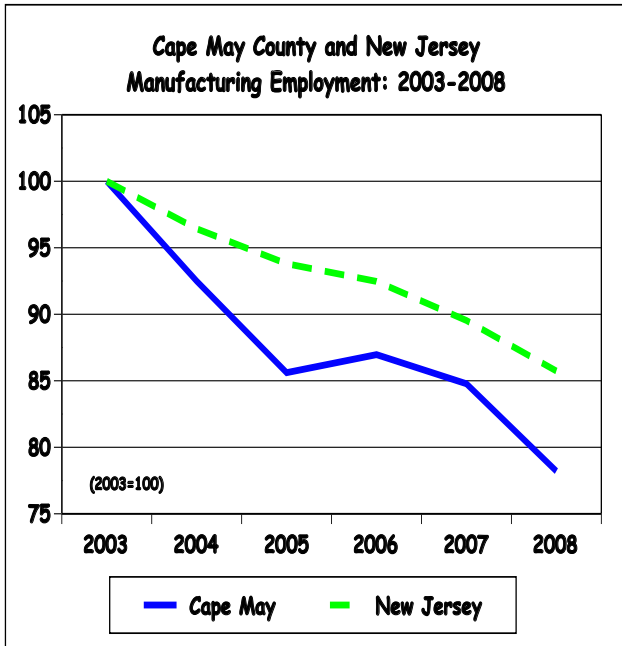
Industry Trends, Cape May vs. New Jersey

- Cape May County posted its largest job gains in the education & health services (+199) and leisure & hospitality (+164) sectors during the 5-year period. Both sectors underperformed their statewide counterparts in percent terms and fluctuated within a relatively narrow range from 2003 to 2008. Ambulatory health care services (physician's offices, medical laboratories, home health care) and social assistance added the most jobs during this period. In leisure and hospitality, job gains in food services & drinking places and amusements were partially offset by losses in accommodation.
- The county's trade/transportation/utilities sector added 105 jobs during the period and outperformed its counterpart at the state level (+1.3% vs. -1.3%). Most of these jobs were concentrated in wholesale and retail trade. Merchant wholesalers of nondurable goods and general merchandise stores posted the largest job gains and motor vehicle and parts dealers and miscellaneous store retailers recorded the greatest losses.
- Employment losses that were concentrated in the manufacturing (-209), construction (-193) and information (-121) sectors nearly eclipsed the county's job gains from 2003 to 2008. In all three sectors, the county's percent declines in employment were greater than the state's.
- Overall, construction payrolls declined by 759 or 25.0 percent since peaking at 3,033 in 2006. Except for a nominal increase in 2006, factory employment slipped steadily lower during the 5-year period. Employment in the county's information industry sector, which includes publishing, broadcasting and telecommunications, fell by -121 or 28.6 percent since 2003.

