



# LABOR FORCE ASSESSMENT

Jersey City, NJ

March 2024

# LABOR FORCE SUMMARY

This labor force assessment identified and analyzed the labor shed (that is, the geographic area from which a company could reasonably hire workers from) for 16 Van Keuren Ave, Jersey City, NJ. The four key criteria analyzed included Labor Supply, Labor Demand, Labor Costs, and Organized Labor.

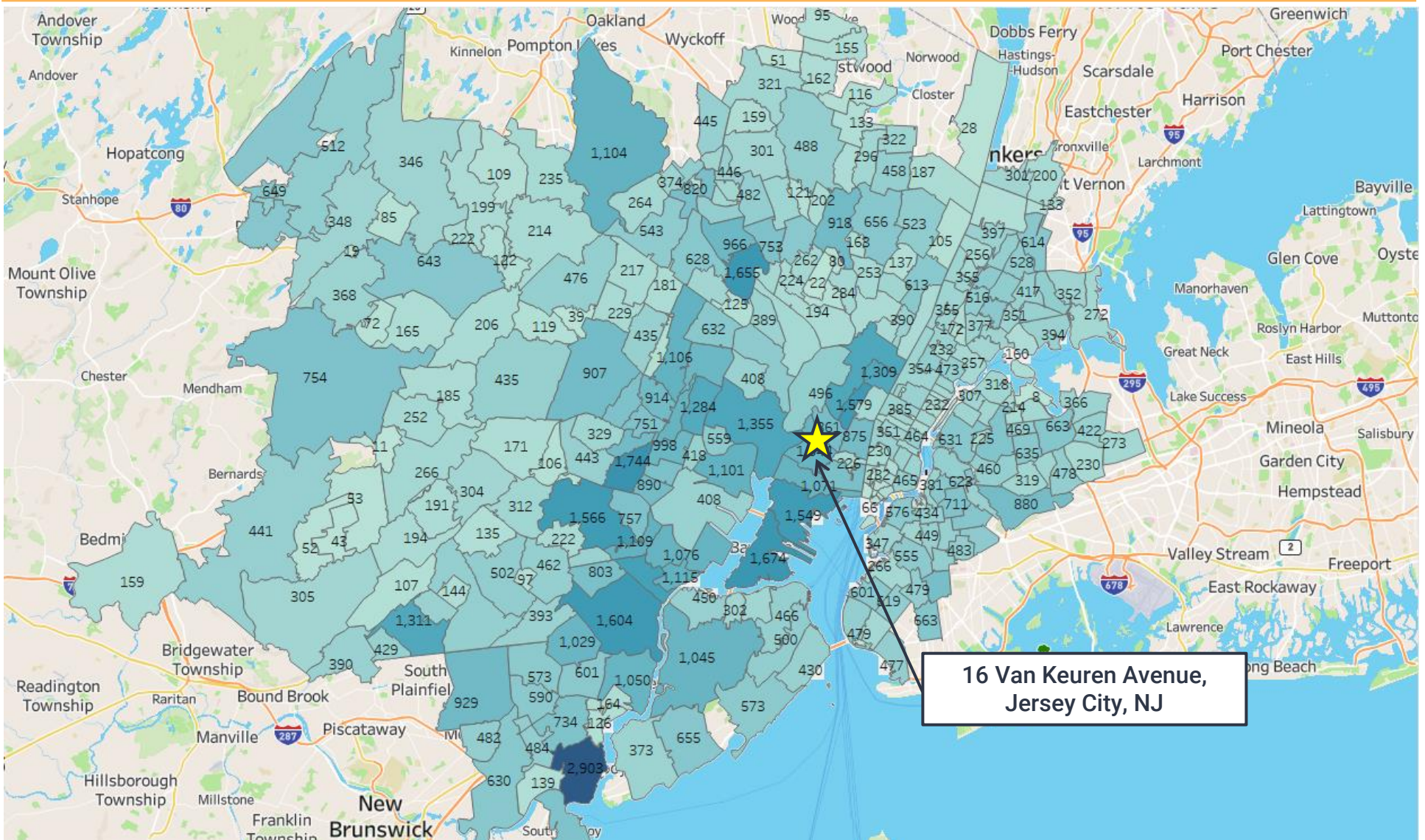
**Based on the results, Site Selection Group believes the distribution labor force accessible to Jersey City to be favorable overall, and no major deficiencies were uncovered.**

	POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES	KEY TAKEAWAYS
<b>LABOR SUPPLY</b>	<ul style="list-style-type: none"> <li>✓ Access to labor force of nearly 4 million people that is well aligned for distribution from an age perspective.</li> <li>✓ Strong 5-year growth projections for warehouse and supplemental workers.</li> </ul>	<ul style="list-style-type: none"> <li>- At current time, concentration of warehouse and supplemental workers are below the US average.</li> <li>- Population has a slightly higher income and educational attainment than needed for a distribution/warehousing operation.</li> </ul>	<ul style="list-style-type: none"> <li>○ Despite low concentrations of warehouse and supplemental workers at current time, both show strong 5-year growth projections.</li> </ul>
<b>LABOR DEMAND</b>	<ul style="list-style-type: none"> <li>✓ Favorable warehouse worker job posting concentration.</li> <li>✓ Warehousing industry growth projections indicate less future competition in the labor shed compared to other US metros.</li> </ul>	<ul style="list-style-type: none"> <li>- Slightly elevated posting intensity in the area indicate employers are having to work harder to find labor.</li> </ul>	<ul style="list-style-type: none"> <li>○ Mixed indicators of demand – despite elevated job posting intensity, job posting concentration and industry growth projections are favorable.</li> </ul>
<b>LABOR COST</b>	<ul style="list-style-type: none"> <li>✓ N/A</li> </ul>	<ul style="list-style-type: none"> <li>- Warehouse worker and forklift driver wages are elevated in the labor shed. Wage escalation is also elevated.</li> <li>- Cost of living in this labor shed is significantly above the national average.</li> </ul>	<ul style="list-style-type: none"> <li>○ As a result of a higher cost of living in the labor shed, wages and wage escalation are elevated.</li> </ul>
<b>ORGANIZED LABOR</b>	<ul style="list-style-type: none"> <li>✓ Moderate unionization rate in the area.</li> </ul>	<ul style="list-style-type: none"> <li>- Non-Right-to-work state.</li> <li>- Elevated count of filings in the labor shed.</li> </ul>	<ul style="list-style-type: none"> <li>○ The count of filings and unionization rate indicate an active union presence in the labor shed.</li> </ul>

# COMMUTE & LABOR SHED ANALYSIS

The accurate labor shed around Jersey City is 35 minutes. There are 131,069 distribution workers that live within a 35-minute drive time of the site. In addition, there are 14,261 warehouse laborers that live outside a 35-minute radius, but commute into the area for jobs.

The map below shows count of distribution workers by home ZIP for all ZIP codes within in a 35-minute drive time of the Jersey City site. Darker blue shading indicates areas with a higher presence of distribution workers.



# TARGET DISTRIBUTION PROFILE

To help orient you to the findings displayed later in this report, we have included target attributes for a standard distribution operation. Please note, we do not expect any single site to score perfectly in every category described at right. Rather, it should give you an idea of how your site scores of wholistically based on a variety of criteria.

## LABOR SCALABILITY & DEMOGRAPHICS

### LABOR SUPPLY

### LABOR DEMAND

### LABOR COSTS

### ORGANIZED LABOR

## TARGET ATTRIBUTES

#### Areas with:

- ✓ Higher labor participation rates, unemployment/underemployment rates, and 5-year population growth projections
- ✓ Younger Population  
(Target Age: 18-44 yrs.)
- ✓ Moderate Educational Attainment  
(Target Education: High School GED or Some College)
- ✓ Moderate Income  
(Target Income: \$25,000-\$75,000)

#### Areas with:

- ✓ Higher concentrations of warehouse workers and supplemental workers (concentration of target workers in a particular region compared to the nation)
- ✓ Positive projected growth for warehouse workers and supplemental labor

