

# Employment in New York State



Research and Statistics

A Publication of the New York State Department of Labor

MAY 2018

## At a Glance

New York State had 9,602,700 total nonfarm jobs in March 2018, including 8,152,500 private sector jobs, after seasonal adjustment. The state's seasonally adjusted private sector job count increased by 200, or less than 0.1%, in February-March 2018, while the nation's job count increased by 0.1% over this period. From March 2017 to March 2018, the number of private sector jobs increased by 1.3% in the state and by 1.8% in the nation (not seasonally adjusted).

In March 2018, New York State's seasonally adjusted unemployment rate remained unchanged at 4.6%. The comparable rate for the nation in March 2018 was 4.1%.

New York State's seasonally adjusted labor force participation rate decreased from 60.7% in February 2018 to 60.6% in March 2018.

## Change in Nonfarm Jobs

March 2017 - March 2018

(Data not seasonally adjusted, net change in thousands)

	Net	%
Total Nonfarm Jobs	105.9	1.1%
Private Sector	105.3	1.3%
Goods-producing	2.9	0.4%
Nat. res. & mining	0.1	2.2%
Construction	5.3	1.5%
Manufacturing	-2.5	-0.6%
Durable gds.	-3.5	-1.4%
Nondurable gds.	1.0	0.5%
Service-providing	103.0	1.2%
Trade, trans. & util.	10.7	0.7%
Wholesale trade	3.7	1.1%
Retail trade	5.0	0.5%
Trans., wrhs. & util.	2.0	0.7%
Information	0.2	0.1%
Financial activities	9.3	1.3%
Prof. & bus. svcs.	30.4	2.4%
Educ. & health svcs.	36.4	1.8%
Leisure & hospitality	8.8	1.0%
Other services	6.6	1.6%
Government	0.6	0.0%

The death of traditional retailing is greatly exaggerated...

## New Mantra at the Mall: More Lifestyle, Less Retail

"We're starting to see ... the pendulum swing back to (brick-and-mortar) retailing, but it will look different than in the past."

*Reid Greenberg, Executive VP, Kantar Consulting*

"Stores are still vitally important. But the influence of digital touchpoints is huge."

*Fiona Swerdlow, VP and Research Director, Forrester Research*

There has been a lot of press lately about the "demise of retail." While online retailers have captured a larger slice of retail sales over time, online sales figures can mislead. To calculate e-commerce sales, the U.S. government includes, among other things, shipping and handling costs, mail-order prescription drug sales, and online purchases from brick-and-mortar retailers.

Here, we look at the current shift in retailing. We note that the boundary between online

and offline sellers is becoming less clear. We also show how some malls in New York State adapt to the changing retail landscape by embracing a formula of "more lifestyle and less retail" to keep people coming back.

### 'Retail Apocalypse' Exaggerated

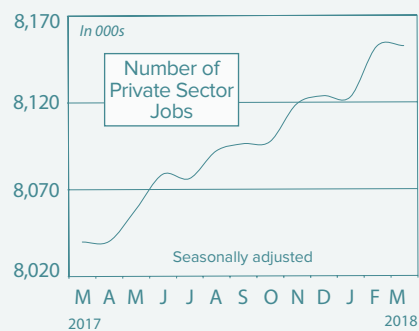
U.S. sales at department stores fell over the year by \$2.8 billion, or 1.8%, to \$151.9 billion in 2017. By comparison, sales at online merchants in the U.S. grew by 16.0% that year.

Macy's and Sears Holdings, the parent company of Sears and Kmart stores, continue to close locations. Over the past 18 months, several retail chains, including Wet Seal, The Limited, Bon-Ton and Toys "R" Us filed for bankruptcy and were eventually liquidated.

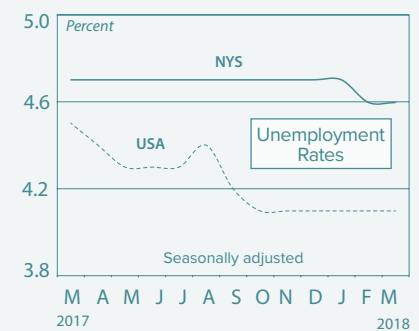
Continued on page 2

## In March...

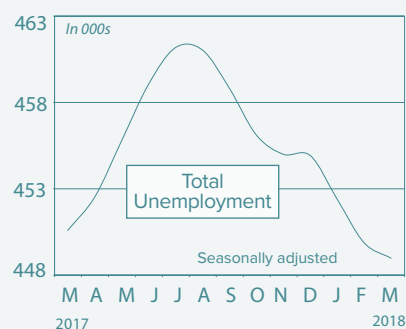
### ...NYS private sector jobs increased