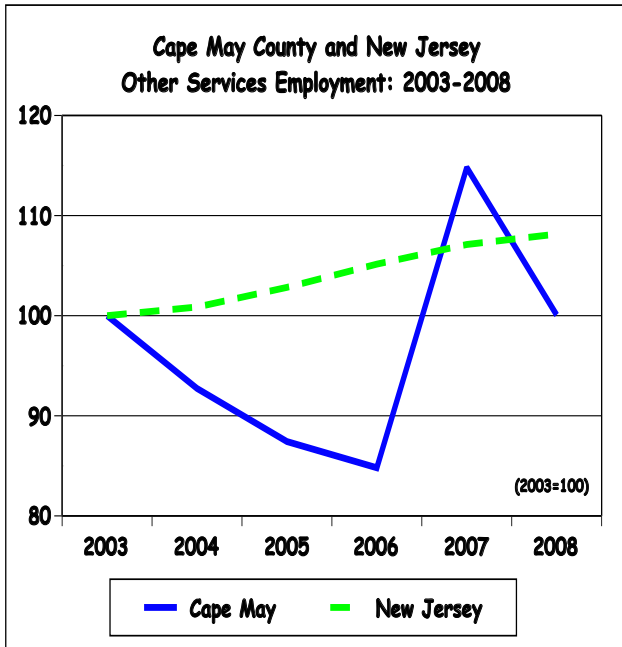
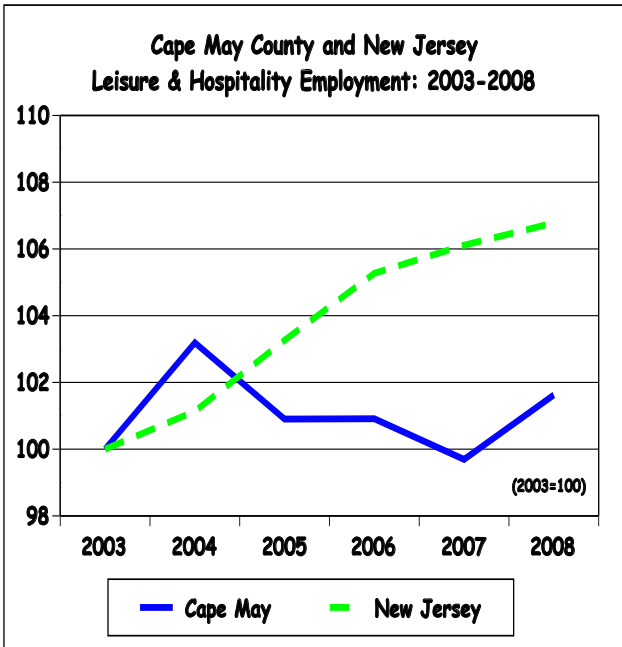
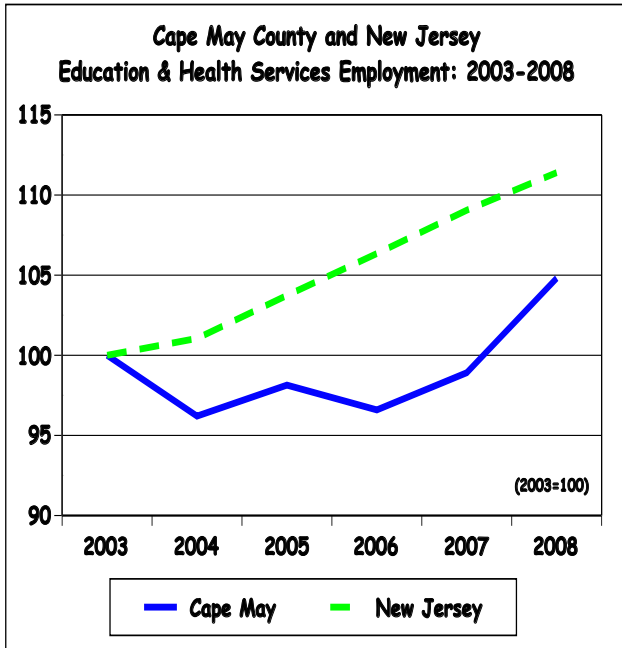
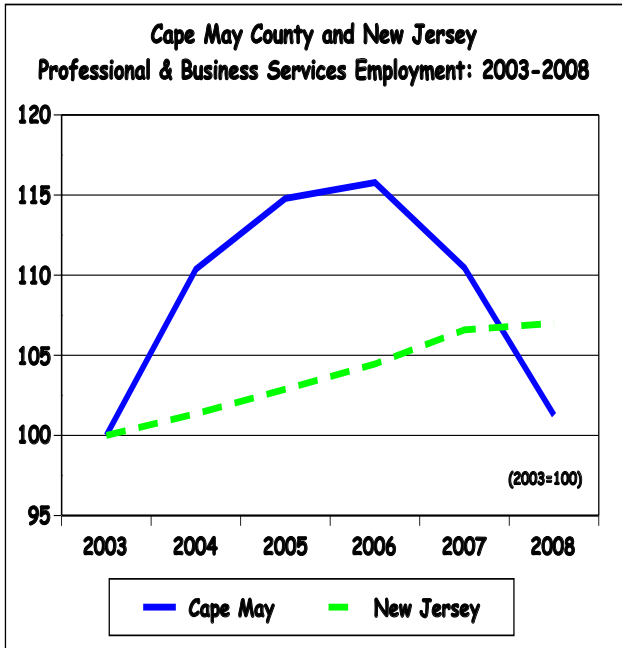


Note: Use of an index facilitates comparison between two separate data elements.

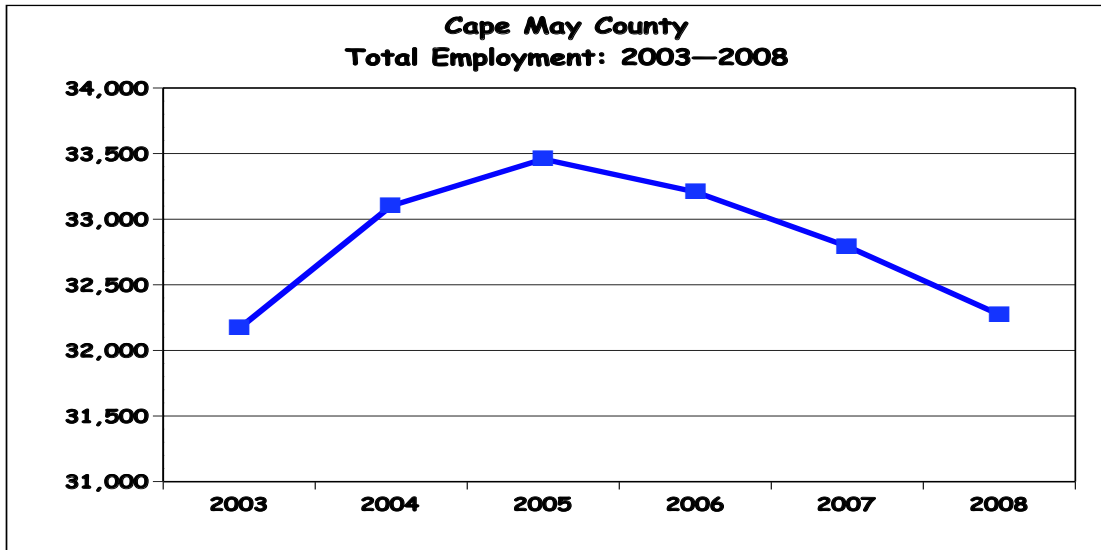
Industry Trends, Cape May vs. New Jersey