#### Areas with:

- ✓ Lower count of job postings for distribution workers relative to the distribution workforce in the area
- ✓ Lower projected warehousing industry growth rates
- ✓ Lower job posting intensity (ratio of total to unique postings) and lower posting concentration (concentration of postings in a particular region compared to the nation)

#### Areas with:

- ✓ Lower wage escalation over the previous 4 years
- ✓ Median wages at or below the US median for warehouse and supplemental workers
- ✓ Cost of living at or below the US average (100.0)

#### Areas with:

- ✓ Lower unionization rates and recent counts of filings
- ✓ Right-to-work states

# KEY LABOR FORCE CHARACTERISTICS

Jersey City, NJ

**POPULATION**  
35-Minute Drive Time **7,840,834**

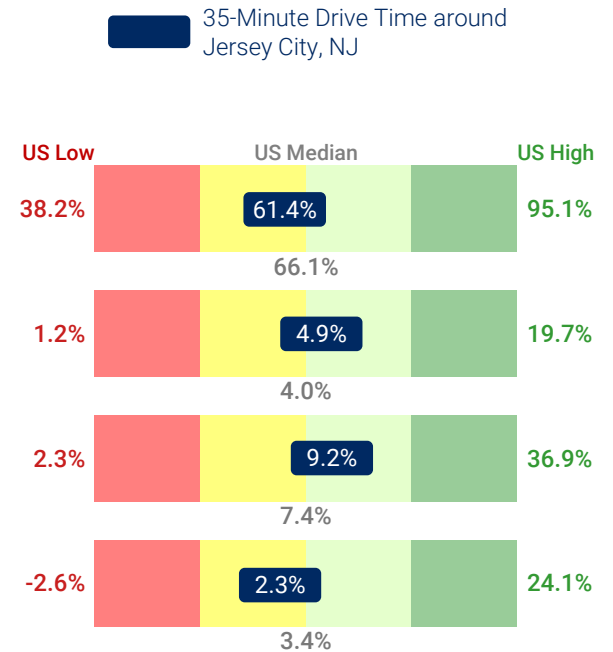
**LABOR FORCE**  
35-Minute Drive Time **3,929,784**

## Key Labor Force Takeaways

- Access to labor force of nearly 4 million, with population expected to grow over the next 5 years.
- Although the labor force participation rate is below the US median, unemployment and underemployment rates for the labor shed indicate the potential to leverage the existing workforce for distribution roles.
- The labor shed is well aligned in terms of age for a distribution operation. It is slightly less aligned in terms of income and educational attainment (area tends to have higher income and educational attainment than needed for this type of operation).
- The true median age for the labor shed is 37.1 yrs. and median income is \$76,790.

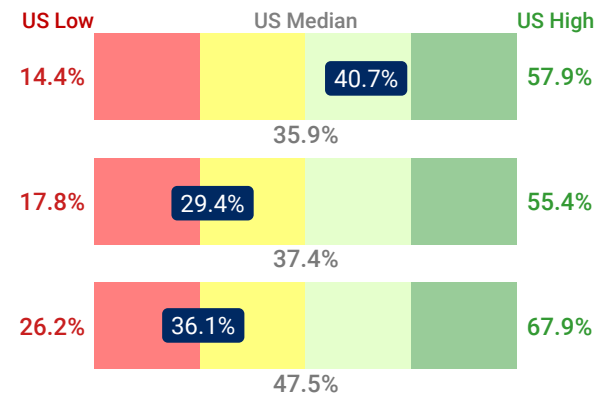
## LABOR SCALABILITY

Site	Value
Participation Rate	61.4%
Unemployment Rate	4.9%
Underemployment Rate	9.2%
Population Growth (5-Year Projected)	2.3%



## TARGET DEMOGRAPHICS

Site	Value
Age Demographics (% 18-44 yrs.)	40.7%
Household Income (% \$25k- \$75k)	29.4%
Educational Attainment (% H.S. & Some College)	36.1%



Median Age – 37.1 yrs.

