



LABOR FORCE ASSESSMENT

Bayonne, NJ

November 2023

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 Bayonne, NJ. The four key criteria analyzed included Labor Supply, Labor Demand, Labor Costs, and Organized Labor.

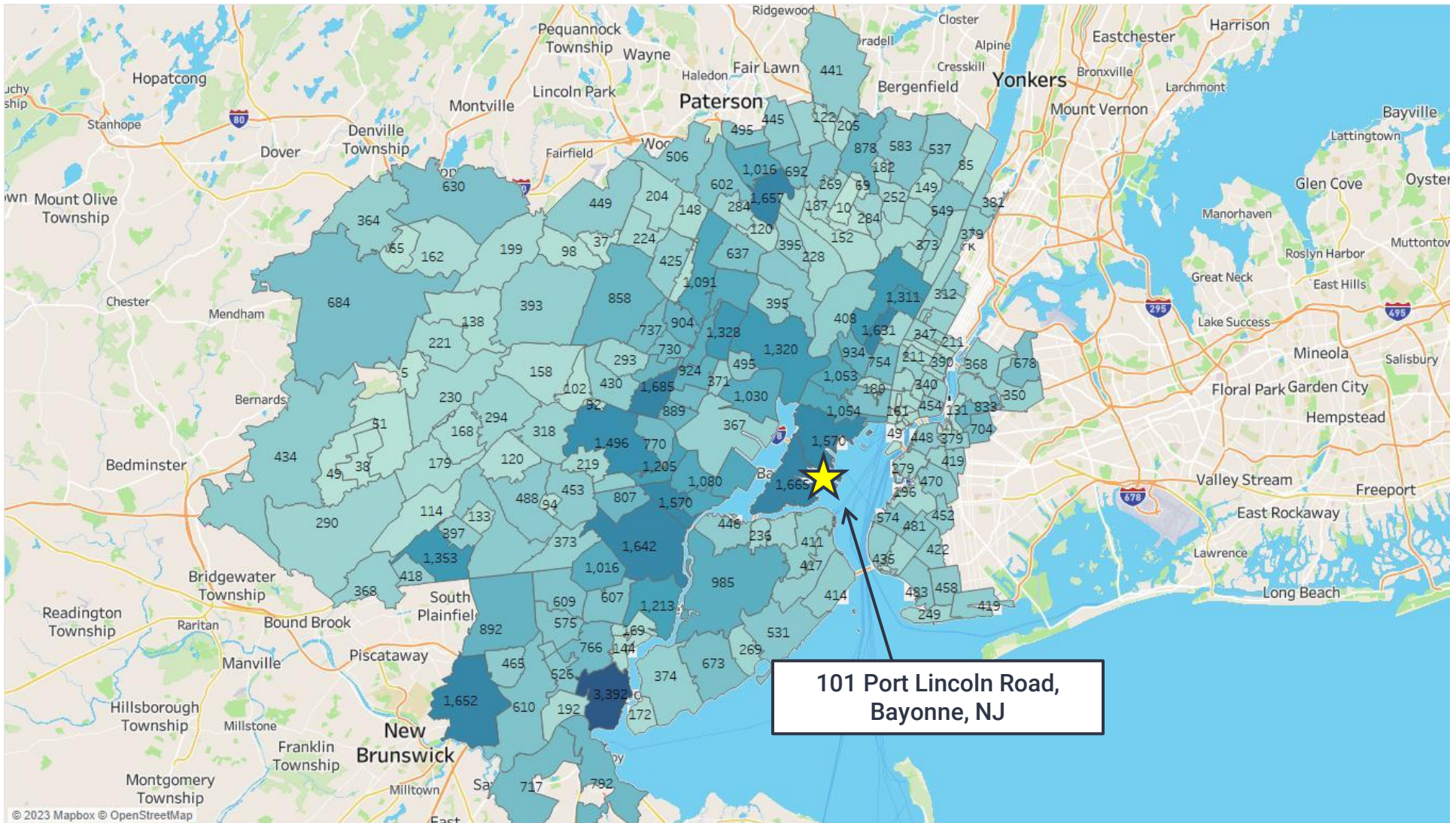
Based on the results, Site Selection Group believes the distribution labor force accessible to Bayonne to be favorable overall, and no major deficiencies were uncovered.

	POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES	KEY TAKEAWAYS
LABOR SUPPLY	<ul style="list-style-type: none"> ✓ Access to labor force of over 2 million people with population expected to grow in the next 5-years. ✓ Favorable growth projections for warehouse and supplemental workers. 	<ul style="list-style-type: none"> - Concentration of warehouse and supplemental workers is below the national average. - The labor shed is slightly less aligned than the US median in terms of target income and education demographics for a distribution operation. 	<ul style="list-style-type: none"> ○ Current and projected data show a large and available distribution workforce in this labor shed.
LABOR DEMAND	<ul style="list-style-type: none"> ✓ Count of distribution job postings relative to the total distribution workforce in the labor shed is favorable. ✓ Job posting concentration for warehouse workers is favorable. 	<ul style="list-style-type: none"> - Slightly elevated posting intensity in the area indicate employers are having to work harder to find labor. 	<ul style="list-style-type: none"> ○ Despite slightly elevated job posting intensity, all other labor demand measures indicate low-moderate competition at current time.
LABOR COST	<ul style="list-style-type: none"> ✓ N/A 	<ul style="list-style-type: none"> - Warehouse worker wages and wage escalation are elevated in the labor shed. Forklift driver wages are also slightly elevated. - Cost of living in the labor shed is elevated. 	<ul style="list-style-type: none"> ○ As a result of higher cost of living, employers in the area are having to pay higher wages.
ORGANIZED LABOR	<ul style="list-style-type: none"> ✓ The count of filings in the labor shed is lower than the broader metro area. 	<ul style="list-style-type: none"> - Non-Right-to-work state. - Elevated unionization rate in the area. 	<ul style="list-style-type: none"> ○ Count of filings and unionization rate indicate union presence in the labor shed.

COMMUTE & LABOR SHED ANALYSIS

The accurate labor shed around Bayonne is 35 minutes. There are 95,141 Distribution Workers that live within a 35-minute drive time of the site. In addition, there are 9,766 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 Bayonne 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

Bayonne, NJ

POPULATION
35-Minute Drive Time **4,239,264**

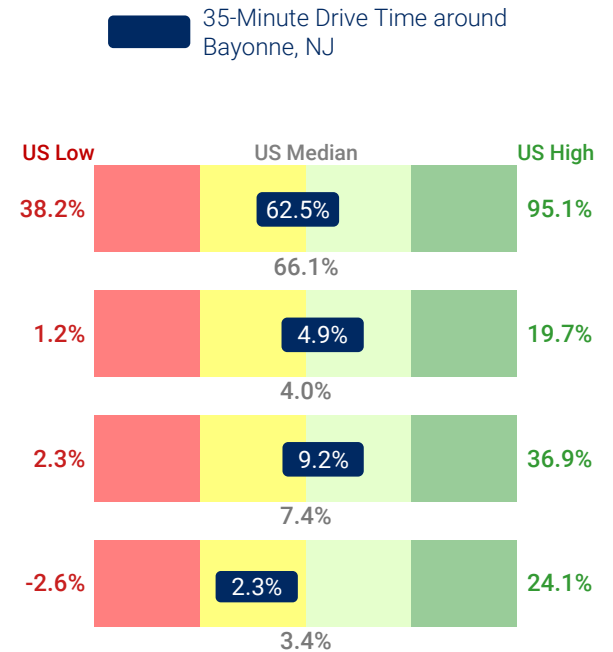
LABOR FORCE
35-Minute Drive Time **2,167,803**

Key Labor Force Takeaways

- Access to labor force of over 2 million people, with population expected to grow in the next five years.
- Labor force participation, unemployment, and underemployment rates are very similar to the US median.
- While target age demographics are more aligned in the labor shed, income and educational attainment are slightly less aligned than the US median.
- The true median age for the labor shed is 37.3 yrs. and median income is \$83,107.

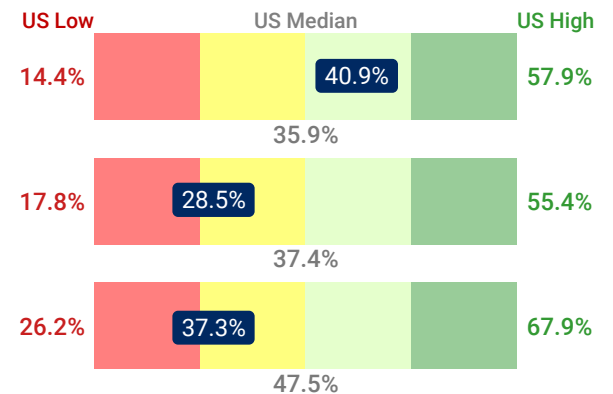
LABOR SCALABILITY

Site	Value
Participation Rate	62.5%
Unemployment Rate	4.9%
Underemployment Rate	9.2%
Population Growth (5-Year Projected)	2.3%



TARGET DEMOGRAPHICS

Site	Value
Age Demographics (% 18-44 yrs.)	40.9%
Household Income (% \$25k- \$75k)	28.5%
Educational Attainment (% H.S. & Some College)	37.3%



Median Age – 37.3 yrs.