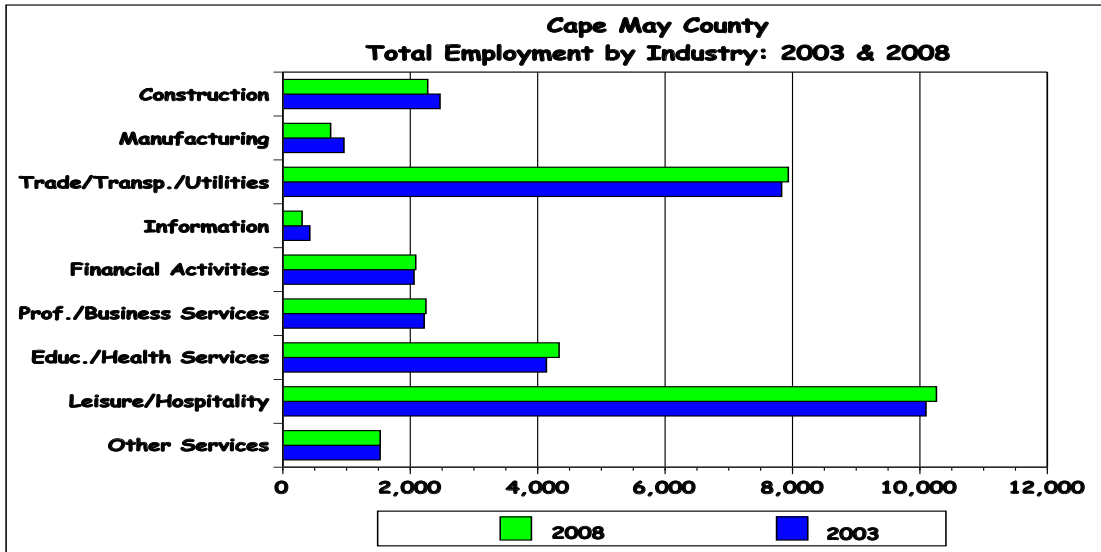
Industry Trends, Cape May vs. New Jersey



Employment

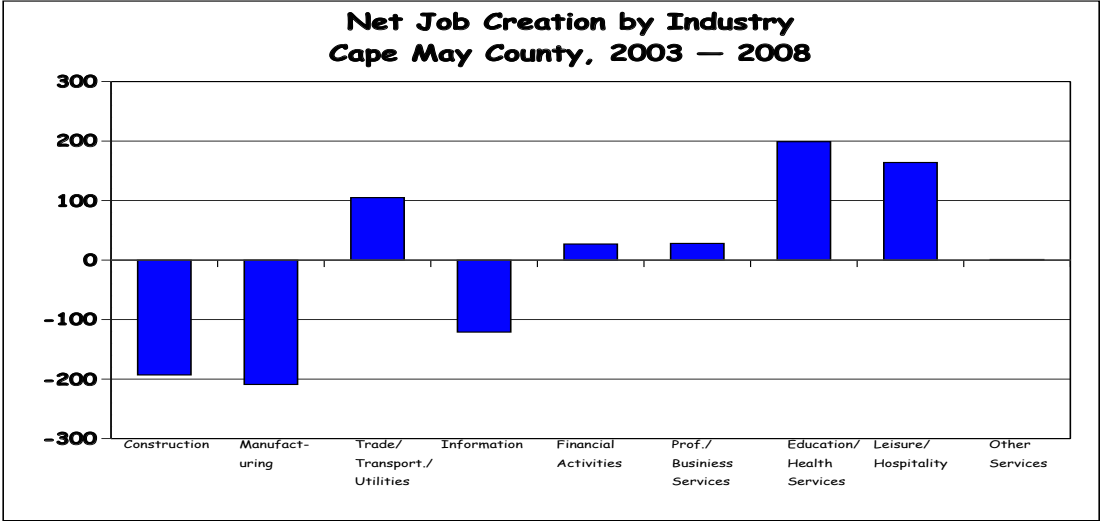


- Compared to the state, Cape May County experienced a much smaller increase in private-sector employment from 2003 to 2008 (0.3% vs. 1.8%). The county's private sector payrolls rose to a peak of 33,458 in 2005 before slipping lower in each of the last three years of the five-year period. Cape May's private sector 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.

