

Chapter 3

Workforce Demand Data

NJCCN used data mined from Burning Glass Technologies™ to determine demand for nurses in the State of New Jersey. The O*Net-SOC taxonomy was used to standardize the occupation-specific indicators. The job advertisements were reviewed to eliminate any per diem positions, temporary positions, staffing agencies, and postings that had job openings outside of New Jersey.

Table 3.1: Summary Demand and Requirements Table by Occupation - 2020

Category		Demand and Employment				Salary
Source		Burning Glass	BLS*/OES2020	BGT** Projections		
SOC Code (ONET-6)	Occupation Title	Number of job Postings	Number Employed 2020	% Change in Employment 2019-2020	Projected Statewide Change in Employment 2018-2028	Mean Salary
29-1141	Registered Nurses	12,856	78,590	-2%	11.3%	85,720
29-2061	Licensed Practical & Licensed Vocational Nurses	3,149	15,590	-12%	7.3%	57,590
29-1171	Nurse Practitioners	2,253	5,800	-10%	28.2%	130,890

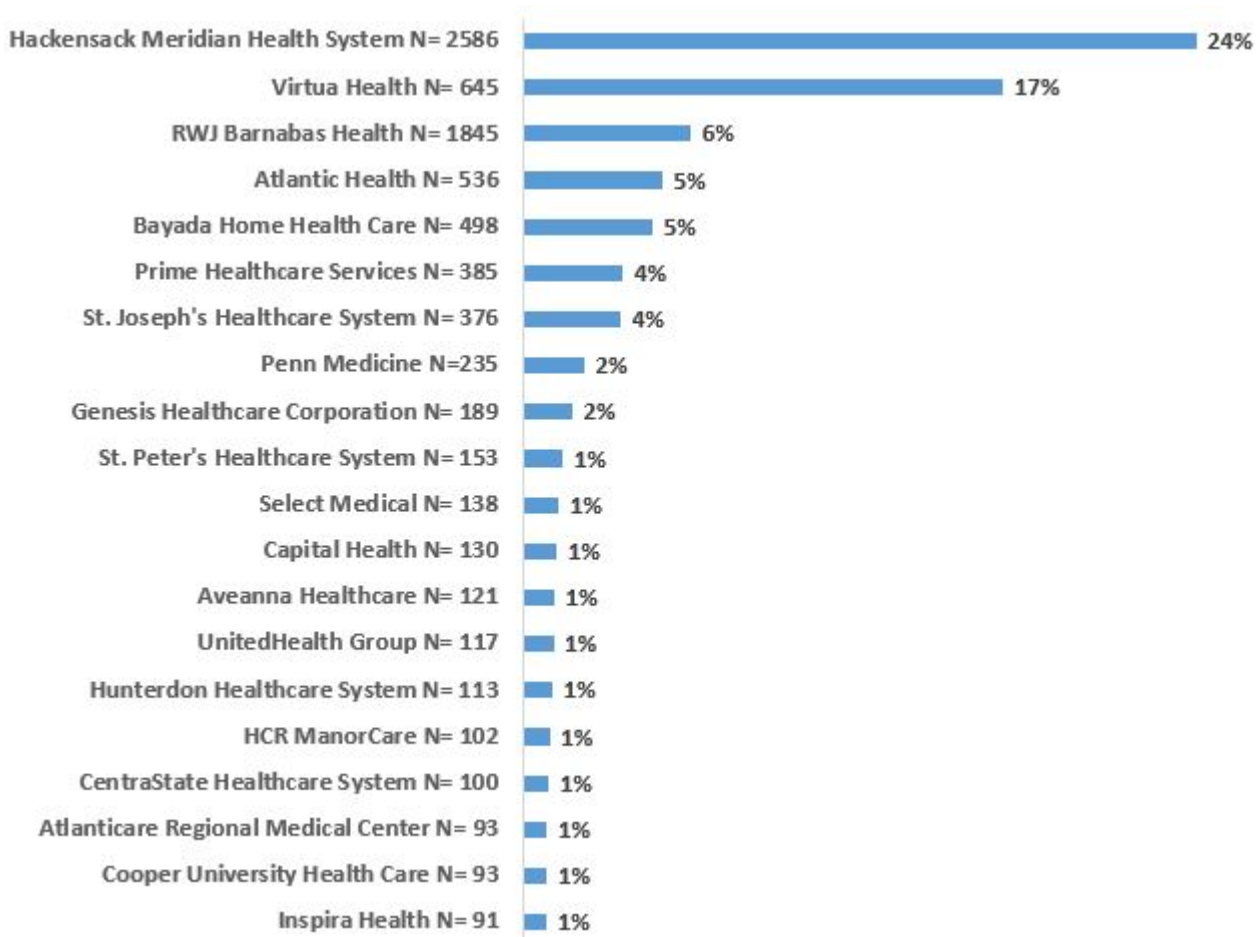
*BLS/OES2020 is Bureau of Labor Statistics Occupational Employment Statistics 2020

**BGT is Burning Glass Technologies™

Registered Nurse (RN) Demand Profile

Figure 3.1 shows the 20 employers who produced the greatest number of online job postings for RNs in 2020. Hospital employers were combined under their healthcare system where applicable. Greater numbers of postings may reflect a high rate of turnover or a high demand for employees. The top 20 employers accounted for 8,546 (80.5%) of the 10,620 qualified total postings.