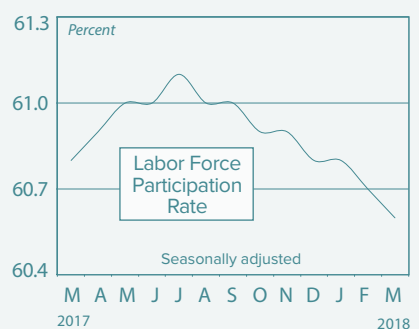
### ...NYS unemployment rate held steady



### ...NYS unemployment decreased



### ...NYS LF participation rate decreased



# Focus on the North Country

## Energy Farming in the North Country

By Anthony Hayden, Labor Market Analyst, North Country Region

The New York State Energy Plan calls for 50% of the state's electricity to come from renewable energy sources – such as wind, solar and hydroelectric – by 2030. The North Country, with its unique landscape, will play a key role in helping New York to meet its renewable energy goals.

### Renewable Energy Overview

The North Country currently ranks among the state's top producers of renewable energy. It has produced green energy for many decades. The region's ties with large-scale renewable energy trace back to 1958, with the opening of the St. Lawrence-Franklin Delano Roosevelt Power Project and the Moses-Saunders Power Dam in St. Lawrence County. Both are cooperative projects between the U.S. and Canada.

New York State is the largest hydroelectric power producer east of the Rockies. It ranks fourth in the nation in the generation of electricity from hydropower and fifth in renewable energy production. The lion's share of that production comes from the North Country.

### Wind and Solar Production Grow

The region continues to expand its renewable energy portfolio as wind and solar farms have opened in recent years. With eight wind farms in operation, the North Country accounts for more than half of the state's wind-generated energy. Maple Ridge Wind Farm in Lewis County is the largest wind farm in the state. The region's low population density and open space provide enormous potential for future renewable energy projects.

The northern tier of the region has already begun to leverage these resources. Applications for three large projects – the Bull Run Energy Center (Clinton County), Galloo Island Wind (Jefferson County) and Number Three Wind Farm (Lewis County) – are already under review. Atlantic Wind has also submitted proposals for several projects, including North Ridge Wind Farm (St. Lawrence County), Deer Run Wind Farm (Lewis and Jefferson counties) and Mad River Wind Farm (Jefferson and Oswego counties).

Although they produce less power than wind farms, solar farms are growing at a faster rate in the region, increasing by 525% from 2011 to 2017. Solar programs are increasing capacity by providing incentives for installation. State and federal tax credits can reduce the cost of solar installations by 40%.

### Green Energy Jobs

Wind farm construction projects typically create several hundred temporary jobs, depending upon their size and scope. Associated job titles include laborers, heavy equipment operators, electricians, linemen, electrical engineers and electrical engineering technologists. In contrast, the daily operations of an established wind farm typically require only a few permanent workers, with titles such as site managers, administrative staff and wind turbine technicians.

Nevertheless, green energy infrastructure projects typically create a significant number of jobs. For example, the Moses-Adirondack Smart Path Reliability Project will replace 78 miles of power lines running between St. Lawrence and Lewis counties. Power lines



"The North Country will play a major role in New York's long-term efforts to expand the state's green energy sector."

running under Lake Champlain will be replaced to increase the reliability of the state's electrical transmission system and to provide better access to renewable power. These upgrades will certainly create jobs. They are all part of a broader multimillion-dollar program to update the power line infrastructure in New York State.

Another potential job creator is the proposed \$260 million Pumped Storage Power Project in Essex County. This project would use abandoned iron mines to produce electricity by moving water from high elevation mines through 100 turbines to lower elevation mines. The project, one of the first of its type in the country, would enable the storage of excess renewable power. As the power grid moves from centralized power plants to distributed power from wind farms, solar farms and residential solar installations, the need to move and store power grows.

### Summing Up

Going forward, the North Country will play a major role in New York's long-term efforts to expand the state's green energy sector. While the region has been producing hydroelectric power for many decades, the more recent addition of wind and solar power production has placed it among the state's largest green energy producers.

### New Mantra at the Mall... from page 1

These rather grim statistics might suggest that traditional retailing is on life support. However, a 2016 survey from PwC is more encouraging. It found that while most shoppers now prefer to research products online, the store remains the favorite place to buy in almost all product categories. Also, online transactions accounted for less than 9% of all retail sales in the U.S. in 2017. In short, most shoppers still choose brick-and-mortar stores over e-commerce.