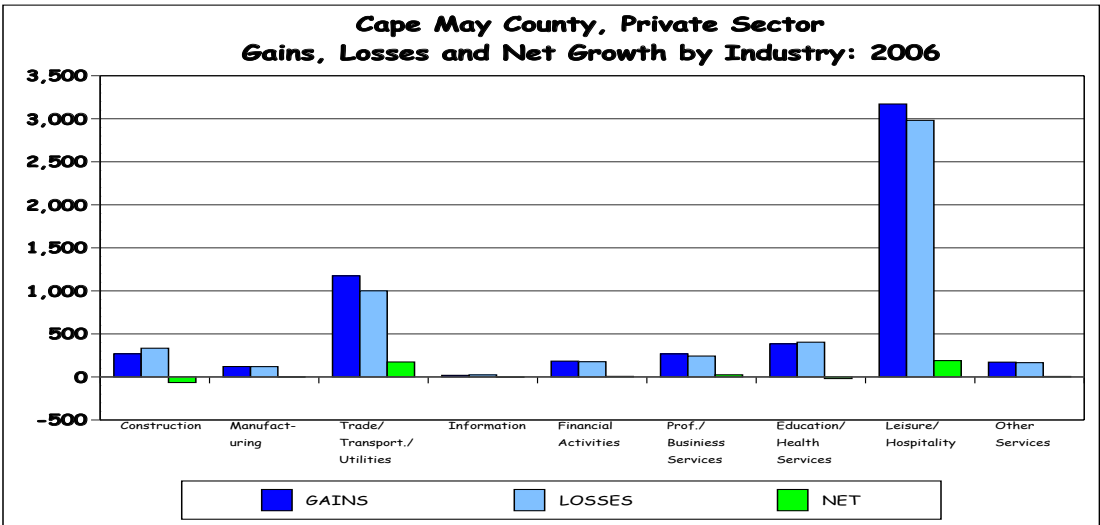


- Due to its tourism-based economy, Cape May County's largest employment sector is leisure and hospitality, which includes providers of lodgings, food services, recreation and amusements. The county's second largest employment sector, trade, transportation and utilities, is dominated by the retail trade segment, which benefits most from the surge in visitors and temporary residents during the prime spring-to-fall tourist season.

Employment Gains and Losses

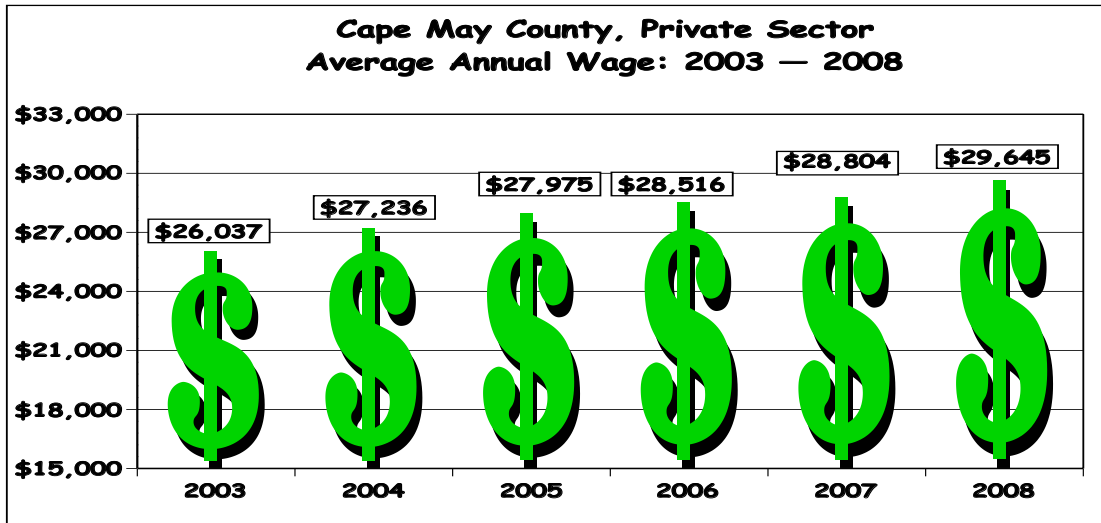


- The county's education/health services industry sector added the greatest number of new jobs from 2003 to 2008 (+199) followed closely by leisure and hospitality (+164). The construction and manufacturing sectors recorded the largest employment declines.

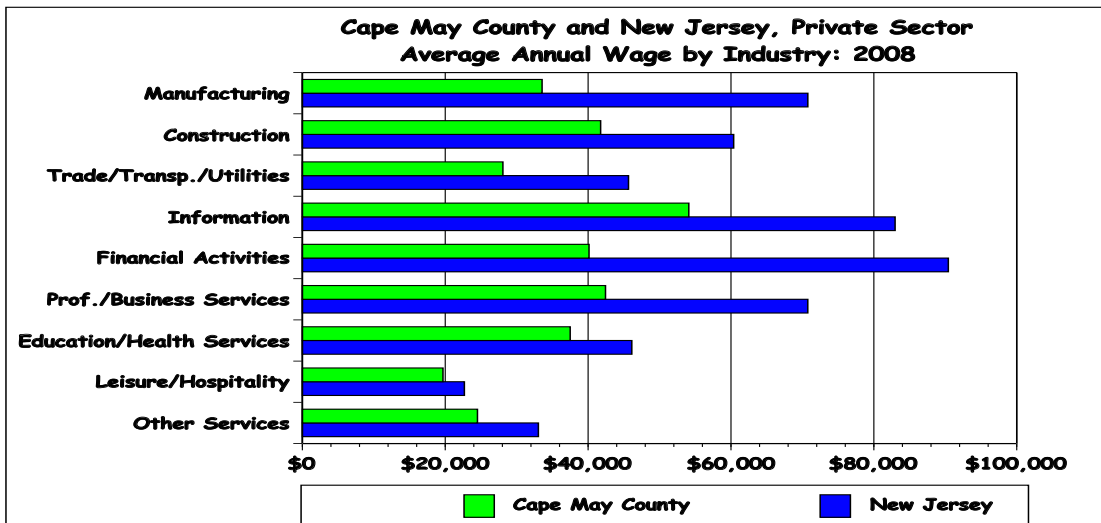


- Cape May County's leisure and hospitality sector had the most job gains (+3,172), the most job losses (-2,982) and the greatest net growth in 2006 (+190) in 2006. Trade, transportation & utilities recorded the second greatest growth (+174) during the year.

