



LABOR FORCE ASSESSMENT

Belleville, NJ

March 22, 2022

LABOR FORCE SUMMARY

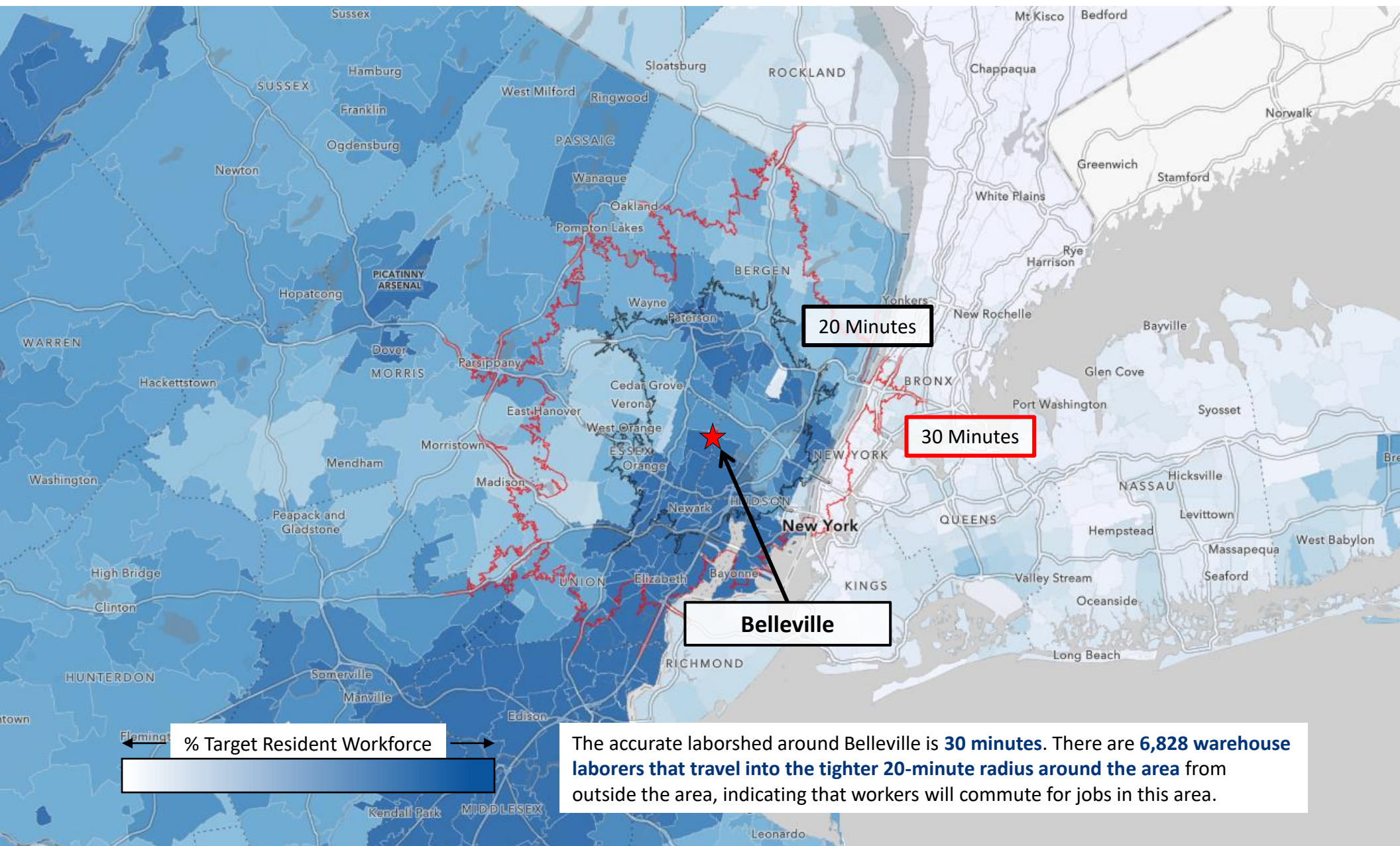
This labor force assessment identified and analyzed the labor shed (that is, the geographic area from which a company could reasonably hire workers from) for 681 Main Street, Belleville, NJ. The four key criteria analyzed included Labor Supply, Labor Demand, Labor Costs, and Organized Labor.

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

	POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES	KEY TAKEAWAYS
LABOR SUPPLY	✓ Access to a labor force of almost 2,000,000. ✓ The occupational supply of warehouse workers is above both the national average and metro area.	– Demographic data is mixed. Some metrics (income, edu.) are less favorable. – Occupation growth projections are lower in this labor shed.	○ Current data shows a large available labor force that is relatively well aligned for distribution.
LABOR DEMAND	✓ Job posting and industry growth data indicate lower demand in this labor shed.	– However, there is activity in this industry as seen by the positive industry growth rate, which can lead to more demand down the road.	○ Based on these labor demand metrics, there appears to be lower demand in the labor shed compared to metro.
LABOR COST	✓ Cost of living is lower in this labor shed compared to the metro.	– Warehousing and forklift wages are elevated. – Cost of living in this labor shed is above the national average.	○ While wage rates are elevated in this region, the cost of living is relatively lower in this labor shed.
ORGANIZED LABOR	✓ There have been fewer union filings in this labor shed, compared to the metro area.	– There is a union presence in this area as seen by the moderate unionization rate and count of filings.	○ Despite the moderate unionization rate, the count of filings is lower in the labor shed compared to the metro area.