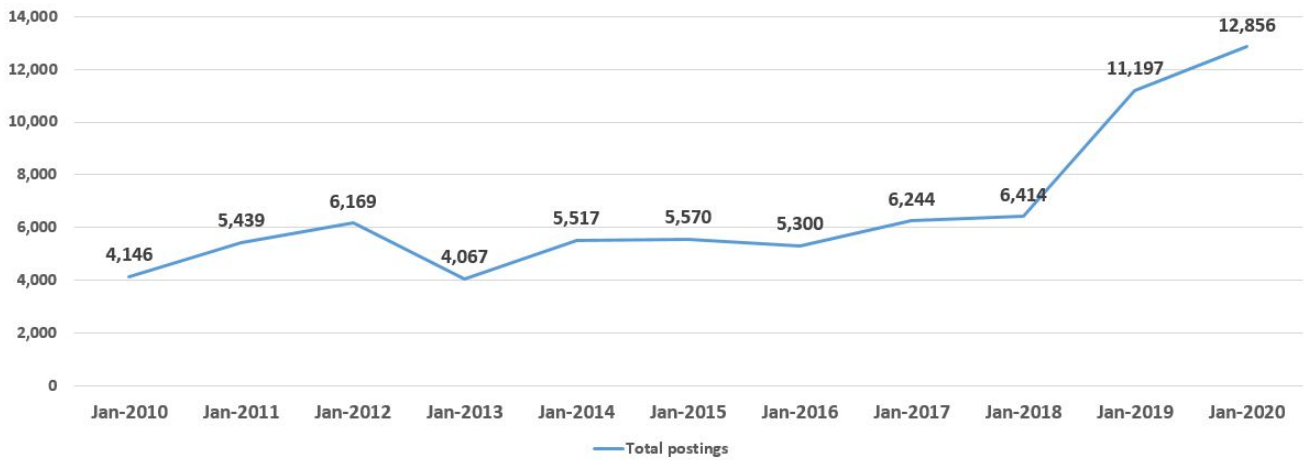
Figure 3.1: Top 20 Employers of RNs



(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

According to **Figure 3.2**, postings increased by 14.82% to 12,856 in the period of 2019-2020.

