

Central Regional Community Fact Book

Mercer 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 Mercer 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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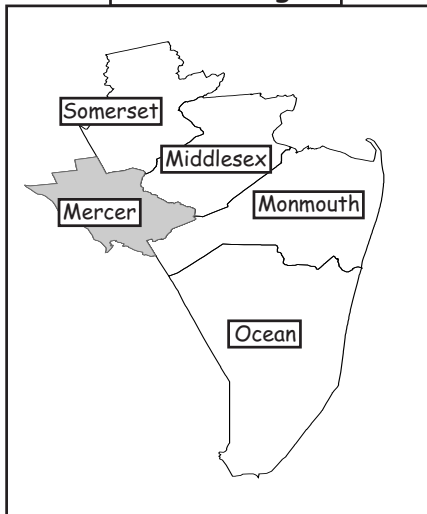
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County Snapshot

Central Region



Population (July 1, 2006 estimate): 368,000

Change from Census 2000: +16,800 or + 4.8%

Percent of New Jersey Total: 4.2%

Total Nonfarm Employment (2006): 243,000

Percent of New Jersey Total: 5.9%

Change from 2001: +20,600

Largest Industry (2006): State Government

Government: 46,200

Percent of Total County Employment: 19.0%

Private Sector Wage (2005 annual average): \$51,100

Percent of New Jersey Average: 104.1%

Change From 2000: +\$7,800

Industry With Highest Average Annual

Wage (2005): Management of Companies & Enterprises: \$122,500

Per Capita Personal Income (2005): \$45,900

Percent of New Jersey Per Capita Income: 104.8%

Number of Unemployment Insurance Claimants (2006 annual average): 3,050

Unemployment Rate (2006 annual average): 4.2%

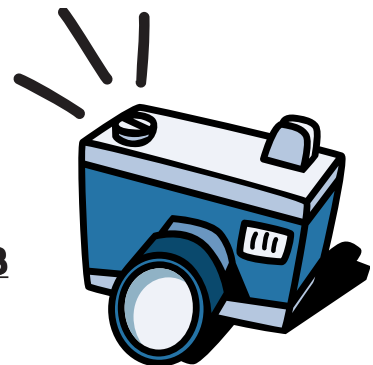
5-year High (2002): 5.3%

5-year Low (2005): 3.9%

New Jersey Rate (2006): 4.6%

Building Permits (single-family residential, 2006): 578

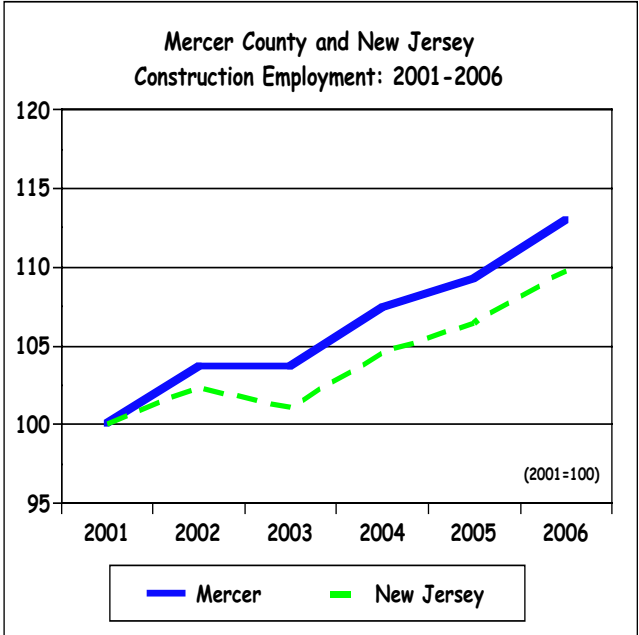
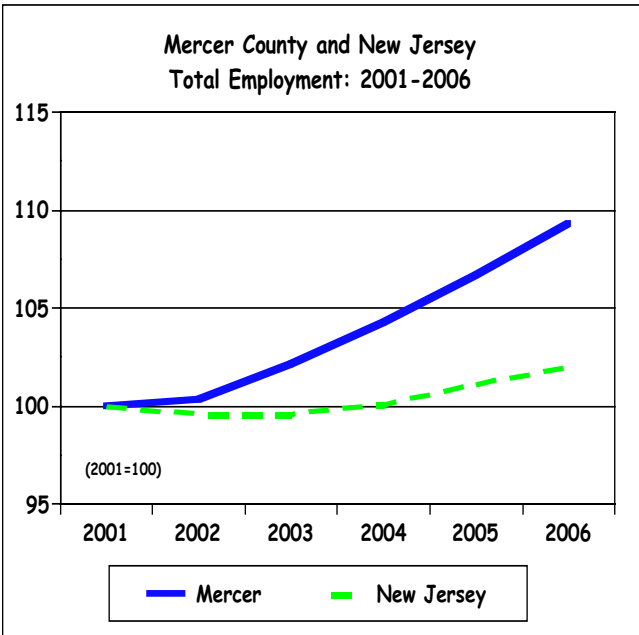
Rank Among New Jersey Counties: 14