COMMUTE & LABORSHED ANALYSIS

The map below shows warehouse and distribution occupation concentration by home ZIP code. Darker blue ZIP codes represent a higher percentage of the resident labor force working in the distribution occupation cluster.



KEY LABOR FORCE CHARACTERISTICS

Belleville, NJ

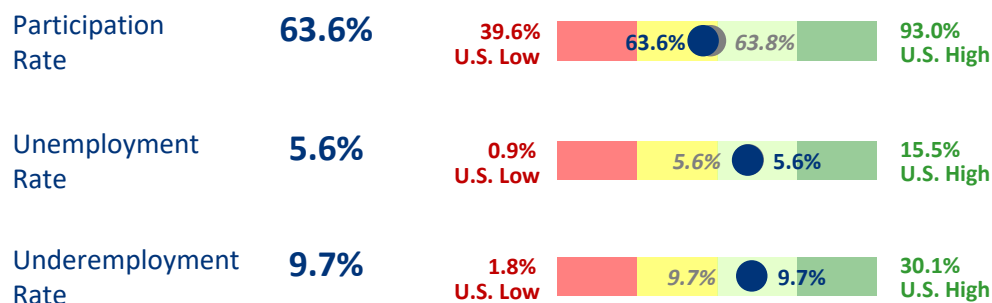
POPULATION 3,767,546
30 - Minute Drive Time

LABOR FORCE 1,952,083
30 - Minute Drive Time

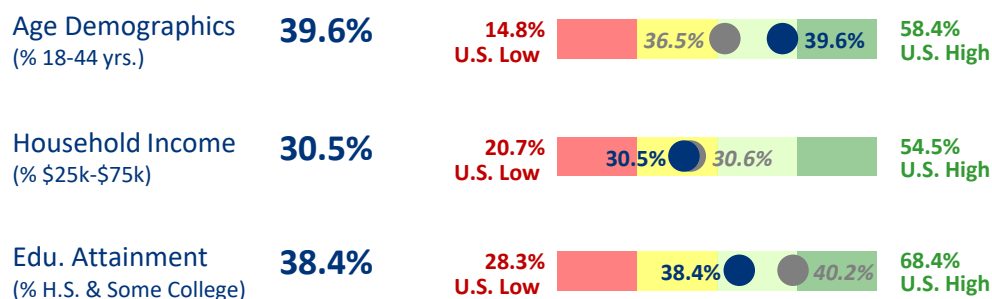
Key Labor Supply Takeaways

- Access to labor force of almost 2,000,000. The unemployment rate in this area is approximately 5.6%, with an underemployment rate of 9.7%.
- Target demographic data is mixed. Age demographics are more favorable in the labor shed than metro, while income and education are less favorable.
- Concentration of warehouse workers is above the national average and metro area. Growth projections and the supplemental labor force (retail and food service workers who can be trained) are less favorable.

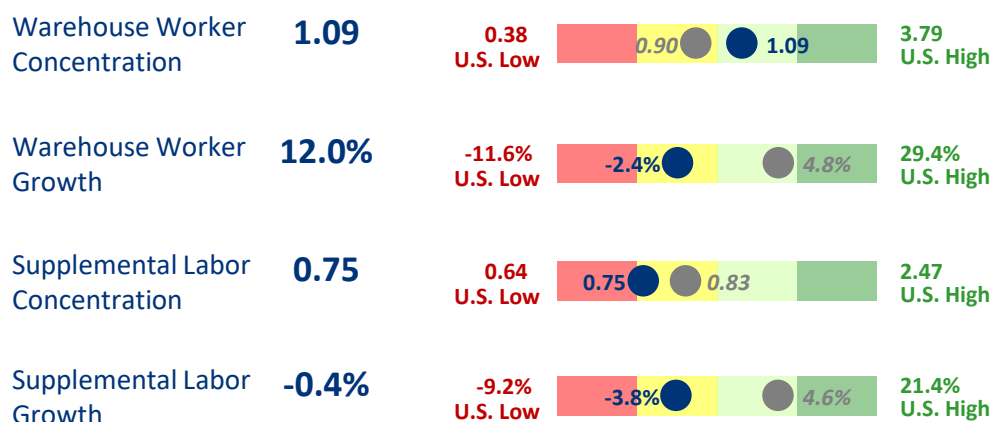
LABOR SCALABILITY



TARGET DEMOGRAPHICS



OCCUPATION STATISTICS



● 30 - Minute Drive Time around Belleville, NJ

● Greater New York-Newark, NY-NJ-CT-PA Metro Area

KEY LABOR FORCE CHARACTERISTICS

Belleville, NJ

Key Demand, Costs, and Union Takeaways

- Labor demand shows more favorably in the labor shed than metro, for both job posting and warehousing industry growth metrics.
- There is union activity in this area as seen by the unionization rate and count of filings.
- Median wages for warehouse workers are less favorable in the labor shed than metro, and wage escalation is moderate. Forklift wages are elevated in this region.
- While cost of living tends to be higher in this region, it is lower in this labor shed than metro.