Figure 3.2: RN Time Series Analysis 2010-2020

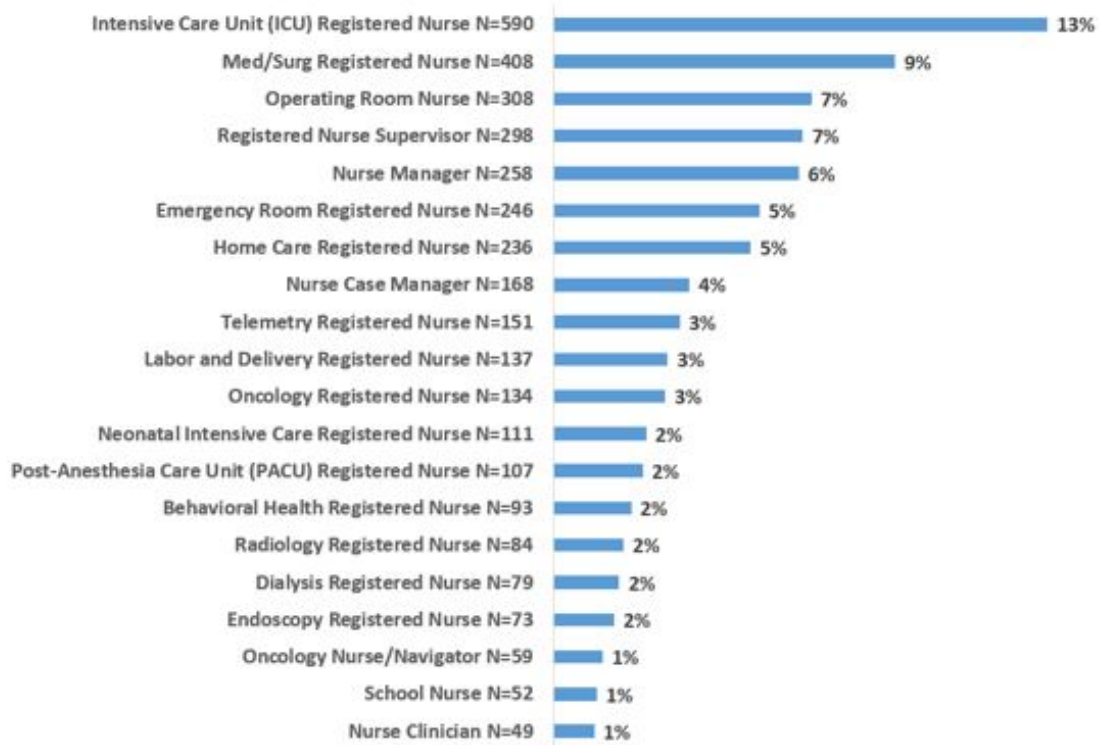


(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

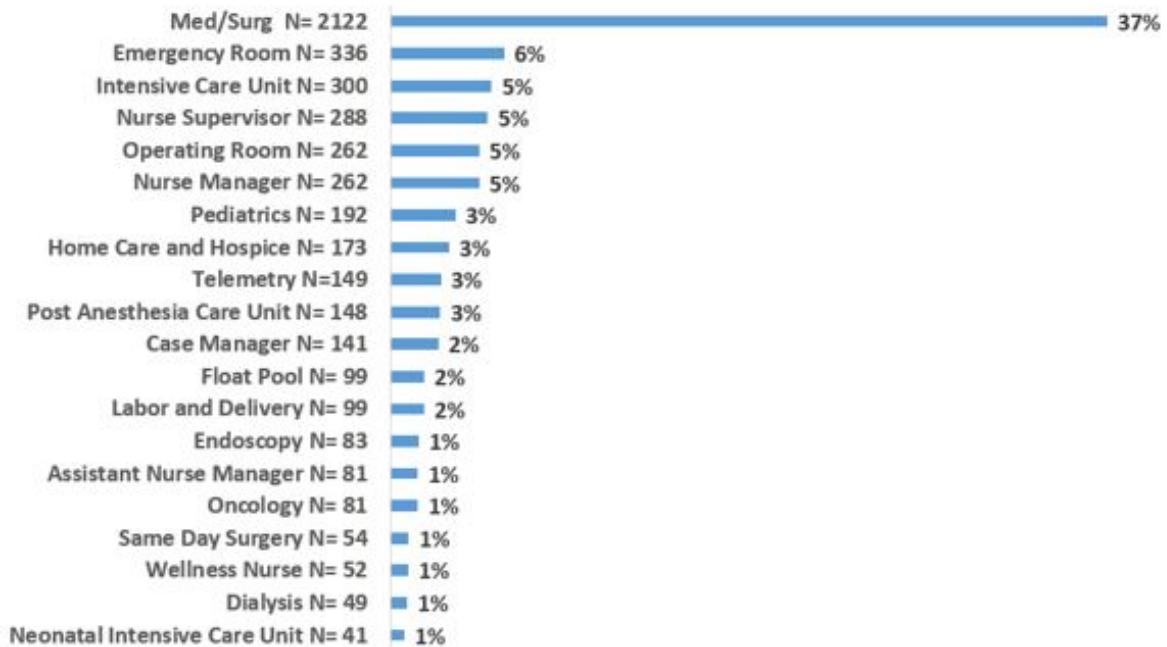
Figure 3.3, on the following page, lists the top RN positions in most demand. Compared to last year's report, there is greater demand for med-surg and emergency room nurses. In 2020, the top 20 RN positions accounted for 5,012 (87.7%) of the 5,716 total qualified postings. In 2019, top 20 RN positions accounted for 3,671 (81%) of the 4,529 total qualified postings. The med-surg position increased from 408 postings in 2019 to 2,122 postings in 2020. This accounted for 37% of the top 20 postings in 2020, compared to 9% in 2019.

Figure 3.3: Top 20 RN Positions

2019



2020

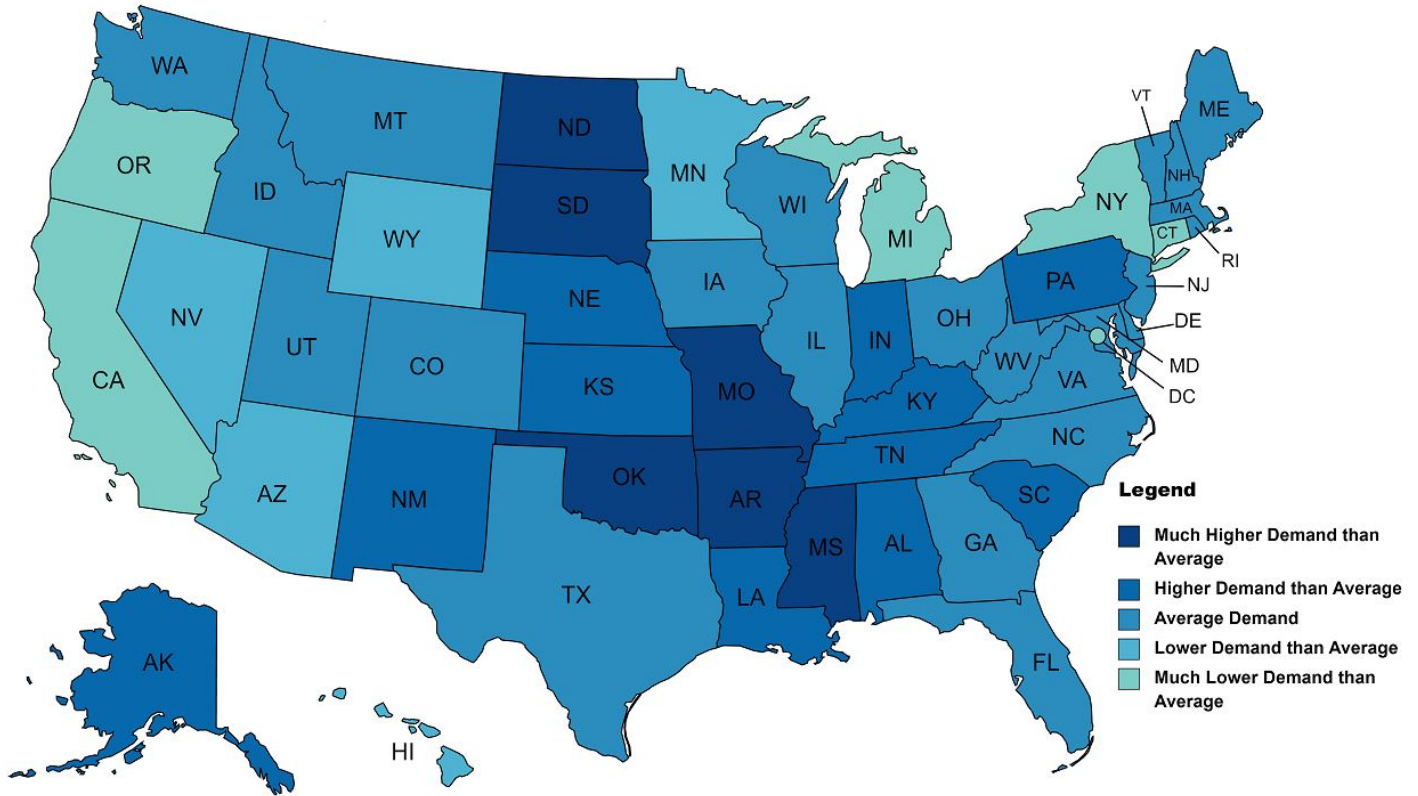


(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

National Demand Comparison

Figure 3.4 shows the level of demand for RNs across the United States from October 1, 2020 through September 30, 2021. Local area demand is relative to national demand.