Wages



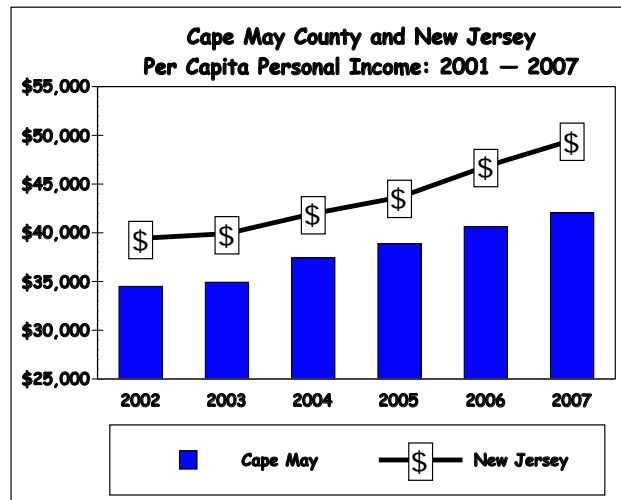
- Cape May County's private sector annual average wage reached \$29,645 in 2008, a gain of 13.9 percent from 2003. In comparison, the state's annual average wage increased by 19.5 percent during the period.
- Cape May County's private sector annual average wage ranged from 53.7-to-57.2 percent of state's level during this 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 2008, none of Cape May County's industry sectors had an annual average wage greater than their statewide counterparts. The county's leisure and hospitality sector came closest to the statewide average (\$19,684 vs. \$22,679, respectively) at 86.8 percent.

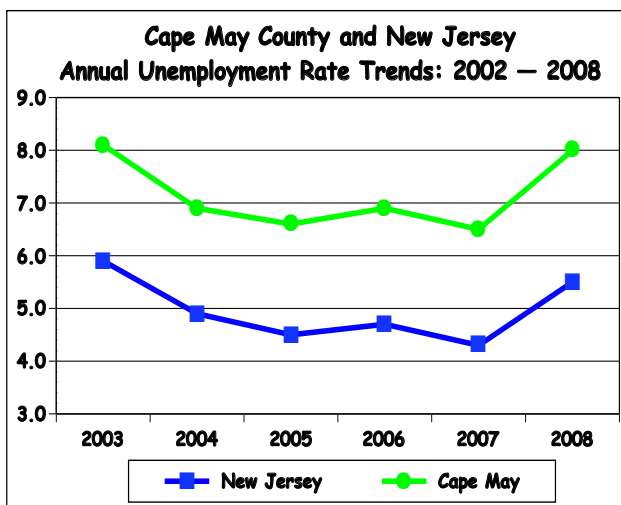
Per Capita Personal Income

- During the 2002-2007 period, Cape May County's per capita personal income increased by 21.9 percent to total \$42,052. Cape May County's percent increase during this five-year period was well below that of the state (25.6%) and nation (25.2%). At just 84.9 percent of the state's level (\$49,511) in 2007, Cape May County's per capita income ranked 12th among New Jersey's 21 counties.



- 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 2007 personal income than either the state or nation (21.6% vs. 12.2% and 14.7%, respectively). Factors contributing 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 (20.6% vs. 13.1% and 12.4% respectively). Conversely, Cape May County derived less of its personal income from wage earnings than the state or nation in 2007 (60.6% vs. 71.8% and 67.0%, respectively).

Unemployment Rates



- Historically, the county's annual unemployment rates have remained above those of the state largely due to the seasonal nature of its tourism-based economy. However, the gap between the county and the state unemployment rate has narrowed. From an average five percentage points higher than the state's during the 1990s, the county's unemployment rates averaged about two percentage points higher than the state's from 2003 to 2008. From an average 6.5 percent in 2007, the county's unemployment rate increased to 8.0 percent in

2008 largely due to the national recession which began in December 2007.

- The county's monthly unemployment rates can swing widely from lower than statewide single digit levels during the peak tourist season months of July and August, to unemployment rates well into the double digits in January and February.

Characteristics of the Unemployed

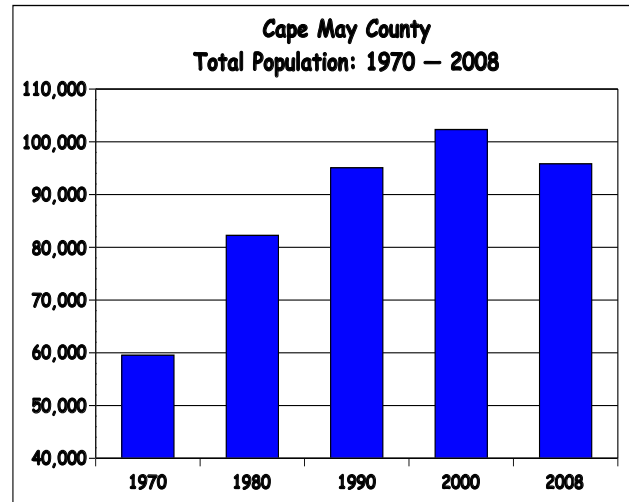
Characteristics of the Unemployed New Jersey vs. Cape May County: 2008