Despite losing market share, there are signs that traditional stores are stronger than first thought. For example, Macy's and some other brick-and-mortar retailers, like Target, Kohl's and JCPenney, had better-than-

expected sales during the holiday shopping season in 2017.

Some chains have become "omni-channel" retailers; they sell both online and offline. So the line that divides traditional retailers from online sellers has begun to blur. Some old-line stores have bought online sellers to boost their web presence and reach more customers. For example, Walmart has acquired e-commerce start-up Jet.com, online men's store Bonobos, and women's fashion site ModCloth. PetSmart purchased pet supply retailer Chewy.com.

Another strategy, called "clicks to bricks," leads online retailers to build actual stores. Retail giant Amazon, which now accounts

for 4% of the \$5 trillion U.S. retail market, has done so. This year, the company opened its first no-cashier grocery store, called Amazon Go, in Seattle. Amazon also bought upscale grocery store chain Whole Foods for \$13.7 billion in 2017.

### More Lifestyle, Less Retail

The U.S. has much more retail space per capita than most other developed nations. This, plus the fact that technology affects the way people shop, makes it clear that old-style shopping centers must change to stay current and attract buyers.

For New York's malls and retail centers, this translates to "more lifestyle and less retail."

## Unemployment Rates in New York State

Data Not Seasonally Adjusted

	MAR '17	MAR '18		MAR '17	MAR '18		MAR '17	MAR '18
<b>New York State</b>	<b>4.7</b>	<b>4.8</b>	<b>Hudson Valley</b>	<b>4.4</b>	<b>4.7</b>	<b>Finger Lakes</b>	<b>5.1</b>	<b>5.5</b>
<b>Capital</b>	<b>4.4</b>	<b>4.9</b>	Dutchess	4.2	4.5	Genesee	5.4	6.0
Albany	4.0	4.4	Orange	4.4	4.8	Livingston	5.5	5.9
Columbia	4.2	4.6	Putnam	4.1	4.4	Monroe	4.9	5.2
Greene	5.5	5.8	Rockland	4.2	4.5	Ontario	5.0	5.4
Rensselaer	4.4	4.9	Sullivan	5.3	5.3	Orleans	6.3	6.7
Saratoga	4.1	4.5	Ulster	4.6	4.9	Seneca	5.1	5.2
Schenectady	4.4	5.0	Westchester	4.4	4.7	Wayne	5.4	5.7
Warren	6.2	6.8	<b>Mohawk Valley</b>	<b>5.7</b>	<b>6.3</b>	Wyoming	7.1	7.2
Washington	5.2	5.8	Fulton	6.2	6.9	Yates	5.0	5.4
<b>Central New York</b>	<b>5.3</b>	<b>5.8</b>	Herkimer	6.6	7.1	<b>Western New York</b>	<b>5.7</b>	<b>6.0</b>
Cayuga	5.6	6.1	Montgomery	6.3	7.0	Allegany	7.1	7.7
Cortland	6.5	7.2	Oneida	5.2	5.8	Cattaraugus	6.7	7.3
Madison	6.1	6.7	Otsego	5.4	5.9	Chautauqua	6.5	6.8
Onondaga	4.7	5.0	Schoharie	6.2	6.8	Erie	5.2	5.6
Oswego	6.9	7.4	<b>North Country</b>	<b>7.0</b>	<b>7.3</b>	Niagara	6.8	7.0
<b>Southern Tier</b>	<b>5.6</b>	<b>6.0</b>	Clinton	5.7	5.8	<b>Long Island</b>	<b>4.2</b>	<b>4.6</b>
Broome	5.7	6.3	Essex	6.6	7.1	Nassau	3.9	4.2
Chemung	5.8	6.1	Franklin	6.8	6.9	Suffolk	4.5	4.9
Chenango	6.0	6.7	Hamilton	10.7	12.5	<b>New York City</b>	<b>4.4</b>	<b>4.2</b>
Delaware	6.1	6.7	Jefferson	7.6	8.0	Bronx	6.1	5.8
Schuyler	7.1	7.9	Lewis	8.6	8.4	Kings	4.5	4.3
Steuben	6.2	6.8	St. Lawrence	7.1	7.4	New York	3.9	3.7
Tioga	5.8	6.0				Queens	3.9	3.7
Tompkins	4.0	4.2				Richmond	4.5	4.1

### New Mantra at the Mall... from page 2

On the ground, malls swap retail space for dining and entertainment, community and public services, and housing and office space. The idea is to not only bring in the folks, but also make them want to hang around.