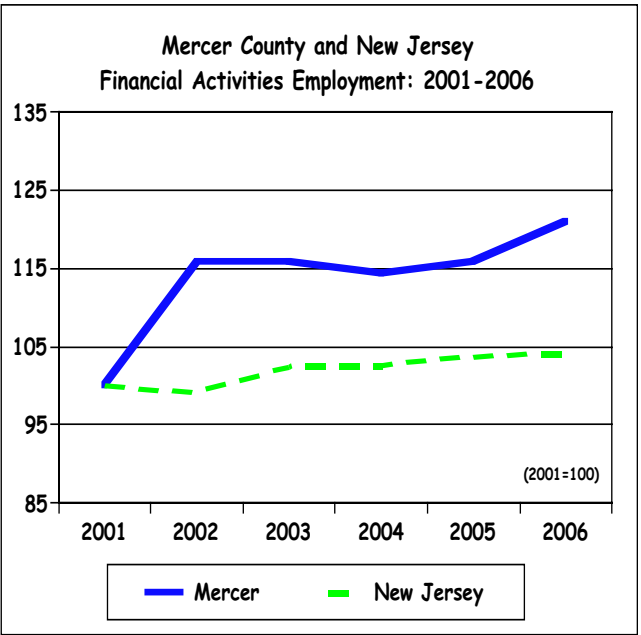
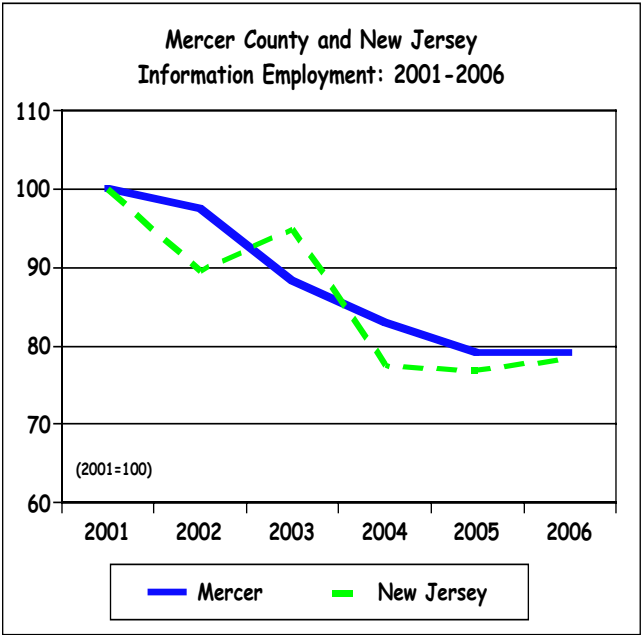
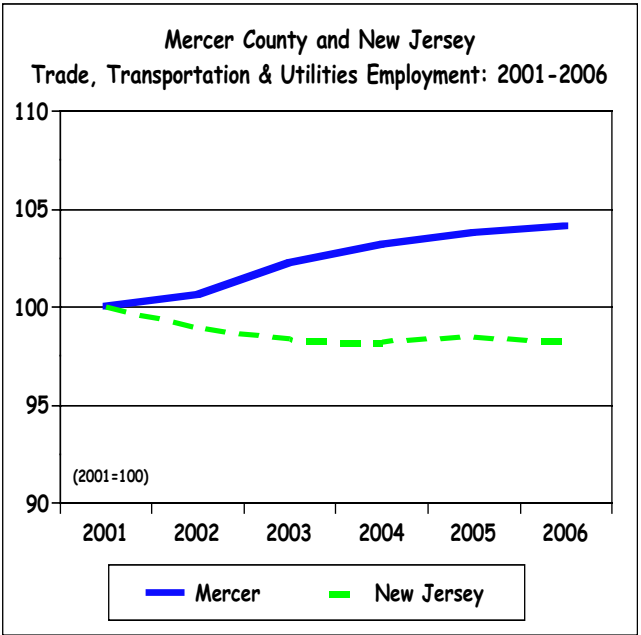
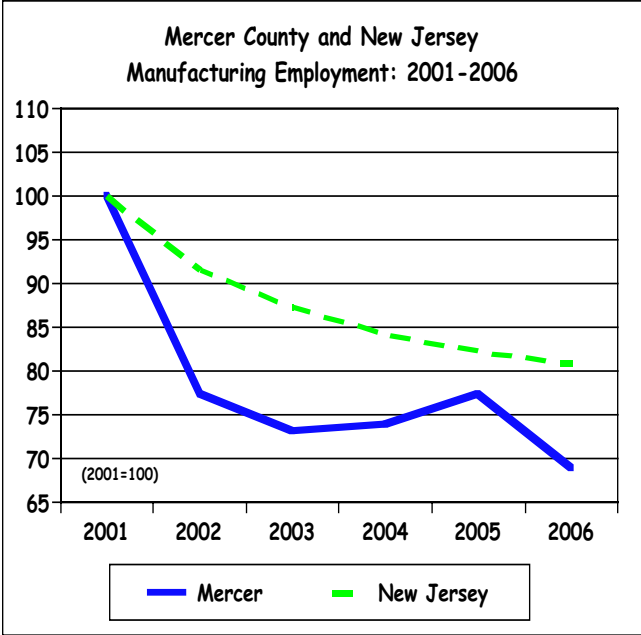
Industry Trends, Mercer vs. New Jersey

- From 2001 to 2006, Mercer County's payrolls in financial activities increased by 20.9 percent, a rate approximately five times faster than the state (4.0%). Most of Mercer's job growth stems from the opening of Merrill Lynch's campus in Hopewell Township.
- Strong demand for both residential and commercial space helped construction payrolls in Mercer County reach a high of 6,100 in 2006. County job growth outpaced the state during the 2001-2006 period (13.0% vs. 9.8%).
- Mercer's employment in leisure and hospitality grew by 26.9 percent from 2001 to 2006. Several hotels catering to the needs of both the business and pleasure traveler opened throughout the county. Also, many full-service chain restaurants and smaller specialty eateries opened in conjunction with new retail centers.
- Professional and business services, the county's third-largest employment segment, experienced a 2001-2006 countywide job gain of 5,100 or 15.4 percent. Many of these new jobs are in areas that supply services to pharmaceutical companies located throughout the region. Mercer County has a high concentration of research firms, and hiring by these companies made a positive contribution to payrolls in this sector.
- The trade, transportation and utilities sector expanded in the county (+4.1%) while statewide payrolls declined (-1.7%). Several new shopping complexes anchored by grocery stores, home improvement centers and department stores were constructed during the period to meet the increasing demand of the area's growing population.