LABOR DEMAND

Job Postings / Total Occupations **13.6%** 115.6% U.S. High 22.6% 13.6% 4.0% U.S. Low

Warehousing Industry Growth **3.7%** 33.3% U.S. High 11.0% 3.7% -17.3% U.S. Low

ORGANIZED LABOR

Most Recent Unionization Rate **12.4%** 40.3% U.S. High 12.4% 12.4% 0.0% U.S. Low

Total Count of Filings **740** 2,154 U.S. High 2,154 740 0 U.S. Low

LABOR COST

Warehouse Worker Median Wage **\$17.75/hr** \$20.61 U.S. High \$17.75 \$16.92 \$10.04 U.S. Low

Warehouse Worker Annual Wage Escalation **5.5%** 23.6% U.S. High 5.5% 5.3% -5.4% U.S. Low

Warehouse Median Wage / Minimum Wage **137%** 312% U.S. High 137% 130% 106% U.S. Low

Forklift Driver Median Wage **\$20.80/hr** \$35.56 U.S. High \$20.80 \$20.24 \$9.52 U.S. Low

Cost of Living **113.3** 165.0 U.S. High 137.5 109.8 79.0 U.S. Low

30 - Minute Drive Time around Belleville, NJ

Greater New York-Newark, NY-NJ-CT-PA Metro Area

LABOR FORCE VALUE PROPOSITION

Belleville, NJ



LABOR SUPPLY

Potential to leverage ~6,828 warehouse workers who commute into the area.

- ✓ Occupational supply of warehousing workers is favorable compared to the national average and metro area.



LABOR DEMAND

Labor demand is lower in this labor shed than metro.

- ✓ Based on both industry growth and job posting activity metrics, labor demand appears to be relatively lower in this labor shed.



LABOR COSTS

Cost of living is lower in this labor shed than metro.

- ✓ Employers can expect to pay warehouse workers wages of \$17.75 an hour on average.



ORGANIZED LABOR

The count of filings is lower in the labor shed than the metro.

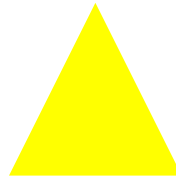
- ✓ While there is union activity in this area, the total count of filings is lower in this labor shed compared to the metro area.

EXECUTIVE SUMMARY OF LABOR FORCE CONDITIONS

Belleville, NJ



There is a favorable supply of warehousing workers in this labor shed, coupled with relatively lower demand.



Wages appear to be elevated across this region, especially for forklift drivers. There is also some union activity in and around this labor shed.



None – no major red flags.

GLOSSARY & DATA SOURCES

LABOR SUPPLY	DEFINITION	SOURCE
LABOR SCALABILITY		
Participation Rate	Number of workers in labor force divided by population	Experian 2021
Unemployment Rate	Both “official” unemployment rate and estimated rate for laborshed	Experian 2021 & BLS LAUS (February 2022)
Underemployment Rate	Percentage of workers employed but seeking better work opportunities	Experian 2021 & BLS CPS
TARGET DEMOGRAPHICS		
Age Demographics (% 18-44)	% of population in target age categories for warehouse work	Experian 2021
Household Income (% \$25k-\$75k)	% of population in target income categories for warehouse work	Experian 2021
Educational Attainment (% H.S. & Some College)	% of population in target educational levels for warehouse work	Experian 2021
OCCUPATION STATISTICS		
Warehouse Worker Occupation Concentration	Concentration of key direct warehouse labor where 1.00 equals the national average. Includes picker-packers, forklift, etc.	EMSI 4Q 2021
Warehouse Worker Occupational Growth	Projected five-year percentage growth for that occupational cluster	EMSI 4Q 2021
Supplemental Occupation Concentration	Concentration of other occupations applicable to warehouse work where 1.00 equals the national average. Includes retail, food service, etc.	EMSI 4Q 2021
Supplemental Occupation Growth	Projected five-year percentage growth for that occupational cluster	EMSI 4Q 2021

OTHER FACTORS	USE	SOURCE
LABOR DEMAND		
Job Postings / Occupations	Total Annual online job postings for Warehouse Worker cluster divided by current cluster presence	EMSI/CareerBuilder as of January 2022
Warehousing Industry Growth	Projected five-year employment growth in warehousing and related	EMSI 4Q 2021
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
LABOR COSTS		
Warehouse Worker Wage	Median wage for Warehouse Worker cluster	ERI & EMSI 4Q 2021
Warehouse Worker Wage Growth	Growth in wages for Warehouse Worker cluster	EMSI 4Q 2021
Warehouse Worker Wage / Minimum Wage	Dividing above by minimum wage to understand competitive positioning	ERI, EMSI, and multiple sources
Forklift Driver Wage	Median wage specifically for forklift drivers	ERI & EMSI 4Q 2021
Cost of Living	Cost of living in region	ERI (March 2022) EMSI 4Q 2021



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