Most malls and retail centers already embrace dining and entertainment. Malls in New York State now go beyond the food court to attract full-service restaurants. Some places, like Dave and Buster's in the Walden Galleria in Buffalo (Erie County) and the Crossgates Mall in Guilderland (Albany County), combine both food and fun by providing billiards, bowling and arcade games, as well as meals.

The Roosevelt Field Mall in Nassau County on Long Island is building a complete "dining district." It will accommodate 1,250 patrons at 17 different restaurants. The Brazilian steakhouse chain, Texas de Brazil, is now found in malls across New York State. There is one at Destiny USA in Syracuse (Onondaga County), the state's biggest mall and the sixth largest mall in the U.S. On the fun side, attractions include the Via Aquarium at the Viaport Mall in Rotterdam (Schenectady County); the Autobahn Indoor Speedway in the Palisades Center Mall in West Nyack (Rockland County); and the Legoland Discovery Center at the Ridge Hill Shopping Center in Yonkers (Westchester County).

Many retail centers offer vacant space to local activities and public services. Sangertown Square Mall in New Hartford (Oneida County) hosts American Red Cross blood drives and community art exhibits. They also hold an event called "Sensory Santa," where children with autism spectrum disorders and their families can meet and talk with Santa. On Long Island, the Microsoft store at the Roosevelt Field Mall hosts STEM and LinkedIn workshops, and training for entrepreneurs. Colonie Center in suburban Albany County partners with insurer MVP Healthcare and the CAP COM Federal Credit Union to tell people about their services. The St. Lawrence Center in Massena (St. Lawrence County) hosts "The North Country Showcase." It lets local vendors sell their wares and host demonstrations and workshops.

Finally, some malls are converting stores into housing and office space. Both Destiny USA and Crossgates Mall are building hotels to attract people for extended stays. Other malls plan more permanent residential space. For example, redevelopment of the Eastern Hills Mall in Erie County will include not only retail, entertainment and restaurants, but also business offices and residences.

### Summing Up

To paraphrase author Mark Twain, the death of traditional retailing has been clearly exaggerated in the press. Moreover, the line separating brick-and-mortar retail stores and online sellers continues to blur.

As technology changes the way people shop, retailers, including traditional brick-and-mortar stores, need to adapt. Malls and other retail centers in New York State have found innovative ways to draw in customers. Their formula of more lifestyle and less retail offers dining and entertainment, community and public services, and housing and business space.

*by David Quickenton, Jocelyn McCoy, Olivette Sturges and Roberta Jaqueway*

**Employment in New York State** is published 12 times a year. To request a change of address, write to the address below and provide your old and new addresses.

New York State Department of Labor  
Division of Research & Statistics, Pubs. Unit  
Building 12, State Office Campus  
Albany, NY 12240

Director	Bohdan M. Wynnyk
Deputy Director/Editor	Kevin Jack
Director of Communications	Jill Aurora
Graphic Design	Laura A. Campbell
Editorial Advisor	Jean Genovese



## Regional Analysts' Corner

### CAPITAL

**Kevin Alexander — 518-242-8245**

Private sector jobs in the Capital Region rose over the year by 7,400, or 1.7 percent, to 436,600 in March 2018. The largest gains were in educational and health services (+3,000), leisure and hospitality (+1,600), professional and business services (+1,200), trade, transportation and utilities (+1,100) and natural resources, mining and construction (+500). Job losses were centered in information (-300).

### CENTRAL NY

**Karen Knapik-Scalzo — 315-479-3391**

Private sector jobs in the Syracuse metro area rose over the year by 1,000, or 0.4 percent, to 256,200 in March 2018. Job growth was centered in educational and health services (+800), trade, transportation and utilities (+600) and manufacturing (+500). The largest loss occurred in natural resources, mining and construction (-700).

### FINGER LAKES

**Tammy Marino — 585-258-8870**

Private sector jobs in the Rochester metro area increased over the year by 6,100, or 1.4 percent, to 453,400 in March 2018. Gains were greatest in educational and health services (+2,900), manufacturing (+800), professional and business services (+700), financial activities (+600), natural resources, mining and construction (+600) and leisure and hospitality (+400). Losses were concentrated in information (-200).