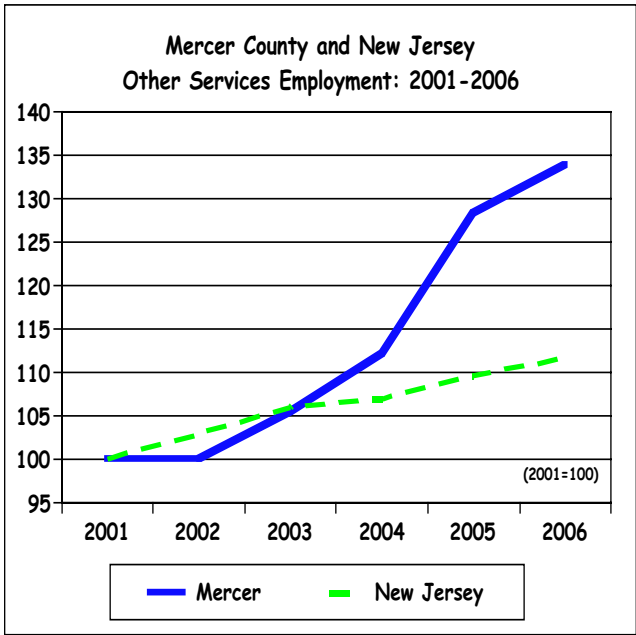
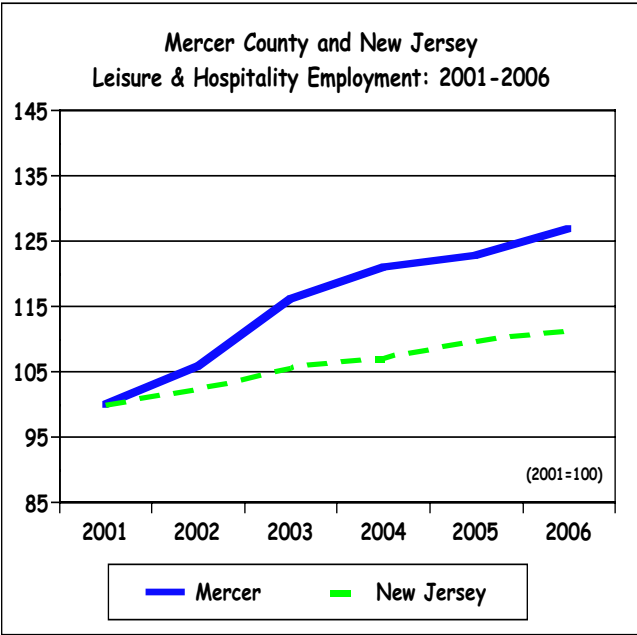
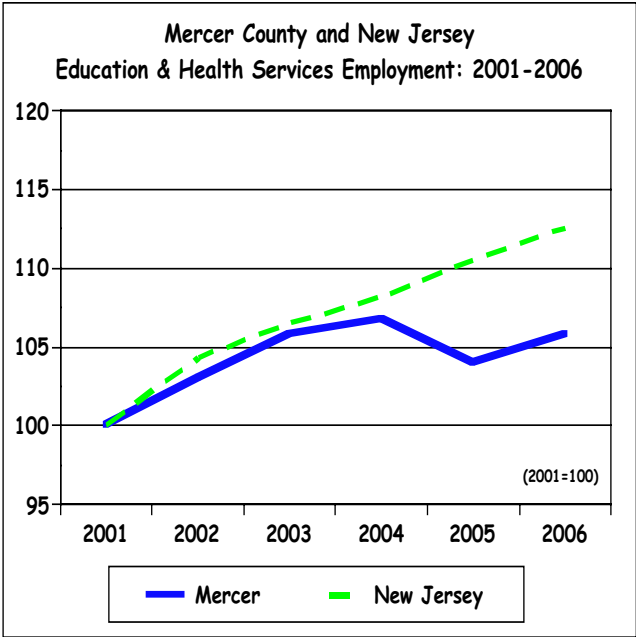
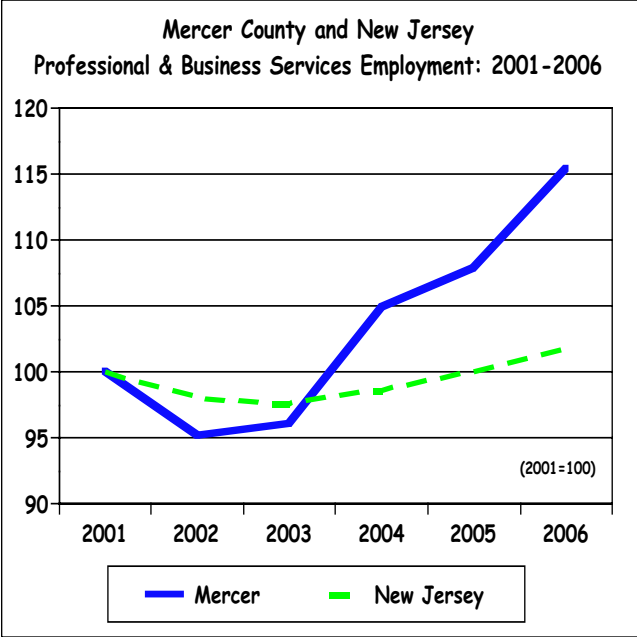
Note: Use of an index facilitates comparison between two separate data elements.