Category	Cape May County		New Jersey	
	Annual Average 2008	Percent of Total	Annual Average 2008	Percent of Total
Total Insured Unemployed	1,997	100.0%	90,232	100.0%
By Gender				
Male	1,082	54.2%	52,249	57.9%
Female	915	45.8%	37,983	42.1%
By Race				
White	1,693	84.8%	53,989	59.8%
Black	114	5.7%	18,932	21.0%
Asian	10	0.5%	2,858	3.2%
Other	180	9.0%	14,453	16.0%
By Ethnicity				
Hispanic	198	9.9%	17,774	19.7%
Not Hispanic	1,696	84.9%	65,495	72.6%
Chose Not To Answer	103	5.2%	6,963	7.7%
By Age of Claimant				
Under 25	223	11.2%	9,184	10.2%
25 through 34 years	391	19.6%	20,829	23.1%
35 through 44 years	396	19.8%	20,961	23.2%
45 through 54 years	448	22.4%	21,126	23.4%
55 through 64 years	301	15.1%	13,030	14.4%
65 years and over	238	11.9%	5,102	5.7%
By Industry				
Construction	209	10.5%	11,201	12.4%
Manufacturing	47	2.4%	7,669	8.5%
Trade, Transportation, Utilities	345	17.3%	19,472	21.6%
Wholesale Trade	27	1.4%	5,010	5.6%
Retail Trade	265	13.3%	10,138	11.2%
Information	8	0.4%	1,829	2.0%
Financial Activities	73	3.7%	5,353	5.9%
Professional & Business Services	145	7.3%	15,944	17.7%
Educational and Health Services	104	5.2%	8,810	9.8%
Leisure and Hospitality	788	39.5%	7,503	8.3%
Other Services	46	2.3%	2,268	2.5%

- Cape May County's 2008 unemployment insurance claimants differed most from the state as a whole in the categories of race and industry. There also was a significant difference in the percentage of county claimants 65 and over (11.9% vs. 5.7%).
- Like its population overall and its mix of industries, a Cape May County resident who filed a claim for unemployment benefits in 2008 was more likely to be a white, non-Hispanic male between the ages of 25 and 54 who was previously employed in the leisure and hospitality industry.

Population

- From 1970 to 2008, Cape May County ranked 6th among New Jersey's 21 counties for percentage population growth. The county's 60.9 percent population increase was nearly three times the state's rate of 21.1 percent. Four municipalities, Ocean City and the townships of Upper, Middle and Lower, accounted for 29,436 or 81.1 percent of the Cape May County's population growth since 1970.



Cape May County Racial/Hispanic Origin: 2000 - 2008		
Race	Percent in 2008	Percent in 2000
White	92.6	93.0
Black	5.1	5.3
Asian	0.9	0.7
Multiracial	1.2	0.8
American Indian/Alaska Native	0.2	0.2
Native Hawaiian/Pacific Islander	0.0	0.0
Total*	100.0	100.0
Hispanic Origin (may be of any race)	4.7	3.3

* May not add to 100% due to rounding

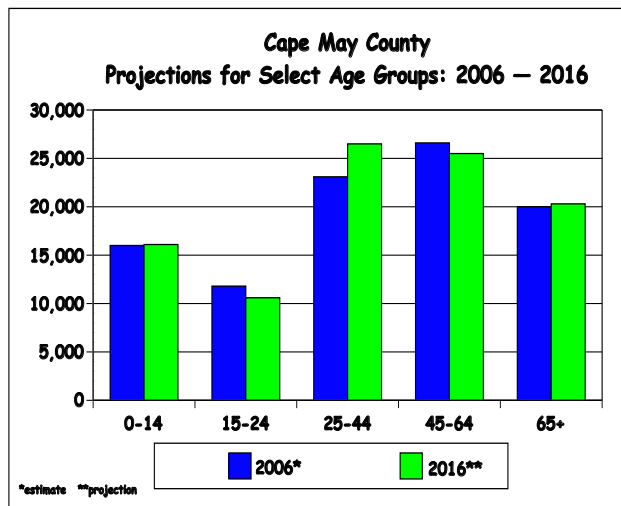
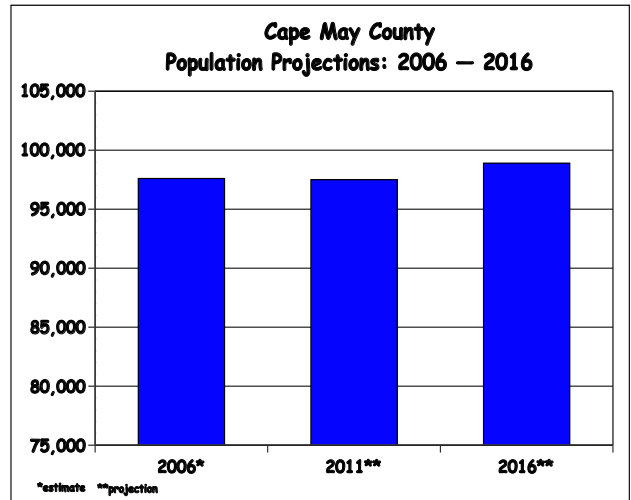
- Although the county's white population declined by an estimated -6,336 or -6.7 percent from 2000 to 2008 (latest available data), their proportion of the county's total population dropped only slightly to 92.6 percent from 93.0 percent in 2000.
- The county's black population also declined by -575 or -10.6 percent since the 2000 Census, while the Asian (+137 or +19.9.0%) and Multi-racial (+259 or +30.3%) categories demonstrated the greatest increases.

