

Sussex Demographic and Labor Market Trends

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Introduction

■ Statistical Update

- Economic and labor market update for 2011
- How does Sussex compare
- Review of population and job trends

■ Focus

- Major industry sectors
- “Made in Sussex” and “Expanding Reach”
- Career Trends
- A look Ahead

Unemployment Trend

- Like the U.S. and Delaware, Sussex has had high unemployment rates during the past couple of years.

Year	Sussex	DE	US
2007	3.4%	3.5%	4.6%
2008	5.1%	4.9%	5.8%
2009	8.1%	8.0%	9.3%
2010	8.3%	8.5%	9.6%
2011	8.0%	8.2%	9.0%

2011: Preliminary estimate

Sussex Labor Force Data

- Total Sussex Population = 197,000
- Employed = 83,000
- Not in the labor force, 16 years+ = 70,000
(retired, in school, or not looking for work)
- Persons under age 16 years = 36,000
- Unemployed/actively seeking = 8,000

Source: U.S. Dept. of Labor, Bureau of Labor Stat.; and U.S. Census Bureau

People

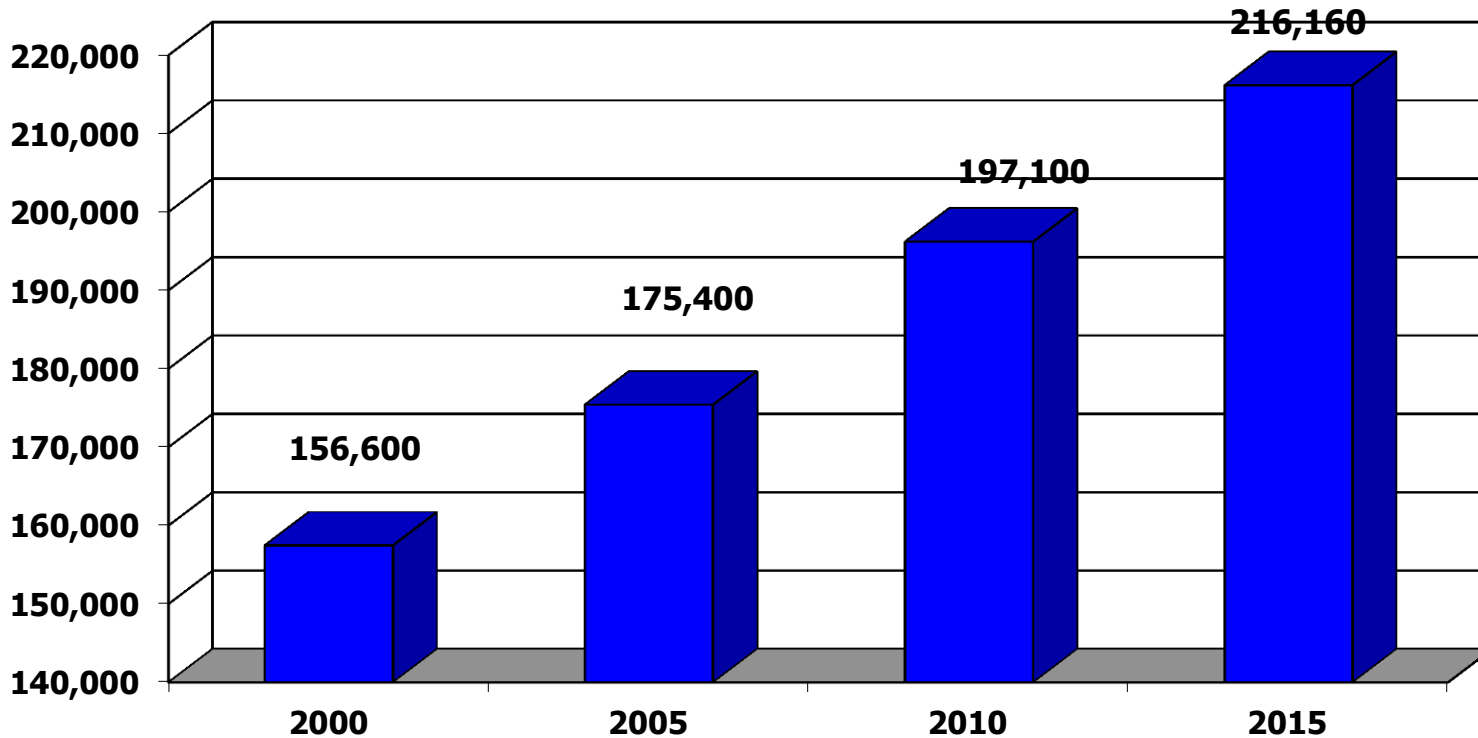
Demographic Trends



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Sussex Population Continues to Increase

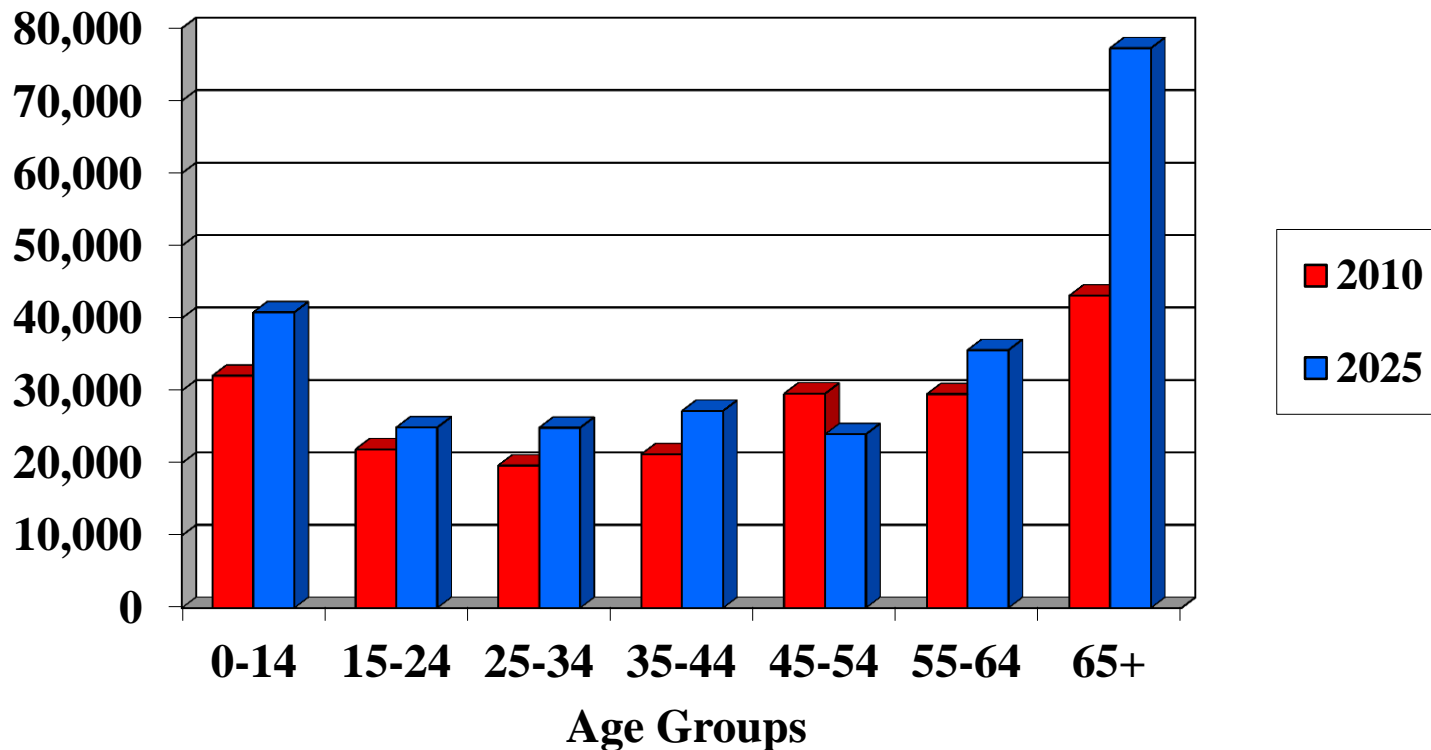


Source: Delaware Population Consortium

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Highest Growth in Youngest & Oldest Sussex 2010 and 2025