Figure 3.4: National Demand for RNs



(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

The average rate of demand for RNs nationally is job postings per employed persons. When compared to this rate, **New Jersey has an average rate of demand for RN positions (1.1 LQ)**. The states with much higher demand than average are Oklahoma (2.1 LQ), Missouri (1.7 LQ), Arkansas (1.7 LQ), Mississippi (1.7 LQ), and South Dakota (1.7 LQ). The states with much lower demand than average are Michigan (.1 LQ), Connecticut (.2 LQ), California (.2 LQ), New York (.4 LQ), and District of Columbia (.6 LQ).

Job Postings by County

January 1, 2020 - December 31, 2020

There were 12,791 qualified postings available with the current filters applied.

Table 3.2: Demand for RNs by NJ County

County	Job Postings	Location Quotient	Concentration
Atlantic	219	1.5	High
Bergen	1,069	0.8*	Low
Burlington	777	1.2	Average
Camden	1,183	1.8	Very High
Cape May	38	1.1	Average
Cumberland	148	1.4	High
Essex	1,302	1.3	High
Gloucester	304	0.9	Average
Hudson	576	0.6	Very Low
Hunterdon	118	1.1	Average
Mercer	540	0.7*	Low
Middlesex	1,591	1.2	Average
Monmouth	1,435	2.2	Very High
Morris	775	0.8*	Low
Ocean	915	3.3	Very High
Passaic	746	1.6	Very High
Salem	62	1.1	Average
Somerset	315	0.5	Very Low
Sussex	64	1.0	Average
Union	515	0.8*	Low
Warren	99	1.5	High

*Values should be used with caution due to small sample size.

(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

Table 3.2 shows county-level data for the raw number of job postings, the percent of NJ job postings located in each county, and the county Location Quotient (LQ). LQ is a per capita measure that aims to show the concentration of a job in a given area compared to concentration of the same job nationwide.

- A LQ that is equal to the national average would be 1.0.
- A LQ greater than 1.0 would indicate that demand is greater than the national average. For example, 1.2 would indicate that demand is 20% higher than the national average.
- A LQ less than 1.0 would indicate that demand is lower than the national average. For example, 0.8 would indicate that demand is 20% lower than the national average.

The counties with the highest LQ, which indicate demand is greater than the national average, include Ocean (3.3), Monmouth (2.2), and Camden (1.8). The counties with the lowest LQ, which

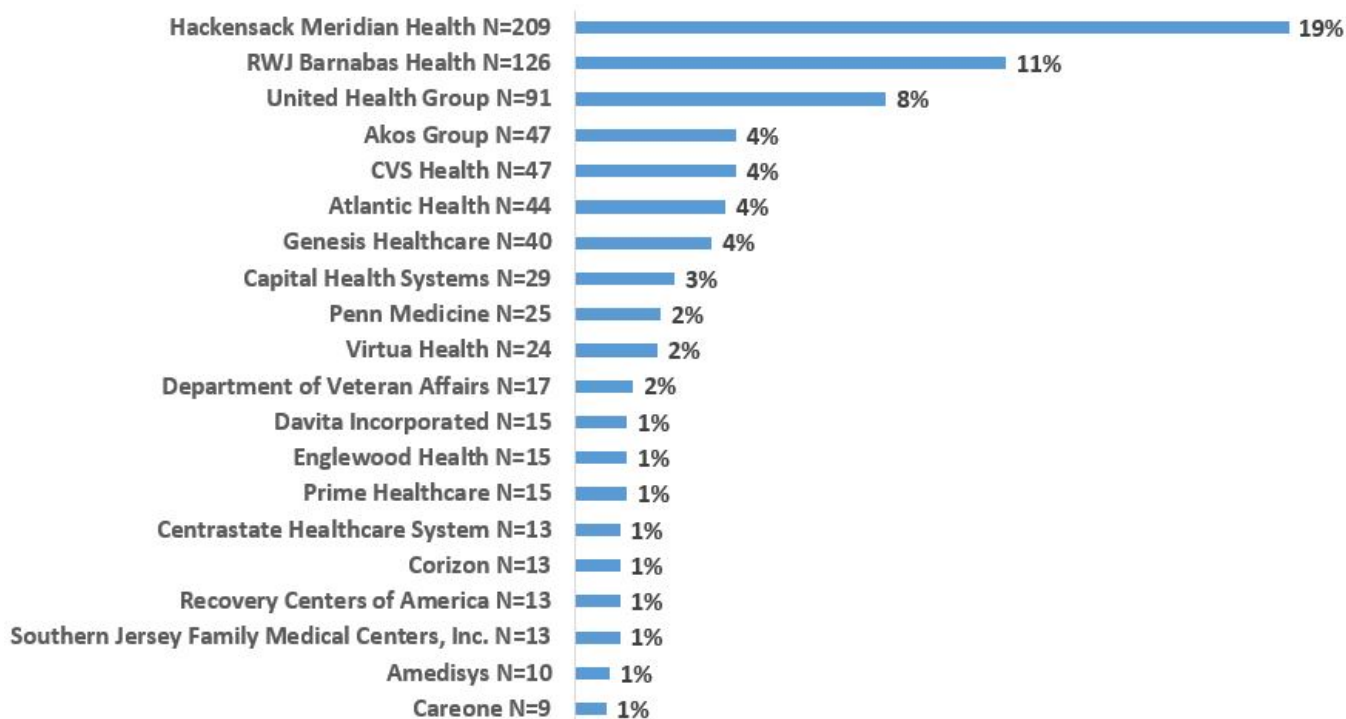
indication demand is lower than the national average, include Somerset (0.5), Hudson (0.6), and Mercer (0.7*).