Median Income – \$76,790

# LABOR SUPPLY & DEMAND

Jersey City, NJ

**WAREHOUSE WORKERS** 131,069  
35-Minute Drive Time

**SUPPLEMENTAL WORKERS** 424,669  
35-Minute Drive Time

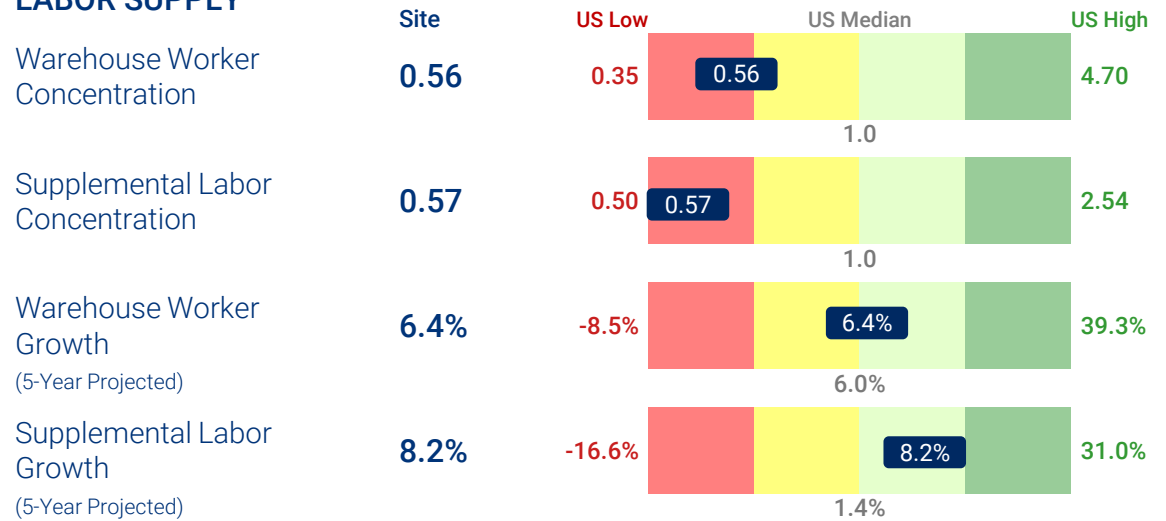
## Key Labor Supply & Demand Takeaways

- Warehouse and supplemental worker concentration in the labor shed are below the US median, but both have favorable 5-year growth projections.
- The warehousing industry growth rate in the labor shed is below the US median, indicating less future competition for targets workers compared to other areas in the US.
- The count of distribution job postings relative to the number of distribution workers in the area is favorable, and warehouse job posting concentration is lower than the US median.
- Job posting intensity is slightly elevated indicating employers are dedicating additional resources to fill positions.

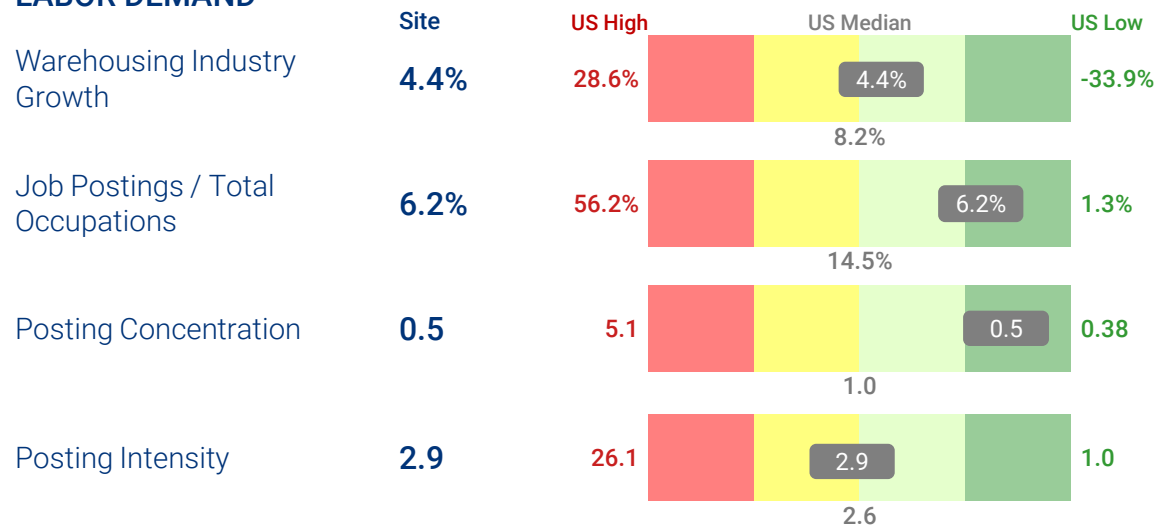
 New York-Newark-Jersey City, NY-NJ-PA MSA