### HUDSON VALLEY

**John Nelson — 914-997-8798**

Over the past year, private sector jobs in the Hudson Valley increased by 8,300, or 1.1 percent, to 786,700 in March 2018. Gains were largest in educational and health services (+8,200), professional and business services (+2,600), natural resources, mining and construction (+1,000) and financial activities (+500). Losses were greatest in trade, transportation and utilities (-2,100), information (-1,200) and manufacturing (-800).

### LONG ISLAND

**Shital Patel — 516-934-8533**

Private sector jobs on Long Island increased over the past year by 16,100, or 1.4 percent, to 1,132,600 in March 2018. Job gains were largest in trade, transportation and utilities (+7,300), professional and business services (+5,100), leisure and hospitality (+3,800), and natural resources, mining and construction (+3,100). Employment losses were centered in financial activities (-1,500), educational and health services (-1,000) and manufacturing (-900).

### MOHAWK VALLEY

**Brian Acton — 315-793-2282**

Over the past year, private sector employment in the Mohawk Valley declined by 800, or 0.6 percent, to 143,500 in March 2018. Employment gains were centered in trade, transportation and utilities (+200). Job losses were greatest in educational and health services (-600) and natural resources, mining and construction (-200).

### NEW YORK CITY

**James Brown — 718-613-3971**

Private sector jobs in New York City rose over the year by 74,600, or 1.9 percent, to 3,912,100 in March 2018. Gains were greatest in educational and health services (+35,100), professional and business services (+16,700), financial activities (+6,300), natural resources, mining and construction (+6,200), trade, transportation and utilities (+6,000) and leisure and hospitality (+2,300). Job losses were focused in manufacturing (-1,300).

### NORTH COUNTRY

**Anthony Hayden — 518-523-7157**

Over the past year, the private sector job count in the North Country rose by 1,100, or 1.0 percent, to 107,000 in March 2018. The largest job gains occurred in educational and health services (+600), trade, transportation and utilities (+400) and leisure and hospitality (+200). Employment losses were centered in professional and business services (-200).

### SOUTHERN TIER

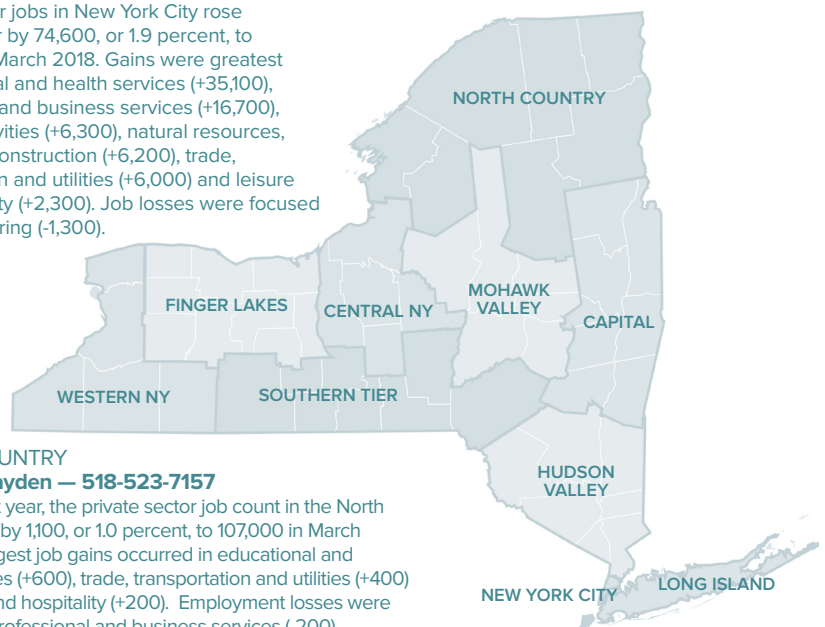
**Christian Harris — 607-741-4480**

Private sector jobs in the Southern Tier increased over the year by 1,500, or 0.7 percent, to 223,400 in March 2018. The largest gains were in educational and health services (+1,200), leisure and hospitality (+700), natural resources, mining and construction (+300) and other services (+200). Losses were centered in professional and business services (-700) and manufacturing (-300).

### WESTERN NY

**John Slenker — 716-851-2742**

Over the past year, private sector jobs in the Buffalo-Niagara Falls metro area rose by 7,600, or 1.6 percent, to 471,000 in March 2018. Gains were largest in professional and business services (+3,300), educational and health services (+2,800), other services (+1,200), manufacturing (+600) and natural resources, mining and construction (+400). Losses were concentrated in trade, transportation and utilities (-700) and information (-200).



The New York State Department of Labor is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.