- About two-thirds (65.0%) of Cape May County's 2008 population resided in Ocean City or the townships of Lower, Middle and Upper. Population declines were recorded in all but two of the county's 16 municipalities (Sea Isle City, +74 and Wildwood Crest, +5) between 2000 and 2008. The largest population declines since the 2000 Census occurred in the mainland townships of Lower (-2,617), Upper (-1,174) and Dennis (-767). Dennis Township led the state in percent of population decline from 2000 to 2008 (-11.8%).

Cape May County Ten Largest Municipalities		
Rank	Municipality	Population
1	Lower township	20,328
2	Middle township	16,278
3	Ocean City township	14,756
4	Upper township	10,941
5	Dennis township	5,725
6	Wildwood city	5,259
7	North Wildwood city	4,800
8	Wildwood Crest borough	3,985
9	Cape May city	3,686
10	Sea Isle City city	2,909

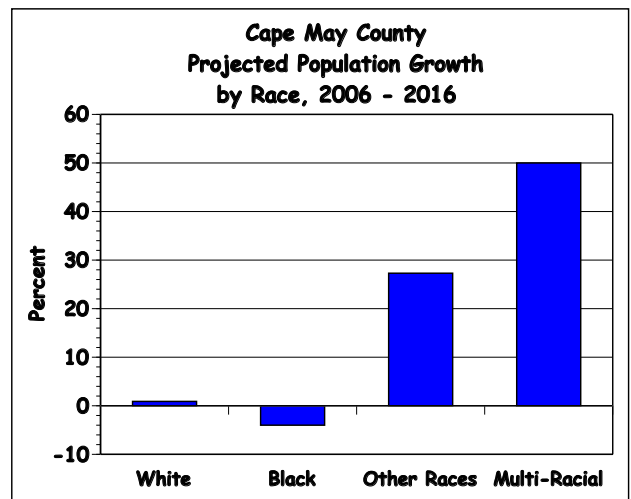
Population Projections

- Cape May County's population is projected to grow by 1,300 from 2006 to 2016. The county's projected rate of growth (1.3%) is less than the state's (4.6%) and ranks last (tied with Essex County) among New Jersey's 21 counties.



- The county's 25-to-44-year-old age cohort is projected to realize the largest numerical (+3,400) and percentage increase (14.7 %) from 2006-to-2016.

- Although whites are projected to account for more than one half (57.1%) of the county's population growth from 2006-to-2016, the "multi racial" category is projected to have the fastest rate of growth (50.0 %).



Industry Projections

Cape May County, 2006 - 2016

Ten Industries with the Greatest Employment Growth

Industry Title	2006 Jobs	2016 Jobs	Change: 2006-2016		
			Number	Percent	
				Total	Annual
Food Services and Drinking Places	5,994	6,386	392	6.5	0.6
Professional, Scientific and Technical Services	1,265	1,497	233	18.4	1.7
Ambulatory Health Care Services	1,300	1,521	221	17.0	1.6
Building Material & Garden Equip. & Supplies Dealers	848	1,061	213	25.2	2.3
Social Assistance	726	917	191	26.3	2.4
Accommodation	2,659	2,849	190	7.1	0.7
Specialty Trade Contracting	1,884	2,028	144	7.6	0.7
Admn. Support and Waste Mgmt. and Remediation	1,232	1,373	141	11.5	1.1
Real Estate	906	1,037	131	14.5	1.4
Amusement, Gambling and Recreational Industries	1,430	1,545	115	8.1	0.8

- Cape May County is projected to add 1,835 jobs from 2006 to 2016, an increase of 4.2 percent. Combined, the ten industries with the greatest employment growth are projected to account for 1,971 new jobs in the county during the ten-year period.
- Three of the top ten industries with the greatest projected job growth fall within the county's leisure and hospitality sector and retail trade.

Cape May County, 2006 - 2016

Ten Industries with the Greatest Employment Decline

Industry Title	2006 Jobs	2016 Jobs	Change: 2006-2016		
			Number	Percent	
				Total	Annual
Local Government Education	3,060	2,902	-158	-5.2	-0.5
Local Government (except education)	4,302	4,169	-133	-3.1	-0.3
Other State Government	1,856	1,734	-122	-6.6	-0.7
Food Manufacturing	375	293	-82	-22.0	-2.5
Non-Durable Goods Manufacturing, All Other	121	67	-55	-45.1	-5.8
Gasoline Sales	248	202	-47	-18.8	-2.1
Retail Trade, All Other	996	960	-36	-3.6	-0.4
Durable Goods Manufacturing, All Other	81	53	-28	-34.4	-4.1
Merchant Wholesalers, Durable Goods	129	102	-27	-21.2	-2.4
Fabricated Metal Manufacturing	82	56	-26	-31.4	-3.7

- The three largest employment declines from 2006 to 2016 are projected for government. Local government occupies the top two spots.
- Food manufacturing, the county's largest factory segment, is one of four in the top ten under the heading of manufacturing. Overall, employment in the county's relatively small factory sector is projected to decline from 828 to 572 during the 10-year period.