Source: Delaware Population Consortium

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Jobs/Industry

Sussex Employment Trends



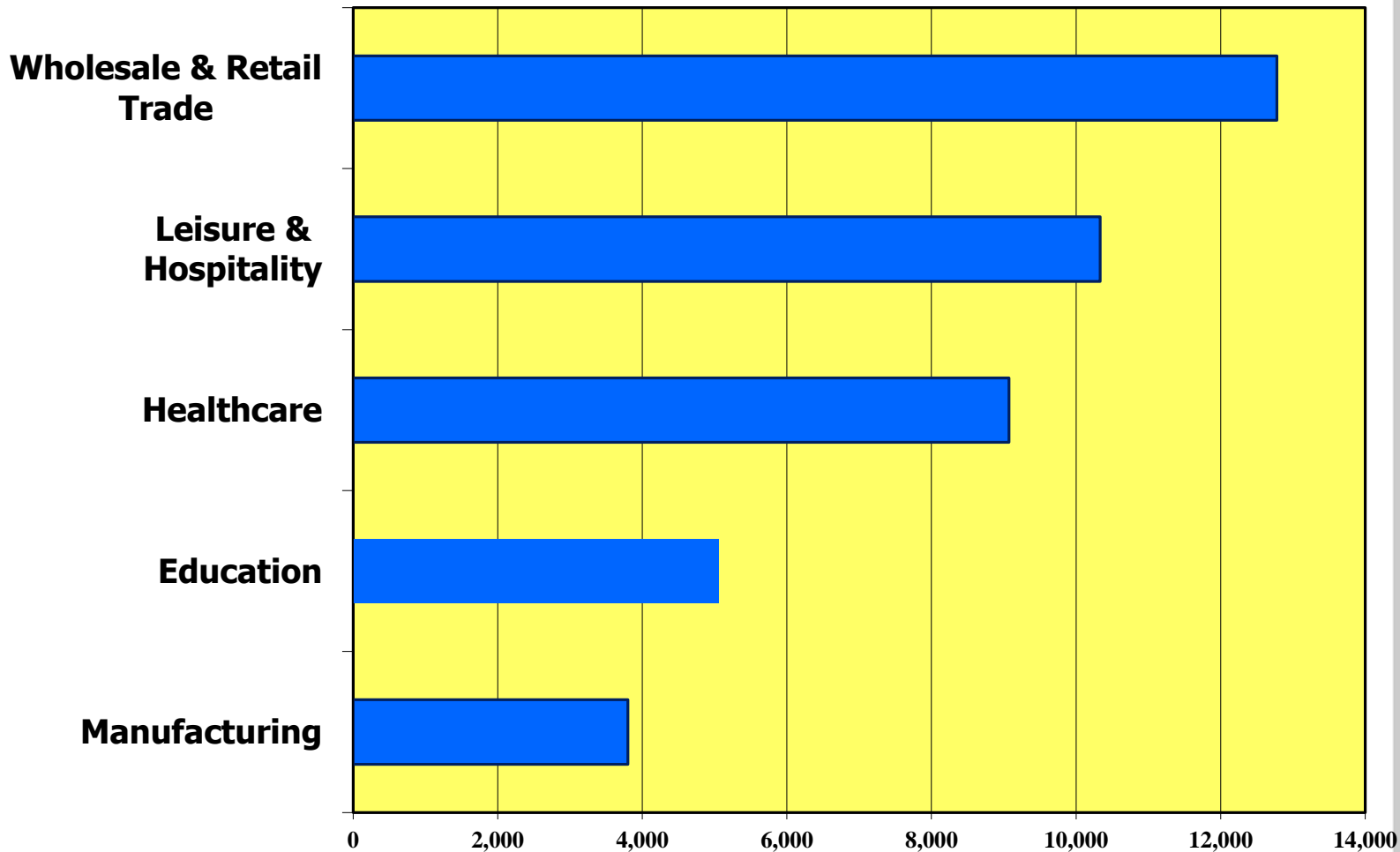
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Major Sussex Industry Groups (2010 Employment)

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Source: Del. Dept of Labor, OOLMI

How Does Manufacturing Impact Sussex?