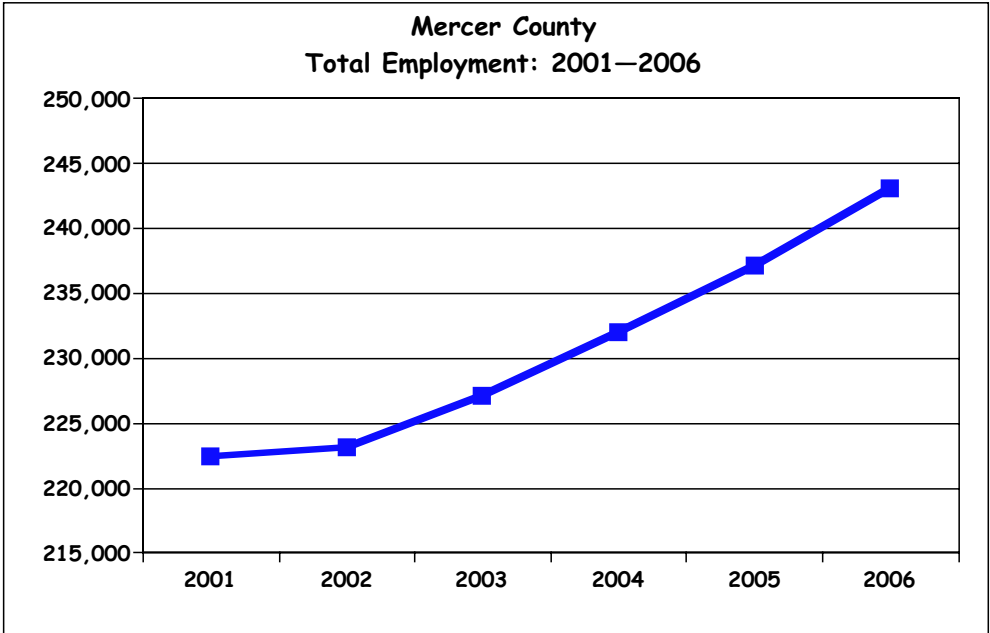
Industry Trends, Mercer vs. New Jersey



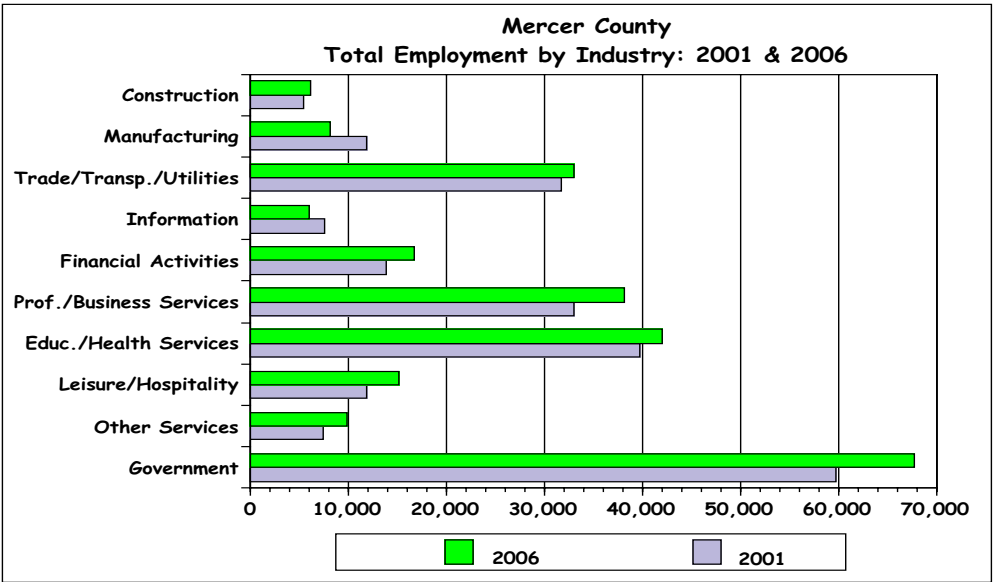
Industry Trends, Mercer vs. New Jersey



Employment

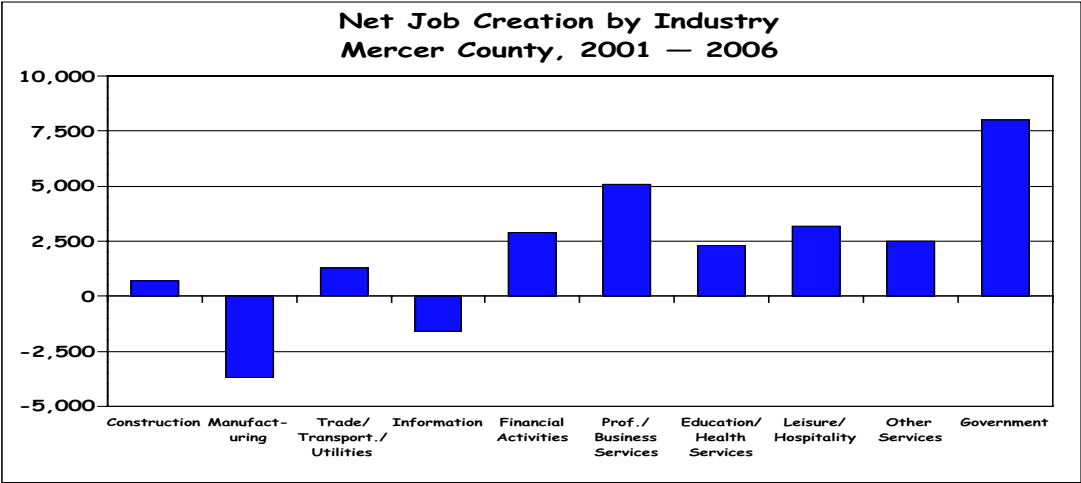


- Total nonfarm payrolls increased by 20,600 or 9.3 percent between 2001 and 2006. Statewide payrolls declined from 2001 to 2003 while Mercer experienced sluggish 2001-2002 job growth (+700), then rebounded to add an average of 5,000 jobs per year thereafter.

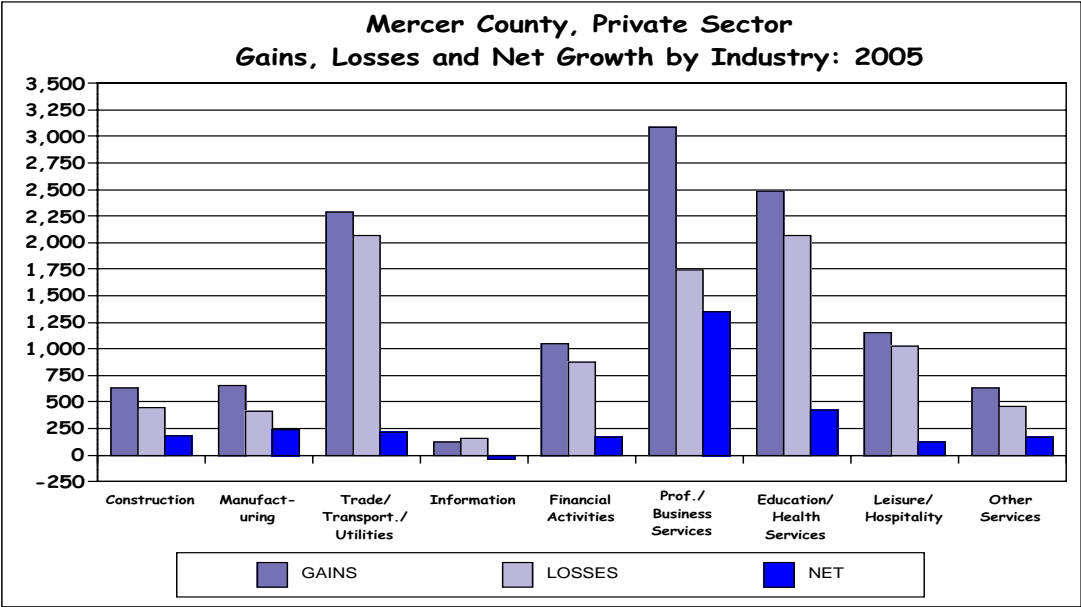


- Due to the concentration of government jobs in Trenton, New Jersey's capital, the largest employment sector in Mercer County was government which accounted for 27.9 percent of countywide payrolls. Information and construction, the county's smallest sectors, each accounted for 2.5 percent of payrolls.