Projected Occupational Demand

Cape May County Occupations with the Most Projected Job Openings, 2006-2016

Occupation	Annual Average Job Openings			2006	Skill Level ²	Outlook
	Total ¹	Growth	Replacements	Annual Wage ³		
Waiters and Waitresses	100	10	90	\$22,300	Low	Growing
Cashiers	100	0	100	19,590	Low	Declining
Retail Salespersons	70	10	60	26,280	Low	Growing
Elementary School Teachers, Except Special Education	40	0	40	59,680	High	Declining
Combined food Preparation and Serving Workers, Including Fast Food	40	20	20	22,200	Low	Growing
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	40	0	30	17,370	Low	Growing
Personal and Home Care Aides	40	20	20	N/A	Low	Growing
Maids and Housekeeping Cleaners	30	10	20	21,240	Low	Growing
Hotel, Motel, and Resort Desk Clerks	30	10	20	24,940	Low	Growing
Registered Nurses	20	10	10	61,800	High	Growing
Police and Sheriff's Patrol Officers	20	0	20	71,410	Moderate	Declining
Cooks, Restaurant	20	0	20	25,340	Moderate	Growing
Food Preparation Workers	20	10	10	19,920	Low	Growing
Dining Room and Cafeteria Attendants and Bartender Helpers	20	0	20	17,700	Low	Growing
Dishwashers	20	0	20	18,840	Low	Growing
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	20	0	10	19,140	Low	Growing
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	20	0	20	26,180	Low	Stable
Landscaping and Groundskeeping Workers	20	10	10	27,170	Low	Growing
Amusement and Recreation Attendants	20	0	20	18,680	Low	Growing
First-Line Supervisors/Managers of Retail Sales Workers	20	0	20	37,080	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.

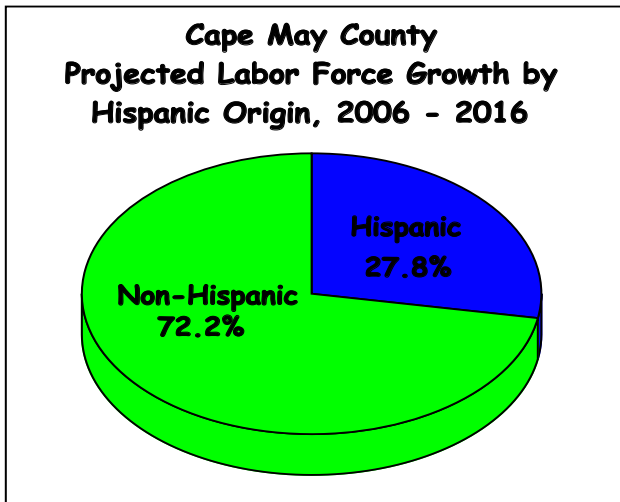
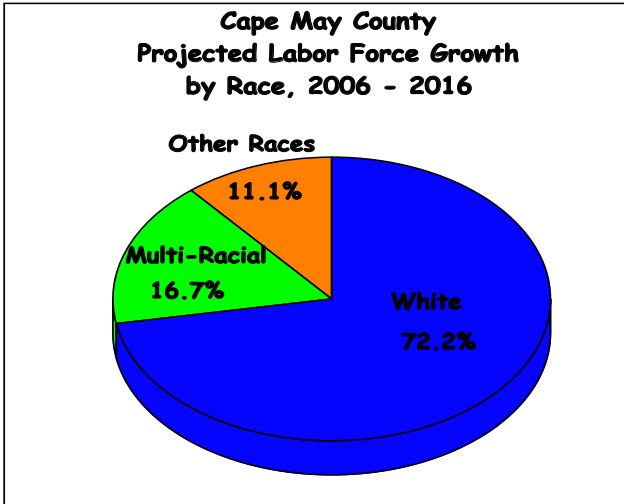
Low Skills: Short-term or moderate-term on-the-job training, including up to 12 months of on-the-job experience and informal training.

3. N/A: data not published due to statistical or quality control reasons.

- For Cape May County, projections to the year 2016 were made for 468 occupations that combined are projected to create 1,420 job openings per year through 2016.
- The county's top twenty occupations ranked by annual average job openings are projected to account for 710 or 50.0 percent of the total job openings each year. (Note: About 85.0 percent or 398 of these occupations are projected to have fewer than five openings each year during the projection period.)
- A clear majority of these twenty occupations 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.

Labor Force Projections

- Like its population, Cape May County's labor force is projected to increase slower than the state's from 2006 to 2016 (3.1% vs. 6.0%). Whites will make the largest contribution to the labor force (1,300) and account for 72.2 percent of all new entrants.
- 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.



- Hispanics (who can be of any race) are projected to account for 500 or 27.8 percent of the increase in Cape May County's labor force from 2006 to 2016. However, the projected rate of growth in the Hispanic labor force (22.7 %) is significantly higher than that of the Non-Hispanic labor force (2.3%).

- Males are projected to account for a much greater share (77.8%) of all new entrants to Cape May County's labor force through 2016.