Jobs

5.5% jobs in County

Payroll

9.3% of payroll

Average annual wage

\$57,443

Annual total payroll

\$218.0Million

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“Made in Sussex”

Aircraft Modification

Biological/Chemical Materials

Commercial Printing

Construction Materials

Corrugated Box Manufacturing

Dental Equipment and Supplies

Electronic Components and Parts

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“Made in Sussex”, cont’d.

Food & Beverage Products
Glass Products
Machine Shops
Metal Products
Plastic Materials
Prefabricated Building Manufacturing
Upholstery/Textile Assemblies
Wood Products

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IT Field in Sussex

- Approximately 875 workers
- High Wages of \$65,600
(Bureau of Labor Statistics, 2010)
- Consistent job growth even during recession
- During the next 10 years projected to grow much faster than the rate for all occupations/industries

Tourism in Sussex

- 14,000 Jobs
- Tourism includes
Leisure/Hospitality/Retail
- \$750M in Economic Impact
- \$2.20 is generated for every
tourism dollar spent

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Healthcare in Sussex

- Over 9,000 jobs with a wide range of career opportunities
- #1 job creator
- Wages above average overall

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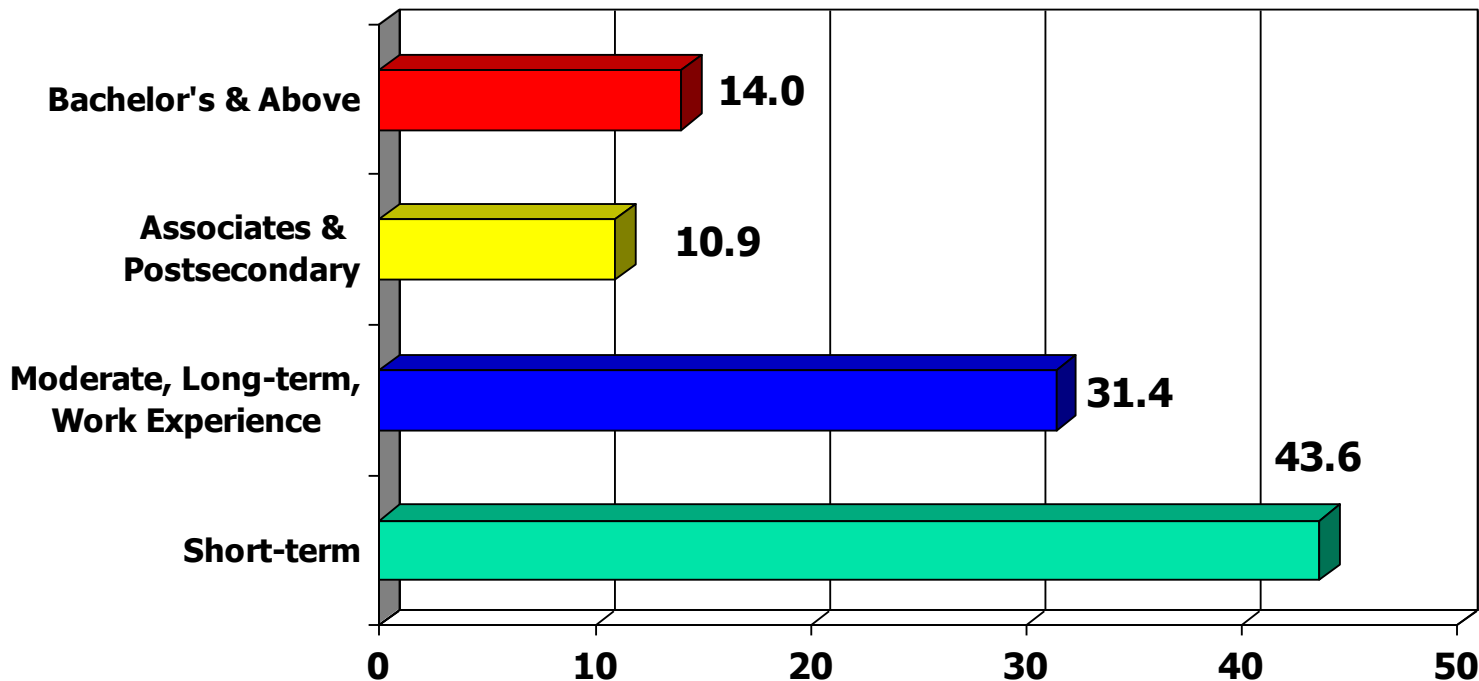
Education in Sussex