Employment Gains and Losses



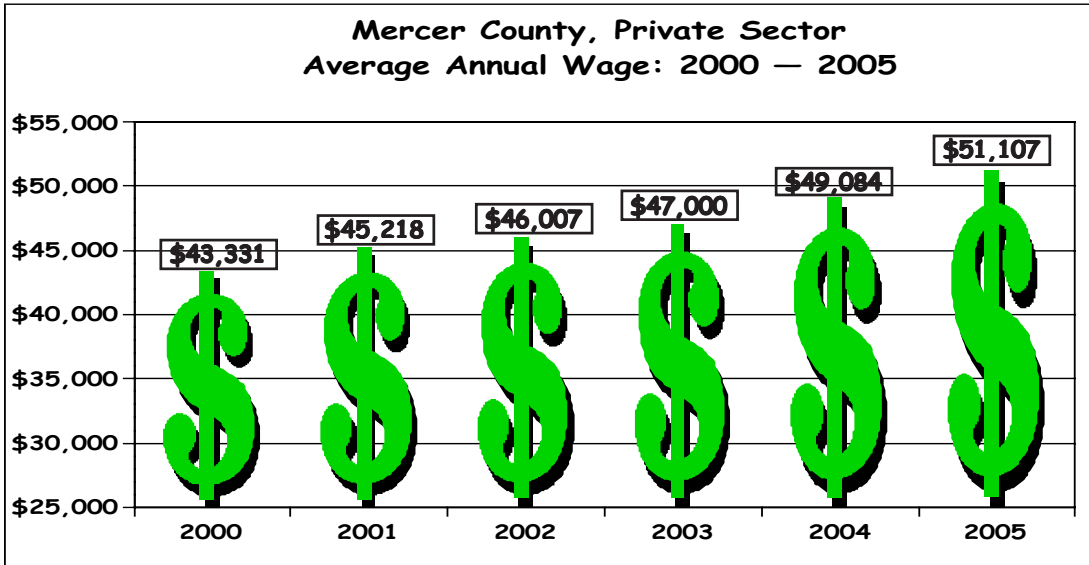
- With a job gain of 5,100, professional and business services added the most private sector jobs. Government, Mercer County's largest employer, added the most jobs (8,000) between 2001 and 2006. Some factors contributing to this gain were increased staffing at the Division of Youth and Family Services and the return of Motor Vehicle Commission workers to the state payroll after de-privatization of the agency.



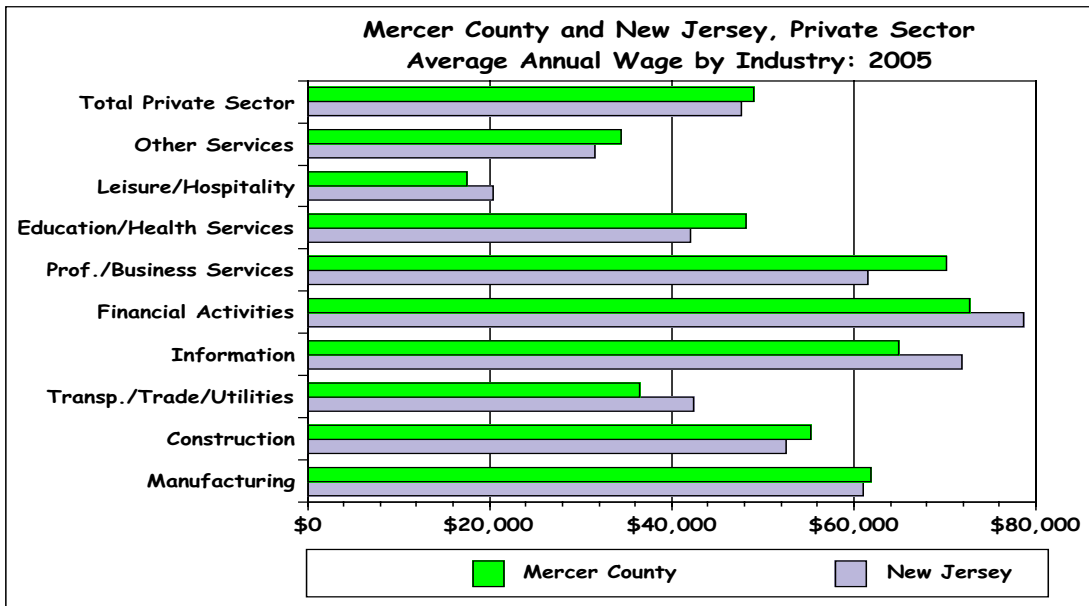
Source: Local Employment Dynamics (LED) data from the US Census Bureau.

- Among private sector employers in 2005, Mercer County's professional and business services sector realized the greatest net job gain.
- In sectors characterized by industries with high turnover rates, for example, trade, transportation, and utilities where retail trade comprises roughly 65 percent of employment, net job growth represents a small percentage of total job creation.

Wages



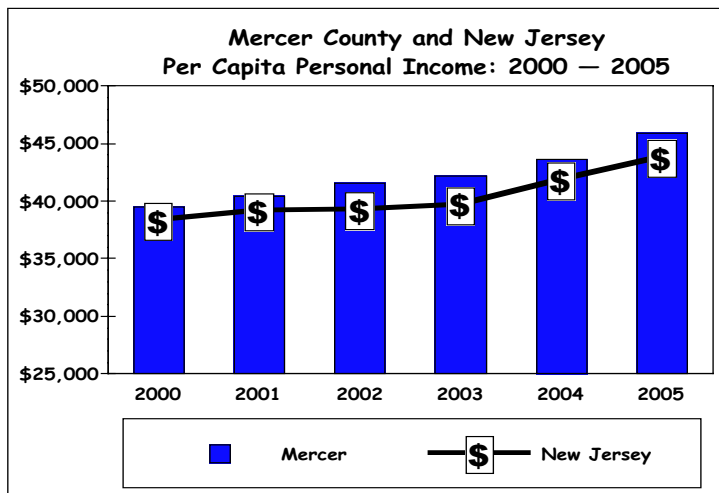
- Between 2000 and 2005, Mercer County's private sector average annual wage increased by 17.9 percent. New Jersey's private sector average annual wage increased by 12.5 percent during the same time period.
- The annual average private sector wage in Mercer County has been above the state's for five consecutive years.



- The county's 2005 annual average private sector wage in educational and health services was 14.5 percent higher than the statewide wage. Mercer has a high concentration of private institutions of higher learning and educational consulting firms which typically pay high wages. Furthermore, wages in the educational services component are 46.0 percent higher than the state's average.