The counties with the most job postings include Middlesex (1,591), Monmouth (1,435), and Essex (1,302).

Nurse Practitioner (NP) Demand Profile

Figure 3.5 shows the top 20 employers with the greatest number of online job postings for Nurse Practitioners (NP) in 2020. Hospital employers were combined under their healthcare system where applicable. Greater numbers of postings may reflect a high rate of turnover or a high demand for employees. The top 20 employers accounted for 815 (73.8%) of the 1,104 total qualified postings.

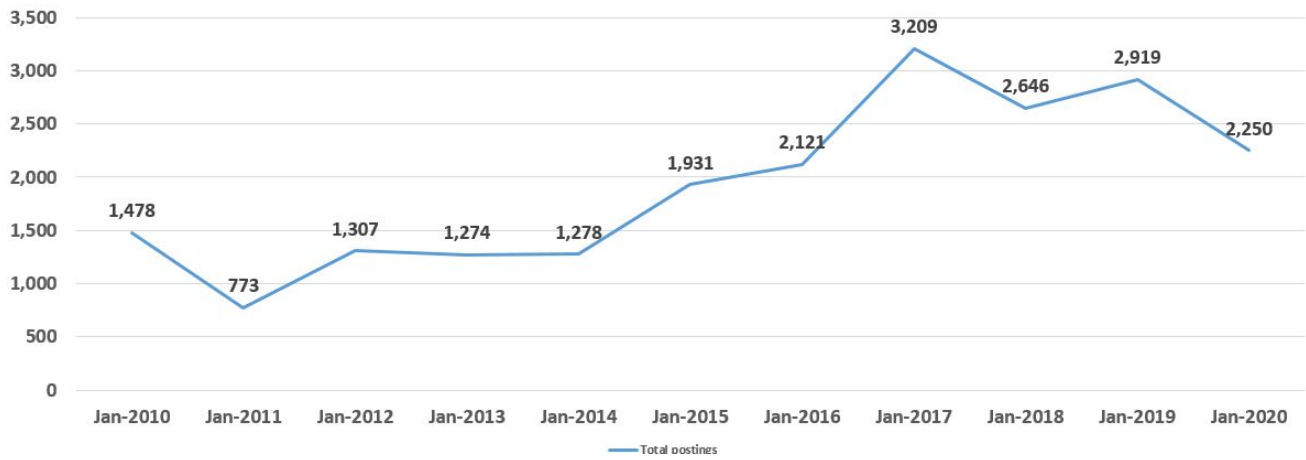
Figure 3.5: Top 20 Employers of NPs



(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

According to **Figure 3.6**, postings decreased by 22.92% to 2,250 in the period of 2019-2020.