- 5,100 jobs in 2010
- Average wage = \$42,000
- Increased Demand for Services
- Workforce Training

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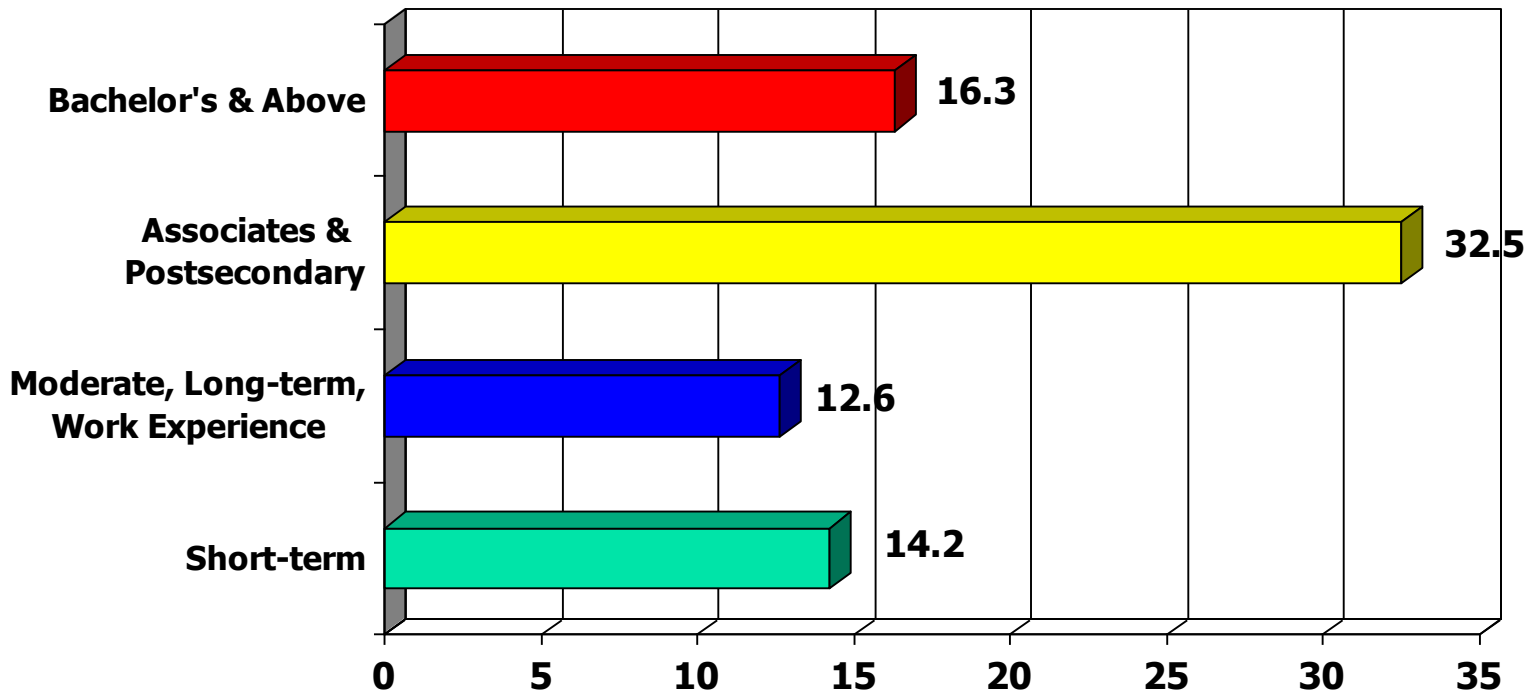
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% of Jobs by Education/Training