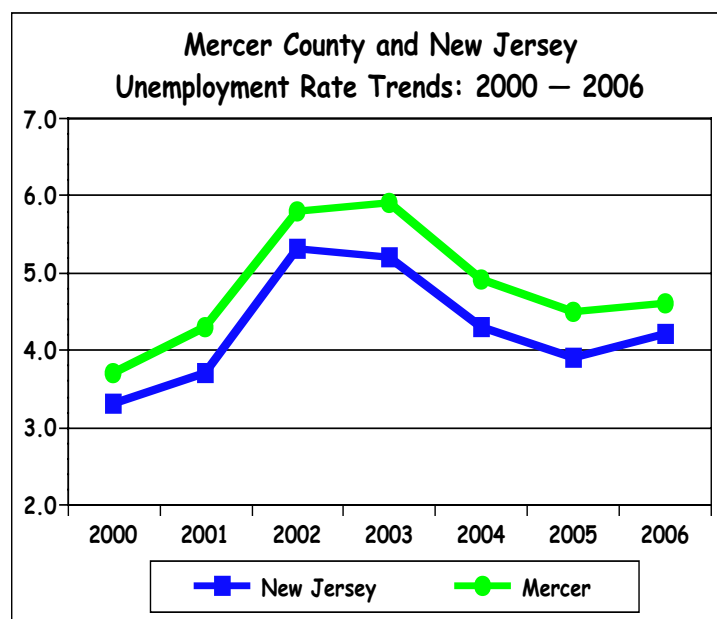
Per Capita Personal Income

- Mercer County's per capita personal income reached \$45,923 in 2005. Between 2000 and 2005, the county's per capita personal income increased by 16.4 percent, a rate slightly below the state's rate of 14.3 percent.
- The county's per capita personal income is the sixth highest among New Jersey's 21 counties. It has remained higher than the state's since 1969.



- Personal income comprises three components: net earnings, dividends/interest/rent, and transfer payments (welfare benefits, unemployment insurance, and retirement/other including social security and veteran's benefits). In Mercer County, 71.1 percent of total personal income (TPI) comes from net earnings, 16.7 percent from dividends/interest/rent, and 12.3 percent from transfer payments. A higher proportion of the county's TPI is derived from dividends/interest/rent than in the state (15.5%).

Unemployment Rates



- The Mercer County unemployment rate has steadily declined over the past four years from 5.3 percent in 2002 to 4.2 percent in 2006.
- Since 1990 (latest available county data), Mercer County's unemployment rate remained below that of the state.

Characteristics of the Unemployed

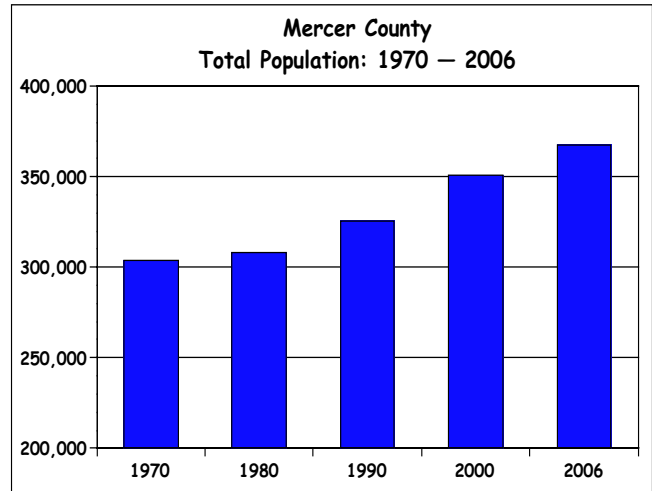
Mercer County Unemployment Insurance Claimants: 2005-2006

Category	2005	2006	Change 2005-2006	
	Annual Average	Annual Average	Number	Percent
Total Insured Unemployed	2,997	3,047	49.8	1.7
By Gender				
Male	1,744	1,746	2.8	0.2
Female	1,254	1,301	47.0	3.7
By Race				
White	1,448	1,402	-46.6	-3.2
Black	1,141	1,212	70.4	6.2
Asian	76	81	5.5	7.3
Other	332	352	20.4	6.2
By Ethnicity				
Hispanic	405	392	-12.7	-3.1
Not Hispanic	2,407	2,438	31.3	1.3
Chose Not To Answer	185	216	31.1	16.8
By Age of Claimant				
Under 25	320	338	18.4	5.8
25 through 34	753	733	-19.5	-2.6
35 through 44	815	775	-40.0	-4.9
45 through 54	653	688	35.2	5.4
55 through 64	338	380	41.4	12.2
65 and over	118	132	14.3	12.1
By Industry				
Construction	319	336	17.4	5.5
Manufacturing	229	183	-46.1	-20.2
Trade, Transportation and Utilities	540	529	-11.0	-2.0
Wholesale Trade	113	97	-15.2	-13.5
Retail Trade	307	289	-17.8	-5.8
Information	64	102	37.8	59.3
Financial Activities	131	126	-4.3	-3.3
Professional and Business Services	607	567	-39.1	-6.4
Educational and Health Services	474	500	26.6	5.6
Leisure and Hospitality	199	236	37.0	18.6
Other Services	69	70	0.6	0.8

- The number of persons filing for unemployment compensation benefits in Mercer County increased by 1.7 percent between 2005 and 2006. With an increase of 59.3 percent, the information sector saw the biggest change.
- A Mercer County resident filing for unemployment benefits in 2006 was most likely to be a white, non-Hispanic male between the ages of 35 and 44 employed in the professional and business services sector.

Population

- From 1970 to 2006, Mercer County ranked 14th among New Jersey's 21 counties for population growth. The 20.9 percent population increase was slightly less than the state's rate of 21.7 percent. While the county experienced modest population growth during the 1980s (5.8%) and 1990s (7.7%), the 1970s (1.3%) was sluggish.