Median Income – \$83,107

LABOR SUPPLY & DEMAND

Bayonne, NJ

WAREHOUSE WORKERS
35-Minute Drive Time **95,141**

SUPPLEMENTAL WORKERS
35-Minute Drive Time **253,552**

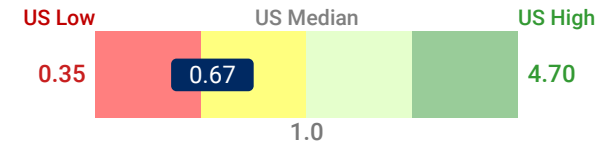
Key Labor Supply & Demand Takeaways

- Warehouse worker and supplemental labor concentration in the labor shed are below the US median, but both show favorable 5-year growth projections.
- The count of distribution job postings relative to the total number of distribution workers in the area is favorable. Job posting concentration for the area is also favorable.
- The warehousing industry is expected to grow in the area in the next 5 years, but the growth rate is below the US median.
- Posting intensity is slightly elevated indicating employers are having to post the same job across multiple platforms to find workers.

LABOR SUPPLY

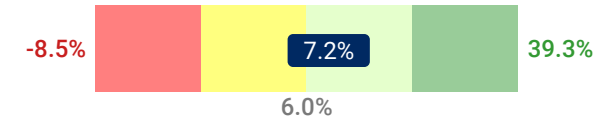
Warehouse Worker Concentration

Site
0.67



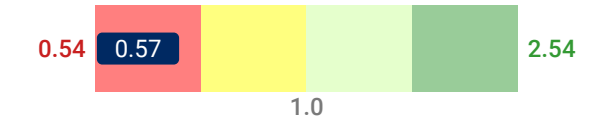
Warehouse Worker Growth
(5-Year Projected)

7.2%



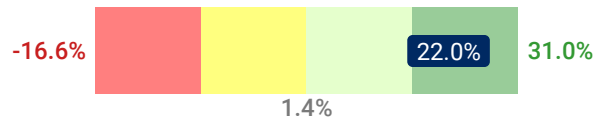
Supplemental Labor Concentration

0.57



Supplemental Labor Growth
(5-Year Projected)

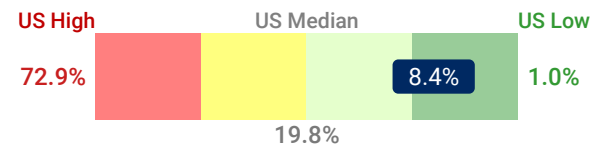
22.0%



LABOR DEMAND

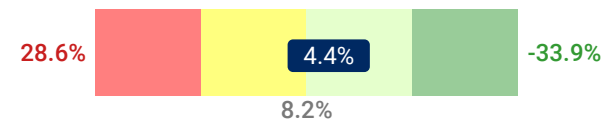
Job Postings / Total Occupations

Site
8.4%



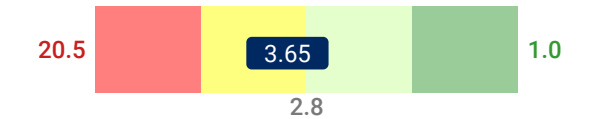
Warehousing Industry Growth

4.4%



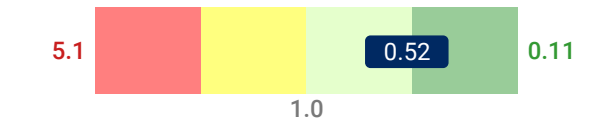
Posting Intensity

3.65



Posting Concentration

0.52



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.

35-Minute Drive Time around Bayonne, NJ

LABOR COSTS & ORGANIZED LABOR

Bayonne, NJ

Key Labor Cost & Organized Labor Takeaways

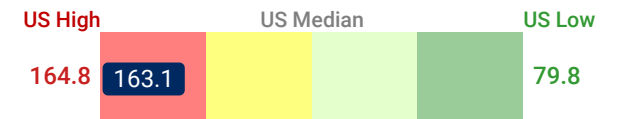
- Cost of living in the labor shed is elevated.
- As a result of elevated cost of living, employers in the area are having to pay higher warehouse worker and forklift driver wages. Not surprisingly, wage escalation is also elevated relative to the US median.
- There is organized labor presence in the labor shed as indicated by the unionization rate and total count of filings.