Figure 3.6: NP Time Series Analysis 2010-2020

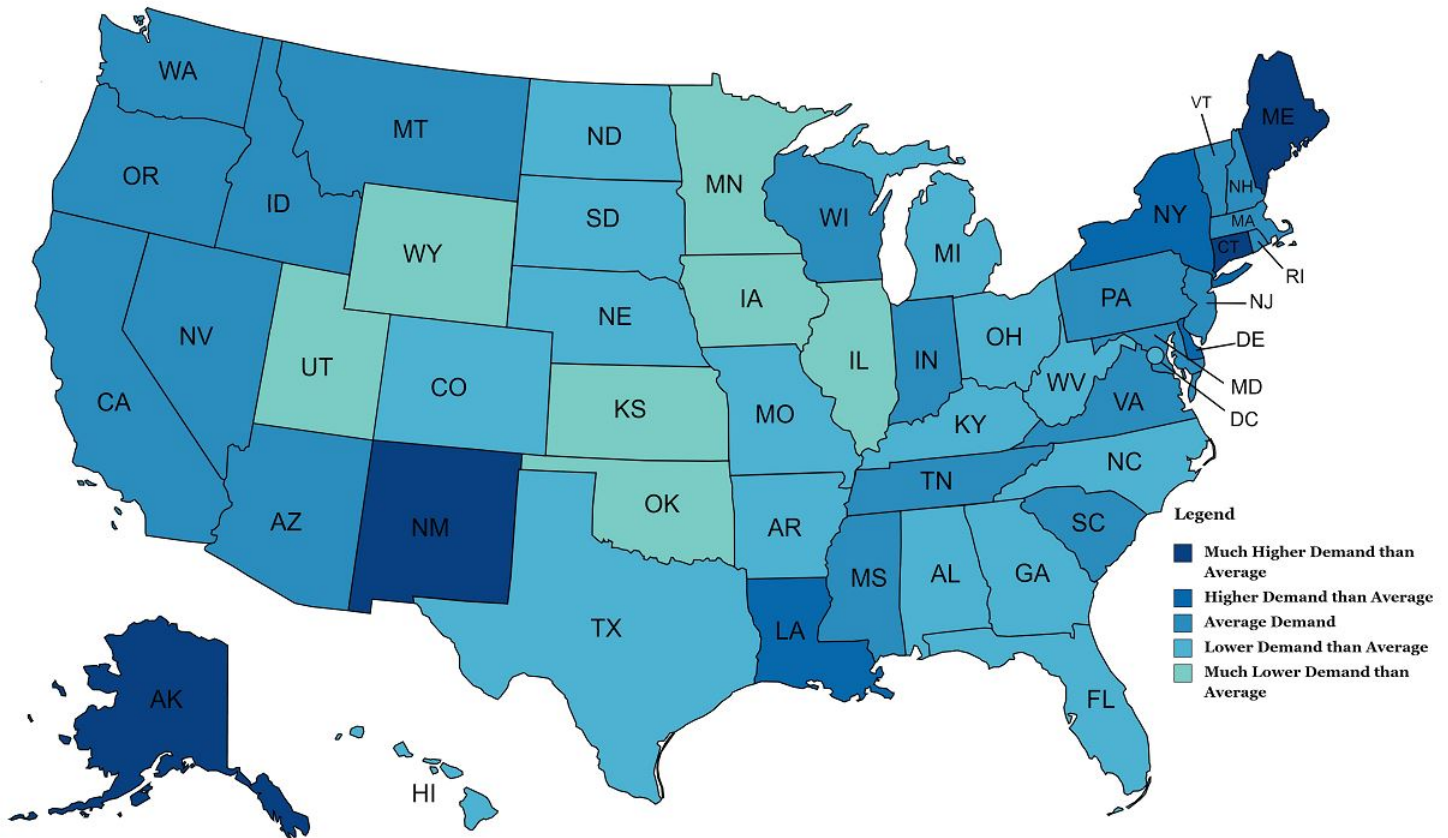


(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

National Demand Comparison

Figure 3.7 shows the level of demand for NPs across the United States from October 1, 2020 through September 30, 2021. Local area demand is calculated relative to national demand.

Figure 3.7: National Demand for NPs



(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

The average rate of demand for NPs nationally is job postings per employed persons. When compared to this rate, **New Jersey has an average rate of demand for NP positions, at 0.9 LQ.** States with much higher demand than average are Maine (2.1 LQ), Alaska (2.0 LQ), Connecticut (1.7 LQ). The three states with much lower demand than average are Utah (0.4 LQ), Wyoming (0.6 LQ), and Kansas (0.6 LQ).

Job Postings by County

January 1, 2020 - December 31, 2020

There were 2,441 qualified postings available with the current filters applied.

Table 3.3: Demand for NPs by NJ County

County	Job Postings	Location Quotient	Concentration
Atlantic	256	1.8	Very High
Bergen	212	0.8*	Low
Burlington	101	0.7*	Low
Camden	167	1.2	Average
Cape May	17	2.2	Very High
Cumberland	49	2.2	Very High
Essex	288	1.3	High
Gloucester	51	0.7*	Low
Hudson	195	0.9	Average
Hunterdon	12	0.5	Very Low
Mercer	133	0.8*	Low
Middlesex	206	0.7*	Low
Monmouth	242	1.8	Very High
Morris	102	0.5	Very Low
Ocean	122	2.1	Very High
Passaic	77	0.8*	Low
Salem	10	0.8*	Low
Somerset	41	0.3	Very Low
Sussex	27	2.1	Very High
Union	122	0.8*	Low
Warren	11	0.8	Low

*Values should be used with caution due to small sample size.

(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

Table 3.3 shows county-level data for the raw number of job postings, the percent of NJ job postings located in each county, and the county Location Quotient (LQ). The LQ is a per capita measure that aims to show the concentration of a job in a given area compared to concentration of the same job nationwide.

- A LQ that is equal to the national average would be 1.0.
- A LQ greater than 1.0 would indicate that demand is greater than the national average. For example, 1.2 would indicate that demand is 20% higher than the national average.
- A LQ less than 1.0 would indicate that demand is lower than the national average. For example, 0.8 would indicate that demand is 20% lower than the national average.

The counties with the highest LQ, which indicate demand is greater than the national average, include Cape May (2.2), Cumberland (2.2), Sussex (2.1), and Ocean (2.1). The counties with the