Mercer County Racial/Hispanic Origin: 2000 - 2006		
Race	Percent in 2000	Percent in 2006
White	72.9	69.6
Black	20.5	20.6
Asian	5.1	8.1
Multiracial	1.1	1.3
American Indian/Alaska Native	0.2	0.2
Native Hawaiian/Pacific Islander	0.1	0.2
Total*	100.0	100.0
Hispanic Origin (may be of any race)	9.7	12.3

* May not add to 100% due to rounding

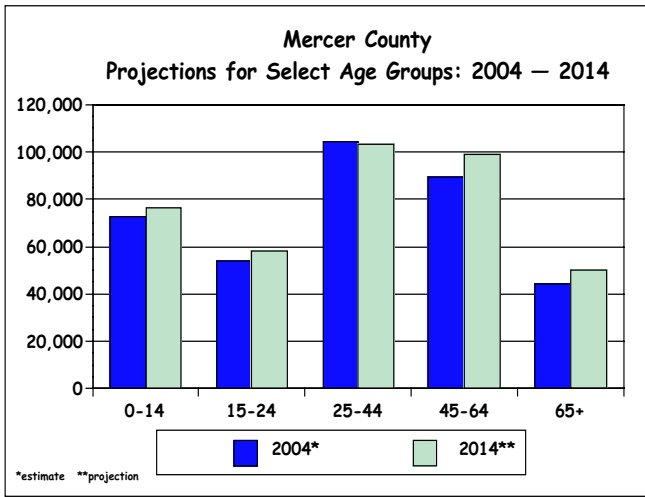
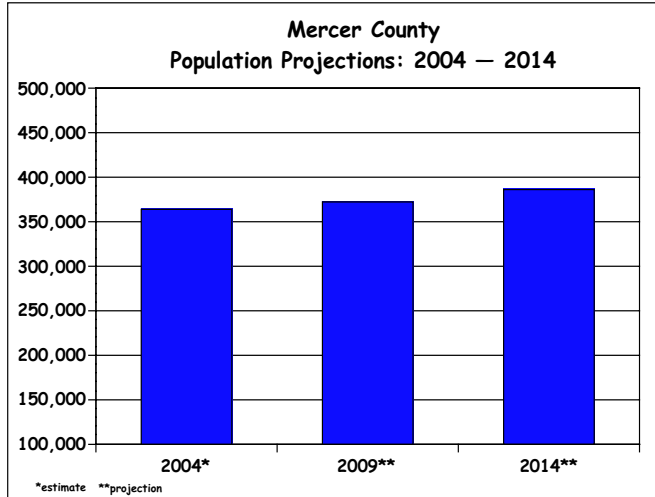
- With an increase of 66.8 percent, Mercer County had the third-fastest growing Asian population in the state from 2000 to 2006. The county's growth rate is more than twice that of the state (31.1%).
- Persons of Hispanic origin increased by 33.4 percent between 2000 and 2006 while non-Hispanics increased by only 1.7 percent.

- The county's three fastest-growing municipalities since 1970 are West Windsor (+308.6%), Washington (+259.6%), and East Windsor (+129.4%). Most of East Windsor's population gains occurred in the 70s. West Windsor saw the largest population increase in the 80s, while Washington experienced significant population increases in the 80s and 90s.

Mercer County Ten Largest Municipalities		
Rank	Municipality	Population
1	Hamilton township	90,559
2	Trenton city	83,923
3	Ewing township	36,916
4	Lawrence township	32,081
5	East Windsor township	26,926
6	West Windsor township	26,279
7	Hopewell township	17,968
8	Princeton township	17,353
9	Princeton borough	13,684
10	Washington township	11,906

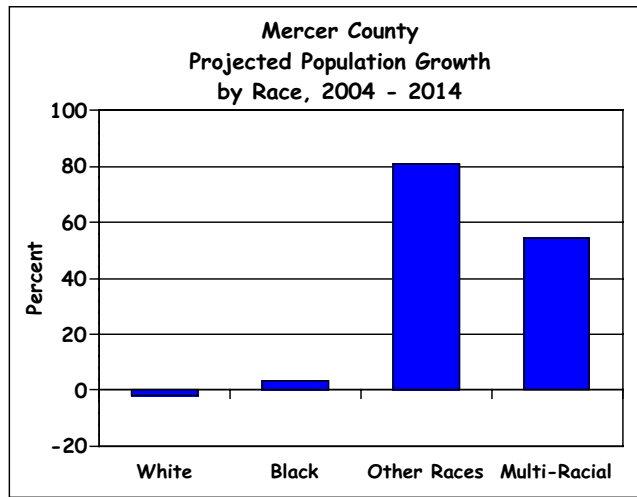
Population Projections

- Mercer County's population is projected to add 22,500 persons from 2004 to 2014. Its rate of growth (6.2%) is slightly above the state's (5.8%) and ranks 11th among New Jersey's 21 counties. The county's population gain will account for 4.5 percent of the statewide population gain.



- The county's 45-to-65-year-old population is projected to add the most persons from 2004 to 2014. It is anticipated that this group will add 9,800 persons or increase by 11.0 percent.
- As with the state, Mercer's 25-to-44-year-old population, the county's largest age group, is projected to decline. However, the county's projected 1.2 percent decrease is less than the state's projected loss of 5.4 percent.

- By 2014, Mercer's fastest-growing racial group is projected to be "other races" (includes Asian, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander). It is anticipated that this group will add 22,100 persons, or account for 98.2 percent of the county's total population growth.



Industry Projections

Mercer County, 2004 - 2014 Ten Industries with the Greatest Employment Growth

Industry Title	2004 Jobs	2014 Jobs	Change: 2004-2014		
			Number	Percent	
				Total	Annual
State Government, Excluding Education and Hospitals	35,650	38,450	2,800	7.8	0.8
Food Services and Drinking Places	10,650	13,000	2,350	22.0	2.0
Professional, Scientific, and Technical Services	19,650	21,900	2,300	11.6	1.1
Ambulatory Health Care Services	6,900	8,600	1,700	24.3	2.2
Educational Services	16,800	18,400	1,550	9.3	0.9
Social Assistance	4,050	5,550	1,500	37.5	3.2
Religious, Grantmaking, Civic, Professional Organizations	4,800	6,050	1,250	25.6	2.3
Specialty Trade Contractors	3,750	4,750	1,000	26.1	2.3
Food and Beverage Stores	5,350	6,350	1,000	18.6	1.7
Nursing and Residential Care Facilities	3,500	4,500	1,000	28.4	2.5

- Mercer County is projected to add 26,750 jobs by 2014. This figure is expected to account for 6.6 percent of statewide job growth.
- While the county's largest industry, state government, excluding education and hospitals, is expected to add the most jobs, social assistance is expected to be the fastest growing.