 35-Minute Drive Time around Jersey City, NJ

## LABOR SUPPLY



## LABOR DEMAND



*Labor Demand is measured at the MSA (Metropolitan Statistical Area) level, as this data tends to be more accurate and reflective of competition than drive time data.*

# LABOR COSTS & ORGANIZED LABOR

Jersey City, NJ

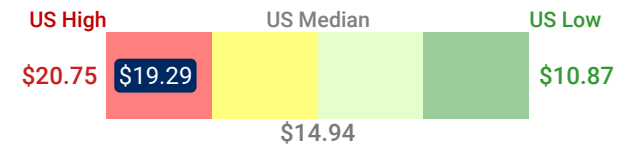
## Key Labor Cost & Organized Labor Takeaways

- Warehouse worker and forklift driver wages are elevated in the labor shed compared to the US median. Wage escalation is also elevated.
- Cost of living in the labor shed is well above the national average.
- There is an active organized labor presence in the labor shed as indicated by the unionization rate and total count of filings.

## LABOR COSTS

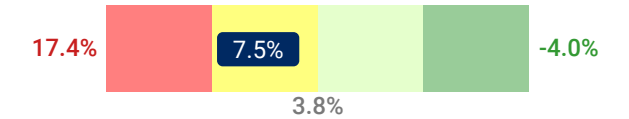
Warehouse Worker  
Median Wage

Site  
**\$19.29**



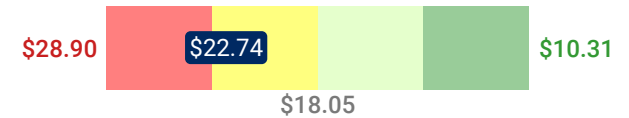
Warehouse Worker  
Annual Wage Escalation

7.5%



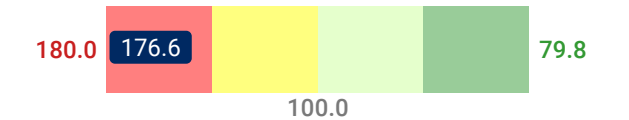
Forklift Driver  
Median Wage

**\$22.74**



Cost of Living

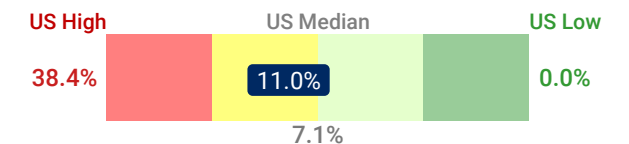
**176.6**



## ORGANIZED LABOR

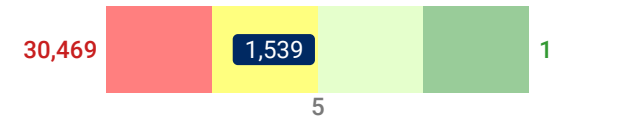
Most Recent  
Unionization Rate  
(Metro Level Data)

Site  
**11.0%**



Total Count of Filings  
(City Level Data)

**1,539**



35-Minute Drive Time around  
Jersey City, NJ

# LABOR FORCE VALUE PROPOSITION

Jersey City, NJ



## LABOR SUPPLY

Access to over 130,000 warehouse workers and nearly 425,000 supplemental workers living within a 35-minute drive time radius.