Sussex, 2008-2018 Projections – Dept. of Labor, OOLMI

% Growth by Education/Training Projected to 2018



Sussex, 2008 – 2018 Projections – Dept. of Labor, OOLMI

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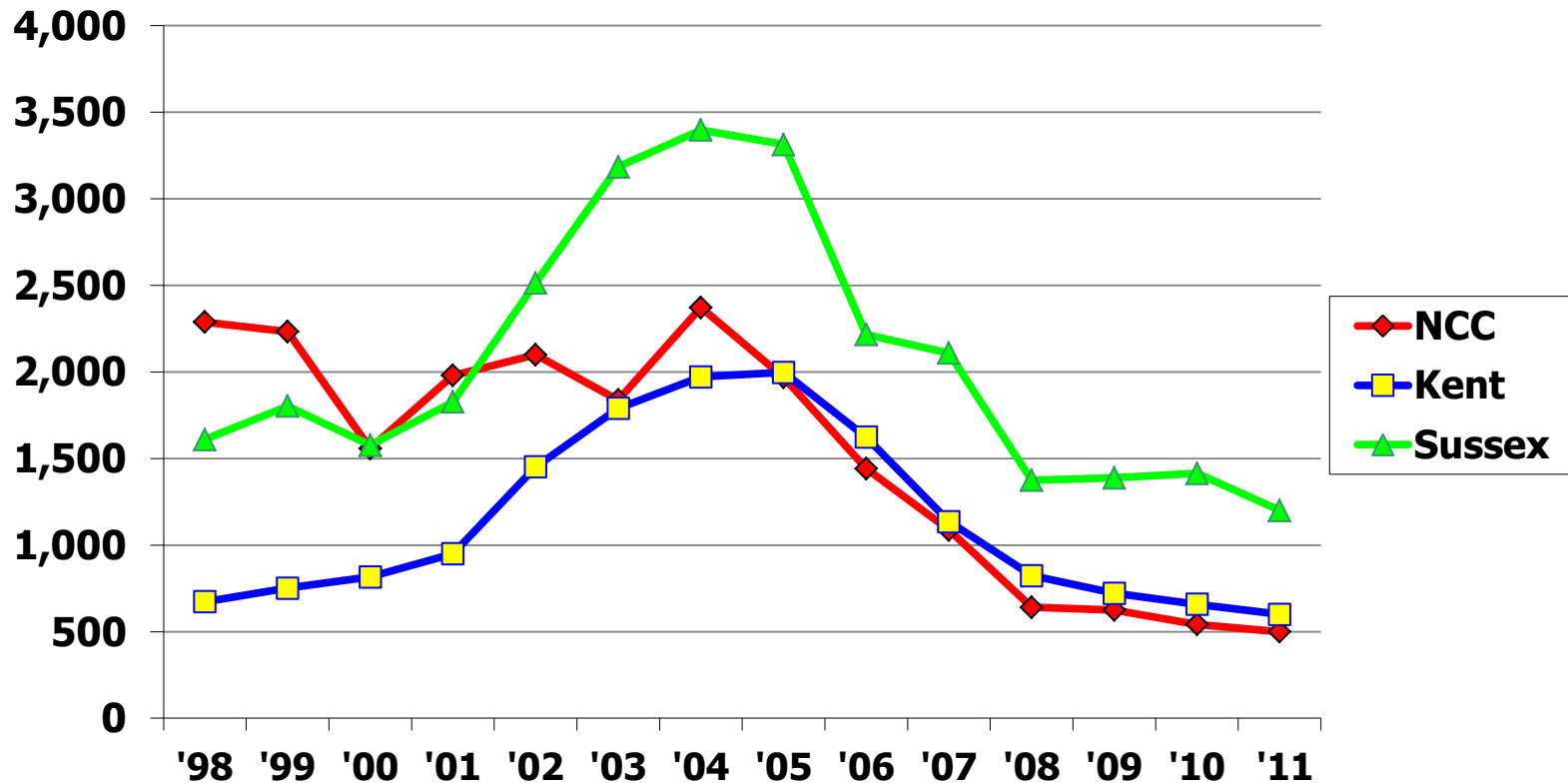
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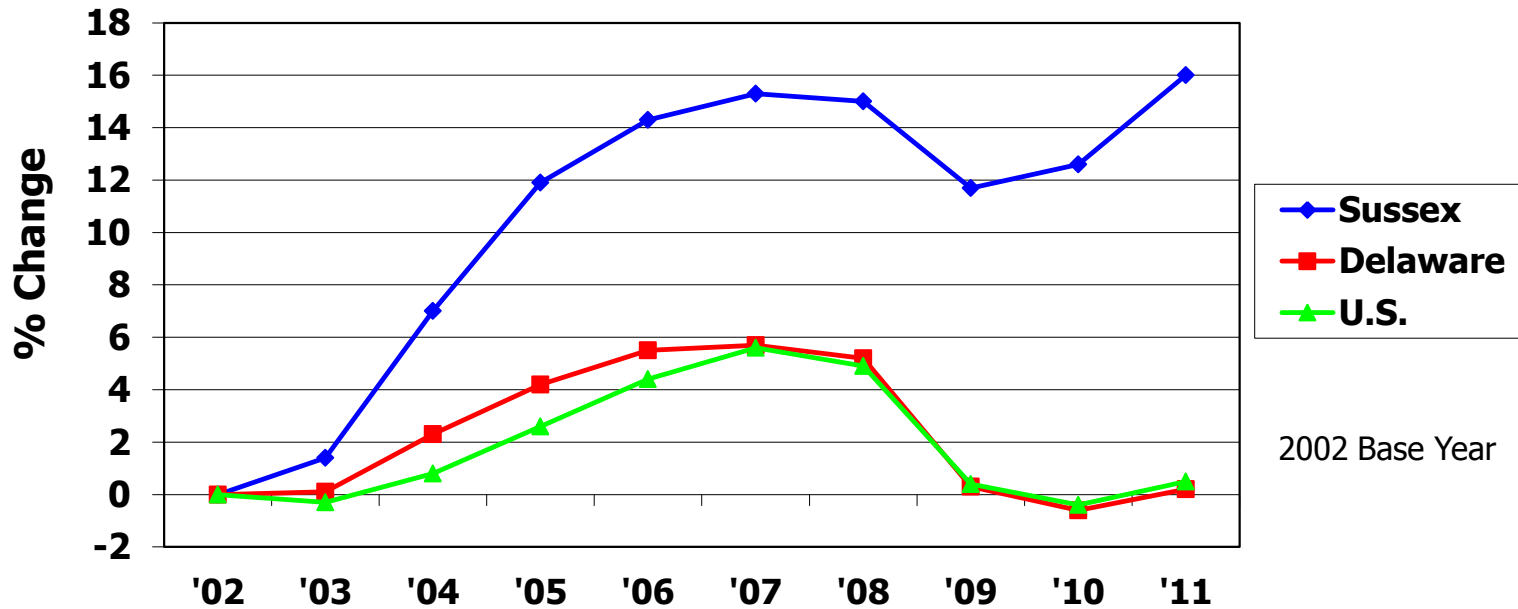
Housing Production – Number of Units*