Mercer County, 2004 - 2014 Ten Industries with the Greatest Employment Growth

Industry Title	2004 Jobs	2014 Jobs	Change: 2004-2014		
			Number	Percent	
				Total	Annual
Publishing Industries	2,850	2,400	-400	-15.0	-1.6
Local Government, Excluding Education and Hospitals	7,000	6,750	-250	-3.7	-0.4
Computer and Electronic Product Manufacturing	1,250	1,050	-200	-15.3	-1.7
Plastics and Rubber Products Manufacturing	800	650	-150	-16.3	-1.8
Food Manufacturing	650	550	-100	-14.4	-1.5
Printing and Related Support Activities	750	650	-100	-12.5	-1.3
Transportation Equipment Manufacturing	250	150	-100	-40.0	-5.0
Other Federal Government	800	700	-100	-11.5	-1.2
Internet Service Providers, Web Search Portals, etc	400	350	-50	-11.8	-1.2
Postal Services	1,750	1,650	-50	-3.2	-0.3

- Analysis of the industries anticipated to have the largest employment declines from 2004 to 2014 reveals that about 44.1 percent of total job loss will come from manufacturing industries.
- The industries that have large projected percent declines have a relatively small employment base.

Projected Occupational Demand

Mercer County Occupations With The Most Projected Job Openings, 2004-2014

Occupation	Annual Average Job Openings			2007	Skill Level ²	Outlook
	Total ¹	Growth	Replacements	Annual Wage		
Retail Salespersons	300	90	210	\$25,756	Low	Good
Cashiers	270	40	230	18,456	Low	Good
Registered Nurses	260	140	120	62,839	High	Good
Waiters and Waitresses	230	70	160	22,765	Low	Good
Business Operations Specialists, All Other	200	120	80	72,140	High	INA
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	160	80	80	23,126	Low	Good
Office Clerks, General	160	30	130	27,586	Low	Average
Combined Food Preparation and Serving Workers, Including Fast Food Managers, All Other	150	50	100	17,840	Low	Good
Customer Service Representatives	140	40	100	96,112	Moderate	INA
Laborers and Freight, Stock, and Material Movers, Hand	130	80	50	32,096	Low	Good
Secretaries, Except Legal, Medical, and Executive	120	40	90	25,487	Low	Good
Landscaping and Groundskeeping Workers	120	0	120	37,815	Low	Good
General and Operations Managers	110	50	60	26,194	Low	Good
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	100	50	60	143,236	High	Average
Stock Clerks and Order Fillers	100	30	80	17,693	Low	Good
Nursing Aides, Orderlies, and Attendants	100	0	100	24,071	Low	Average
Bookkeeping, Accounting, and Auditing Clerks	90	60	40	25,692	Moderate	Good
Teacher Assistants	90	20	80	38,068	Low	Good
First-Line Supervisors/Managers of Office and Administrative Support Workers	90	40	50	25,326	Low	Good
First-Line Supervisors/Managers of Office and Administrative Support Workers	90	20	70	50,777	Moderate	Good

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.

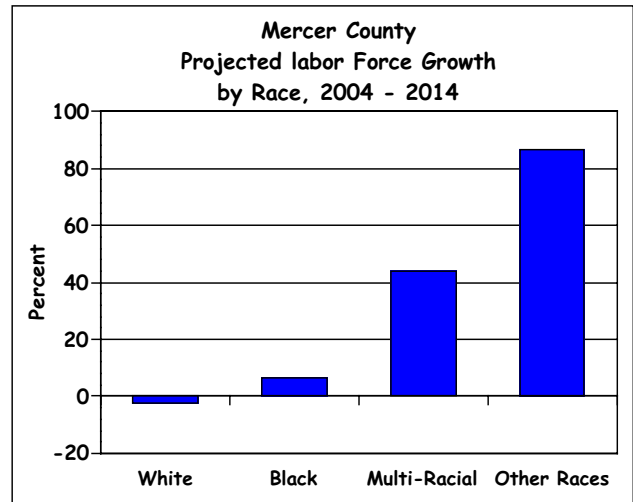
INA = Information not Available

- Mercer County is projected to have 8,570 annual job openings per year through 2014, or 5.7 percent of statewide annual openings. The county's top-twenty ranked occupations by annual job openings are anticipated to account for 35.1 percent of all annual job openings.
- Overall, 32.8 percent of Mercer's annual job openings are projected to have high educational and training requirements. However, many of the top-ranking occupations by annual openings have a lower skills level and a good outlook, indicative of a large number of entry-level positions and the need for "replacement workers", or workers to fill job vacancies created as members of the workforce retire or change occupations.

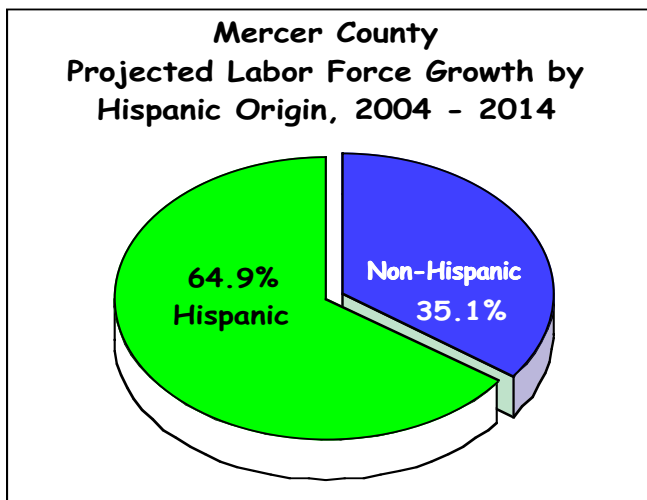
Labor Force Projections

- Mercer County's labor force is projected to increase by 5.8 percent between 2004 and 2014. Due to the county's rapidly growing Asian community, persons of "other races", the fastest-growing group with a projected growth rate of 86.8 percent, will make the largest contribution to the labor force. As with total population, the white segment of the labor force is expected to decline slightly (-2.6%).

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



- Hispanics are projected to account for 64.9 percent of the increase in Mercer County's labor force. The rate of growth for the Hispanic labor force (34.3%) is projected to be significantly higher than that of the Non-Hispanic labor force (2.3%).



- Although analysis of Mercer's labor force by gender reveals a relatively equal ratio of males versus females (51.8% vs. 48.2% in 2004), females are expected to make up a higher percentage of the 2004-2014 labor force growth.