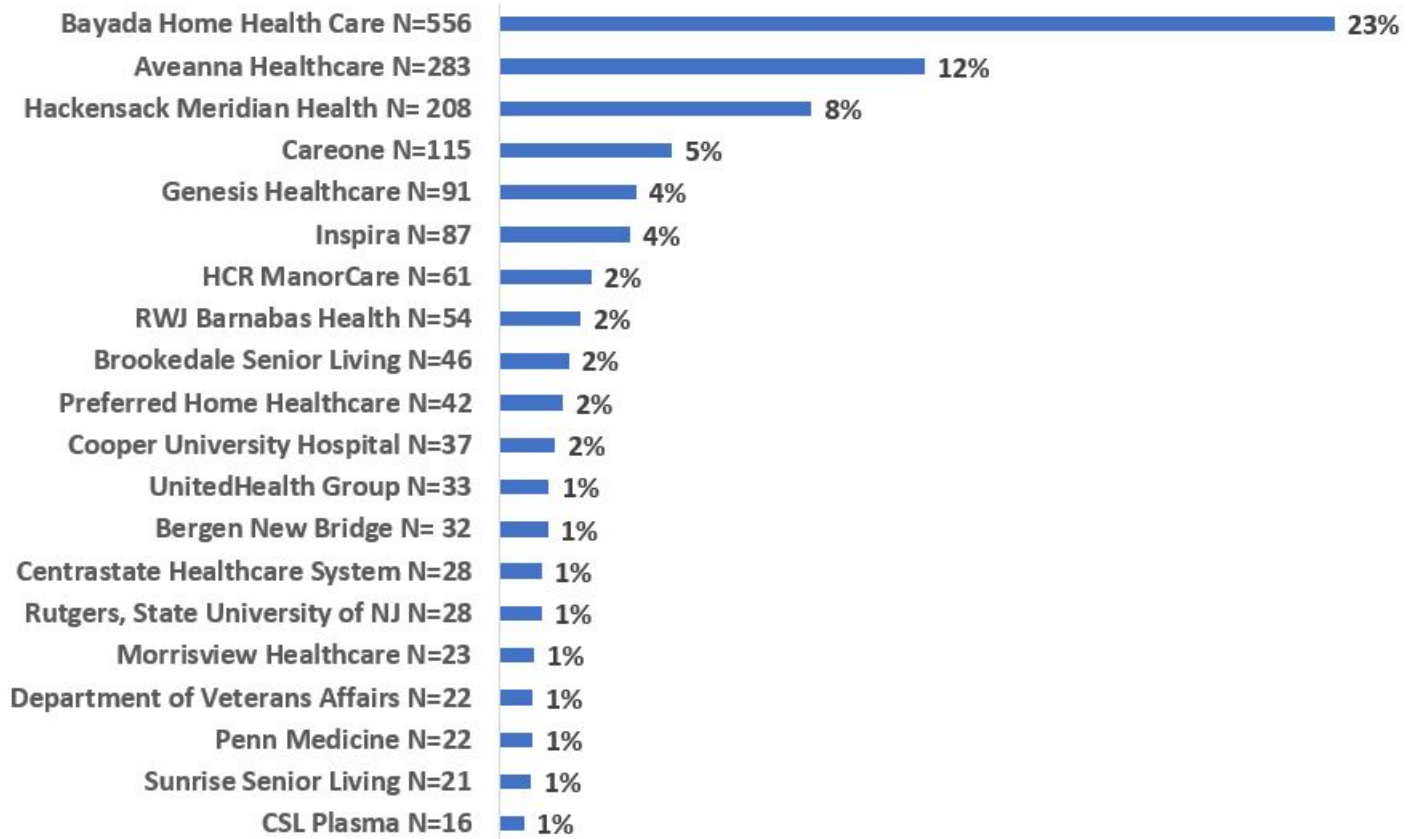
lowest LQ, which indication demand is lower than the national average, include Somerset (0.3), and Hunterdon (0.5), and Morris (0.5).

The counties with the most job postings include Essex (288), Atlantic (256), and Monmouth (242).

Licensed Practical Nurse (LPN) Demand Profile

Figure 3.8 shows the top employers with the greatest number of online job postings for LPNs in 2020. Hospital employers were combined under their healthcare system where applicable. Greater numbers of postings may reflect a high rate of turnover or a high demand for employees. The top 20 employers accounted for 1,805 (73.6%) of the 2,453 total qualified postings. Top employers included nursing homes, home health care providers, and hospital systems.

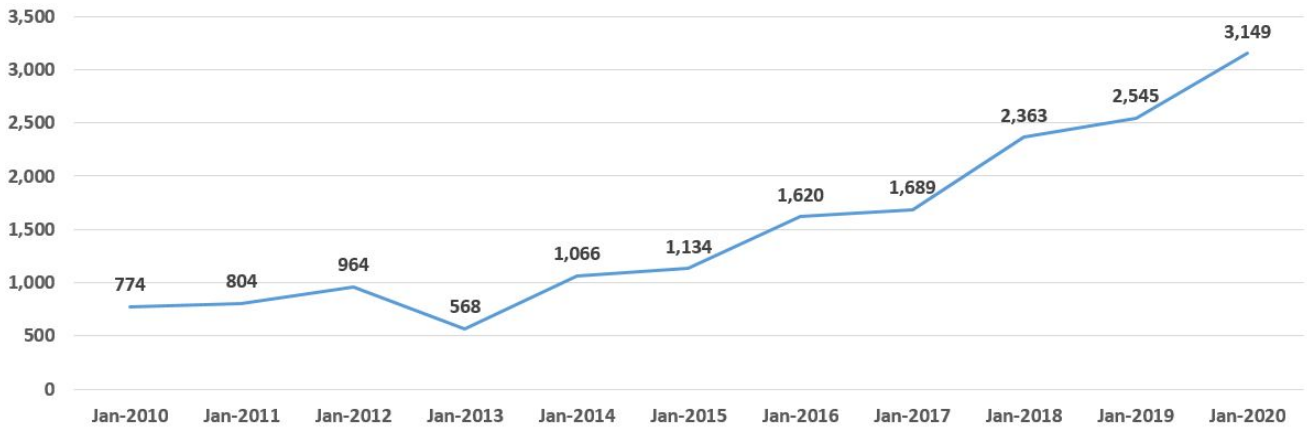
Figure 3.8: Top 20 Employers of LPNs



(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

According to **Figure 3.9**, postings increase by 23.73% to 3,149 in the period of 2019-2020.

