

Business Patterns in Camden

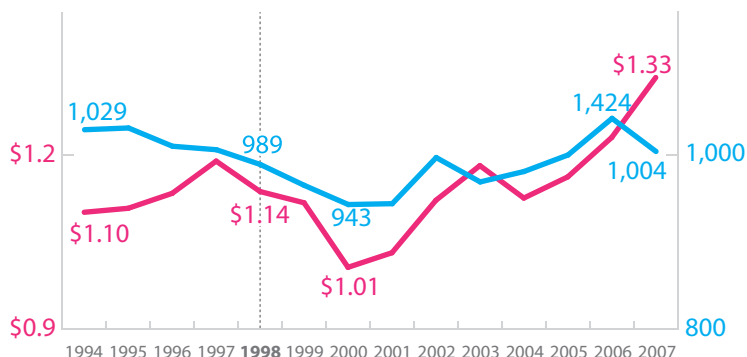
Camden-based businesses represent an expanding chunk of the county economy, but a shrinking number of firms and industries are responsible for the growth.

Overview: Changes in the mix of industries and total payroll can paint a valuable picture of Camden's economic well-being. Overall, annual payroll for Camden jobs has been on the rise since 2000, and despite housing a declining percentage of the county's overall population, Camden has increased its businesses' share of the county payroll. Retail and Health Care & Social Assistance establishments multiplied over the last decade, remaining the City's most common business type. Higher-income "knowledge industries" like finance and real estate contracted and consolidated as did higher income "blue collar" employers like wholesale trade and manufacturing. Lower-paying service providers (administrative support, arts, and food service) grew more modestly.

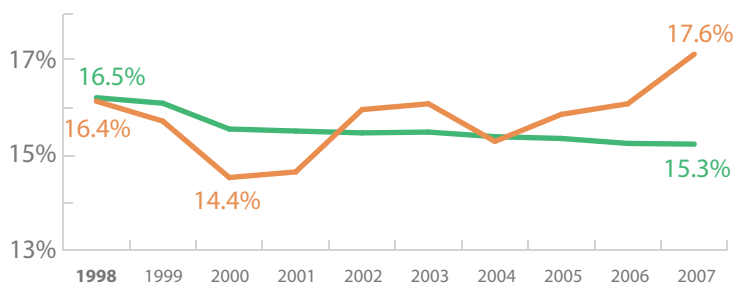
Fewer Establishments, More Pay in Camden: 1994-2007

"Establishments" are individual business locations (e.g., Rite Aid has 2 establishments in Camden). Fewer establishments generally means consolidation and reduced diversity. After 6 years of decline, Camden has rebounded to roughly the number of establishments it contained in 1994. Annual payroll for Camden-based establishments increased 21% between 1994 and 2007, from \$1.1 to \$1.33 billion (inflation-adjusted 2007 dollars). Fewer businesses generated more income for those working here.

number of establishments — blue line
annual payroll in billions (inflation-adjusted to \$2007) — pink line



Camden City Represents More Payroll, Less Population in the County



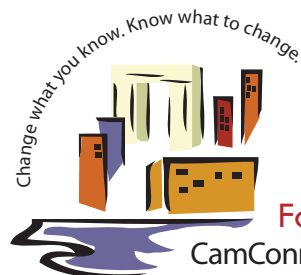
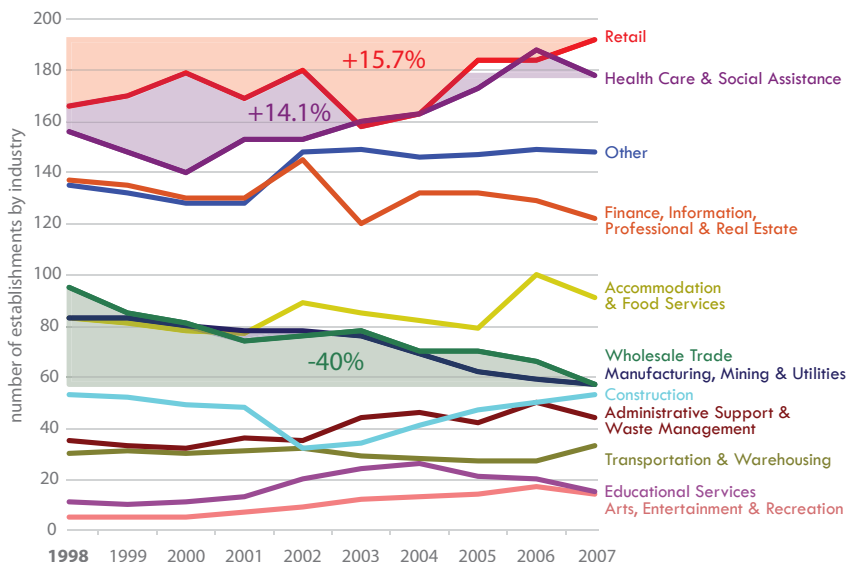
While Census Bureau estimates suggest Camden City's population decreased relative to the county's total, the proportion of City to county annual payroll increased 3.2% between 2000 and 2007. If the population numbers are correct (and we have some reason to believe they are too low), the message is mixed. The City's electoral clout is shrinking as its potential economic influence grows.

% of annual payroll — orange line
estimated % of population — green line

Retail, Health & Social Assistance Grow While Many Establishments in Higher Paying Industries Go

Retail and Health Care & Social Assistance establishments remained atop the list of largest industries by number of establishments in Camden from 1998 to 2007. These industries offer the possibility of supporting a growing residential and employee population. Healthcare in particular sustains an ecosystem of secondary businesses. Meanwhile, Manufacturing, Mining, & Utilities, Wholesale Trade, and Finance, Information, Professional Services & Real Estate experienced substantial establishment decreases. Many other sectors remained essentially unchanged or grew relative to a modest presence in 1998.

For example, Arts, Entertainment & Recreation establishments doubled in nine years.



For more info & interactive graphs, visit:
CamConnect.org/fact/businesspatterns.html

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Sources: Census ZIP Code and County Business Patterns
Census Population Estimates