- ✓ Potential to leverage 14,261 warehouse workers who already commute into the area for jobs.
- ✓ Both warehouse and supplemental workers have favorable 5-year growth projections.



## LABOR DEMAND

Mixed indicators of demand pressures.

- ✓ While job posting concentration is favorable, posting intensity is elevated.
- ✓ Warehousing industry growth is below the national median indicating less future competitive pressure relative to other areas in the US.



## LABOR COSTS

Cost of living in this labor shed is above the national average.

- ✓ As a result of higher cost of living in the area, higher wages and wage escalation are expected.
- ✓ Employers can expect to pay general warehouse workers wages of \$19.29 an hour and forklift drivers \$22.74 an hour on average.



## ORGANIZED LABOR

The unionization rate for this labor shed is 11.0%.

- ✓ The number of union filings and unionization rate indicate active union presence in the labor shed.

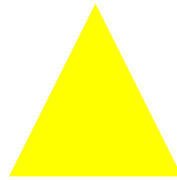


# EXECUTIVE SUMMARY OF LABOR FORCE CONDITIONS

Jersey City, NJ



Access to labor force of nearly 4 million people with the potential to leverage 14,261 warehouse workers who already commute into the area for jobs.



While the concentration of warehouse and supplemental workers are currently below the national median, both types of workers show strong 5-year growth projections.



No major deficiencies were uncovered.

# GLOSSARY & LABOR SOURCES

## LABOR SCALABILITY

Participation Rate	Number of workers in labor force divided by population	Experian 2023
Unemployment Rate	Both "official" unemployment rate and estimated rate for laborshed	Experian 2023 & BLS LAUS (February 2024)
Underemployment Rate	Percentage of workers employed but seeking better work opportunities	Experian 2023 & BLS CPS
Population Growth (5-Year Projected)	% change in population over the next 5 years	Experian 2023

## TARGET DEMOGRAPHICS

Age Demographics (% 18-44)	% of population in target age categories for warehouse work	Experian 2023
Household Income (% \$25k-\$75k)	% of population in target income categories for warehouse work	Experian 2023
Educational Attainment (% H.S. & Some College)	% of population in target educational levels for warehouse work	Experian 2023

## LABOR SUPPLY

Warehouse Worker Occupation Concentration	Concentration of key direct warehouse labor where 1.00 equals the national average. Includes picker-packers, forklift, etc.	Lightcast 4Q 2023
Warehouse Worker Occupational Growth	Projected five-year percentage growth for that occupational cluster	Lightcast 4Q 2023
Supplemental Occupation Concentration	Concentration of other occupations applicable to warehouse work where 1.00 equals the national average. Includes retail, food service, etc.	Lightcast 4Q 2023
Supplemental Occupation Growth	Projected five-year percentage growth for that occupational cluster	Lightcast 4Q 2023

## LABOR DEMAND

Job Postings / Total Occupations	Annual online job postings for Warehouse Worker cluster divided by current cluster presence	Lightcast/CareerBuilder as of Jan 2023
Warehousing Industry Growth	Projected five-year employment growth in warehousing and related	Lightcast 4Q 2023
Posting Intensity	Ratio of total to unique (deduplicated) job postings	Lightcast 4Q 2023
Posting Concentration	Concentration of job postings in a particular region compared to the nation	Lightcast 4Q 2023

## LABOR COSTS

Warehouse Worker Wage	Median wage for Warehouse Worker cluster	ERI & Lightcast 4Q 2023
Warehouse Worker Wage Growth	Growth in wages for Warehouse Worker cluster	Lightcast 4Q 2023
Forklift Driver Wage	Median wage specifically for forklift drivers	ERI & Lightcast 4Q 2023
Cost of Living	Cost of living in region	ERI (Jan 2023) & Lightcast 4Q 2023

## ORGANIZED LABOR

Most Recent Unionization Rate	Overall private union membership rate	BLS CPS via UnionStats
Total Count of Filings	Total number of organization attempts since January 1, 2014	National Labor Relations Board



8235 Douglas Avenue  
Suite 500  
Dallas, Tx 75225

[siterelectiongroup.com](http://siterelectiongroup.com)