Figure 3.9: LPN Time Series Analysis 2010-2020

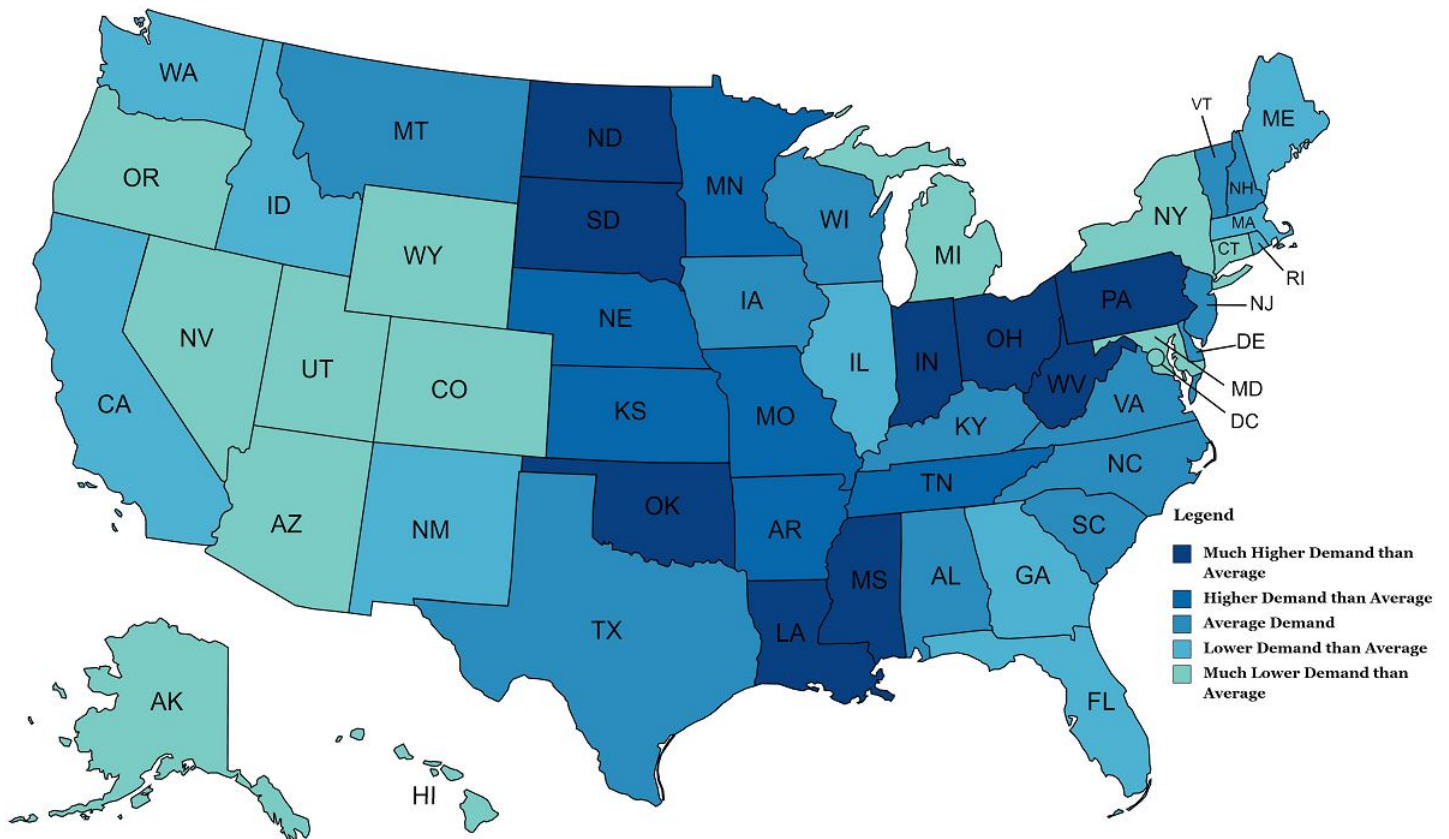


(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

National Demand Comparison

Figure 3.10 shows the level of demand for LPNs across the United States from October 1, 2020 through September 30, 2021. The demand for LPNs is identified here as the ratio of LPN job postings per employed persons.

Figure 3.10: National Demand for LPNs



(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

The average rate of demand for LPNs nationally is job postings per employed persons. When compared to this rate, **New Jersey has an average rate of demand for LPN positions, with a rate of postings per employed persons.** The states with much higher demand than average are South Dakota (2.6 LQ), Oklahoma (2.0 LQ), Louisiana (2.0 LQ), and Mississippi (2.0 LQ). The states with much lower demand than average are District of Columbia (0.1 LQ), Connecticut (0.2 LQ), and Michigan (0.2 LQ).

Job Postings by County

January 1, 2020 - December 31, 2020

There were 2,745 qualified postings available with the current filters applied.

Table 3.4: Demand for LPNs by NJ County

County	Job Postings	Location Quotient	Concentration
Atlantic	86	1.9*	Very High
Bergen	268	0.7	Low
Burlington	262	1.4	High
Camden	460	2.3	Very High
Cape May	31	2.9*	Very High
Cumberland	88	2.7*	Very High
Essex	178	0.6	Very Low
Gloucester	223	2.1	Very High
Hudson	73	0.2*	Very Low
Hunterdon	48	1.5*	High
Mercer	167	0.7	Low
Middlesex	266	0.7	Low
Monmouth	294	1.5	High
Morris	116	0.4	Very Low
Ocean	166	2.0	Very High
Passaic	118	0.8	Low
Salem	44	2.5*	Very High
Somerset	86	0.4*	Very Low
Sussex	25	1.3*	High
Union	113	0.6	Very Low
Warren	33	1.7*	Very High

*Values should be used with caution due to small sample size.

(Burning Glass Technologies. "Labor Insight Real-Time Labor Market Information Tool." <http://burning-glass.com>. 2021)

Table 3.4 shows county-level data for the raw number of job postings, the percent of NJ job postings located in each county, and the county Location Quotient (LQ). The LQ is a per capita measure that aims to show the concentration of a job in a given area compared to concentration of the same job nationwide.

- A LQ that is equal to the national average would be 1.0.
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- A LQ less than 1.0 would indicate that demand is lower than the national average. For example, 0.8 would indicate that demand is 20% lower than the national average.

The counties with the highest LQ, which indicate demand is greater than the national average, include Cape May (2.9*), Cumberland (2.7*), and Salem (2.5*). The counties with the lowest LQ,

which indication demand is lower than the national average, include Hudson (0.2*), Morris (0.4), and Somerset (0.4*).

The counties with the most job postings include Camden (460), Monmouth (294), and Bergen (268).