LABOR COSTS

Cost of Living

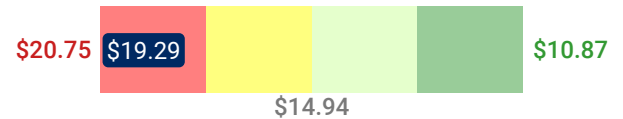
Site

163.1



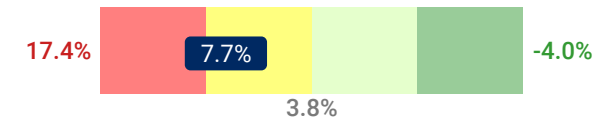
Warehouse Worker Median Wage

\$19.29



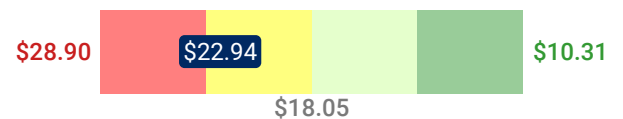
Warehouse Worker Annual Wage Escalation

7.7%



Forklift Driver Median Wage

\$22.94

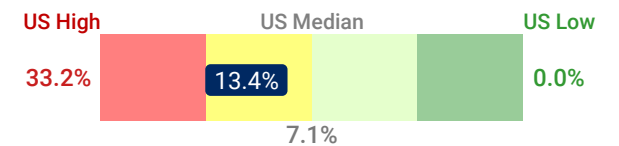


ORGANIZED LABOR

Most Recent Unionization Rate
(Metro Level Data)

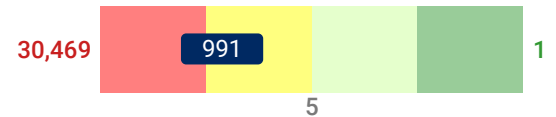
Site

13.4%



Total Count of Filings
(City Level Data)

991



35-Minute Drive Time around Bayonne, NJ

LABOR FORCE VALUE PROPOSITION

Bayonne, NJ



LABOR SUPPLY

Access to over 95,000 warehouse workers and 250,000 supplemental workers living within a 35-minute drive time radius.

- ✓ Potential to leverage 9,766 warehouse workers who already commute into the area for jobs.
- ✓ Occupational supply of warehouse and supplemental workers have favorable growth projections.



LABOR DEMAND

Despite elevated job posting intensity, competition for target workers in the area looks moderate.

- ✓ Warehousing industry growth projections and current job posting concentration are below the US median.



LABOR COSTS

Warehouse worker and forklift driver wages in the labor shed are elevated.

- ✓ Employers can expect to pay general warehouse workers wages of \$19.29 an hour and forklift drivers \$22.94 an hour on average.
- ✓ As a result of elevated cost of living in the area, higher wages and wage escalation are expected.



ORGANIZED LABOR

The unionization rate for this labor shed is 13.4%.

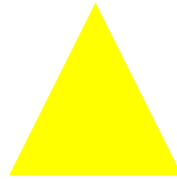
- ✓ The number of union filings and unionization rate in the area indicate moderate union presence.

EXECUTIVE SUMMARY OF LABOR FORCE CONDITIONS

Bayonne, NJ



Access to labor force of over 2 million people with the potential to leverage 9,766 warehouse workers who commute into the area for jobs.



While concentration of warehouse and supplemental workers are below the national average at current time, both 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 2022
Unemployment Rate	Both "official" unemployment rate and estimated rate for labor shed	Experian 2023 & BLS LAUS (February 2023)
Underemployment Rate	Percentage of workers employed but seeking better work opportunities	Experian 2022 & BLS CPS
Population Growth (5-Year Projected)	% change in population over the next 5 years	Experian 2022

TARGET DEMOGRAPHICS

Age Demographics (% 18-44)	% of population in target age categories for warehouse work	Experian 2022
Household Income (% \$25k-\$75k)	% of population in target income categories for warehouse work	Experian 2022
Educational Attainment (% H.S. & Some College)	% of population in target educational levels for warehouse work	Experian 2022

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 3Q 2023
Warehouse Worker Occupational Growth	Projected five-year percentage growth for that occupational cluster	Lightcast 3Q 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 3Q 2023
Supplemental Occupation Growth	Projected five-year percentage growth for that occupational cluster	Lightcast 3Q 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 3Q 2023
Posting Intensity	Ratio of total to unique (deduplicated) job postings	Lightcast 3Q 2023
Posting Concentration	Concentration of job postings in a particular region compared to the nation	Lightcast 3Q 2023

LABOR COSTS

Warehouse Worker Wage	Median wage for Warehouse Worker cluster	ERI & Lightcast 3Q 2023
Warehouse Worker Wage Growth	Growth in wages for Warehouse Worker cluster	Lightcast 3Q 2023
Forklift Driver Wage	Median wage specifically for forklift drivers	ERI & Lightcast 3Q 2023
Cost of Living	Cost of living in region	ERI (Jan 2023) & Lightcast 3Q 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



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