*These numbers represent new housing units authorized by building permits.

Source: U.S. Bureau of the Census

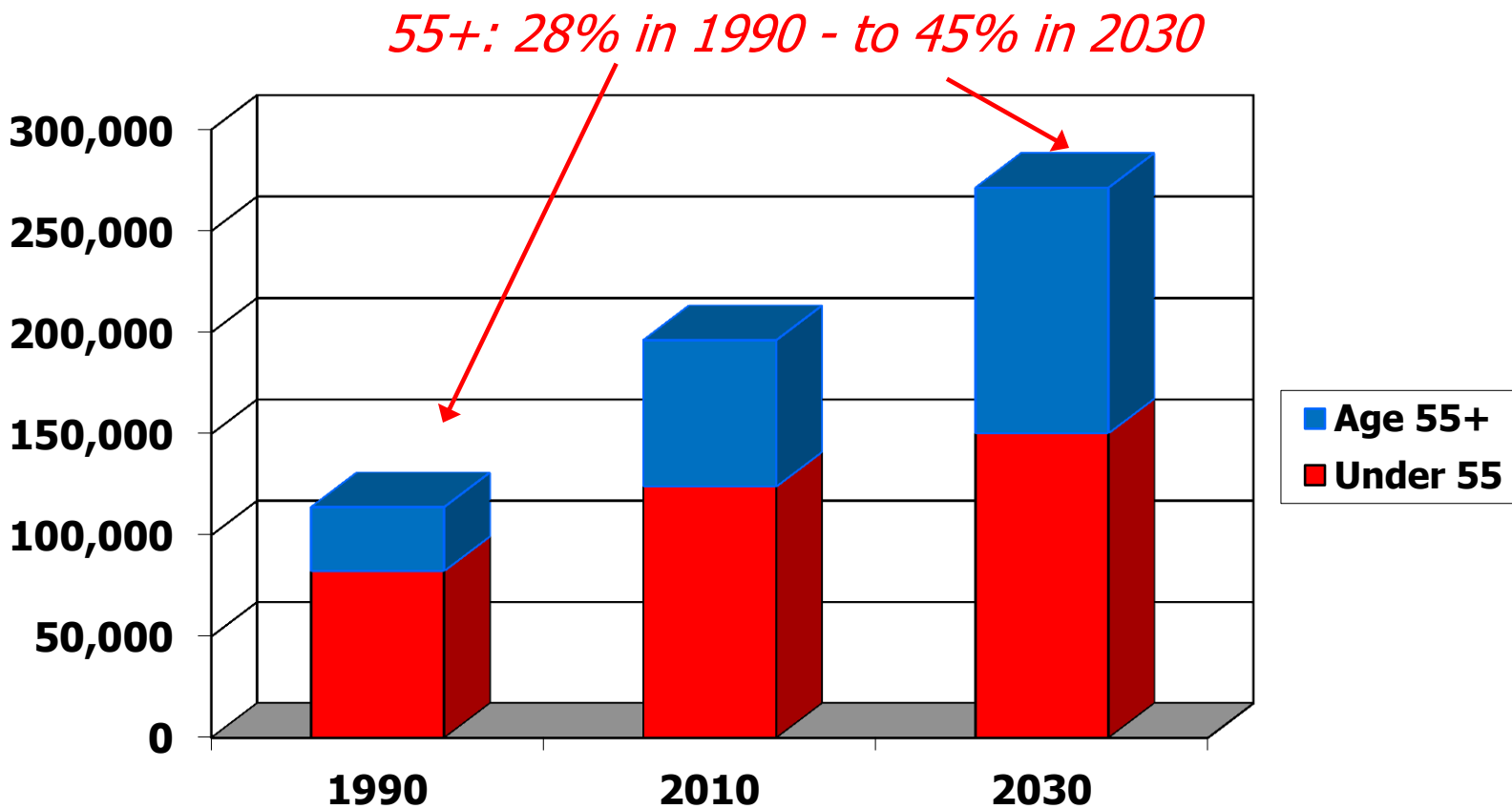
Sussex Has Slower Job Decline



Sussex Trends: Jobs grew faster at first and then declined more slowly. During the past year job growth in Sussex has rebounded.

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

Long Term Population Trends – Sussex



Source: Delaware Population Consortium

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Population/Age Impact on County

Age Group	Pop. Change 2010 to 2025
0-14	8,753
15-24	3,027
25-34	5,199
35-44	6,004
45-54	-5,611
55-64	6,079
65+	34,160

- Increased School Population
- Expanded opportunities and need for education/training
- Working age population will not experience much growth
- Focus on retention of young persons
- Aging Population will impact:
 - Health Care
 - Eldercare
 - Transportation
 - Social Services
- More Affordable Homes for Young Adults and Retirees
- More Planned Communities (Adult Communities) – with services

Avg. Annual Wage – Total All Industries

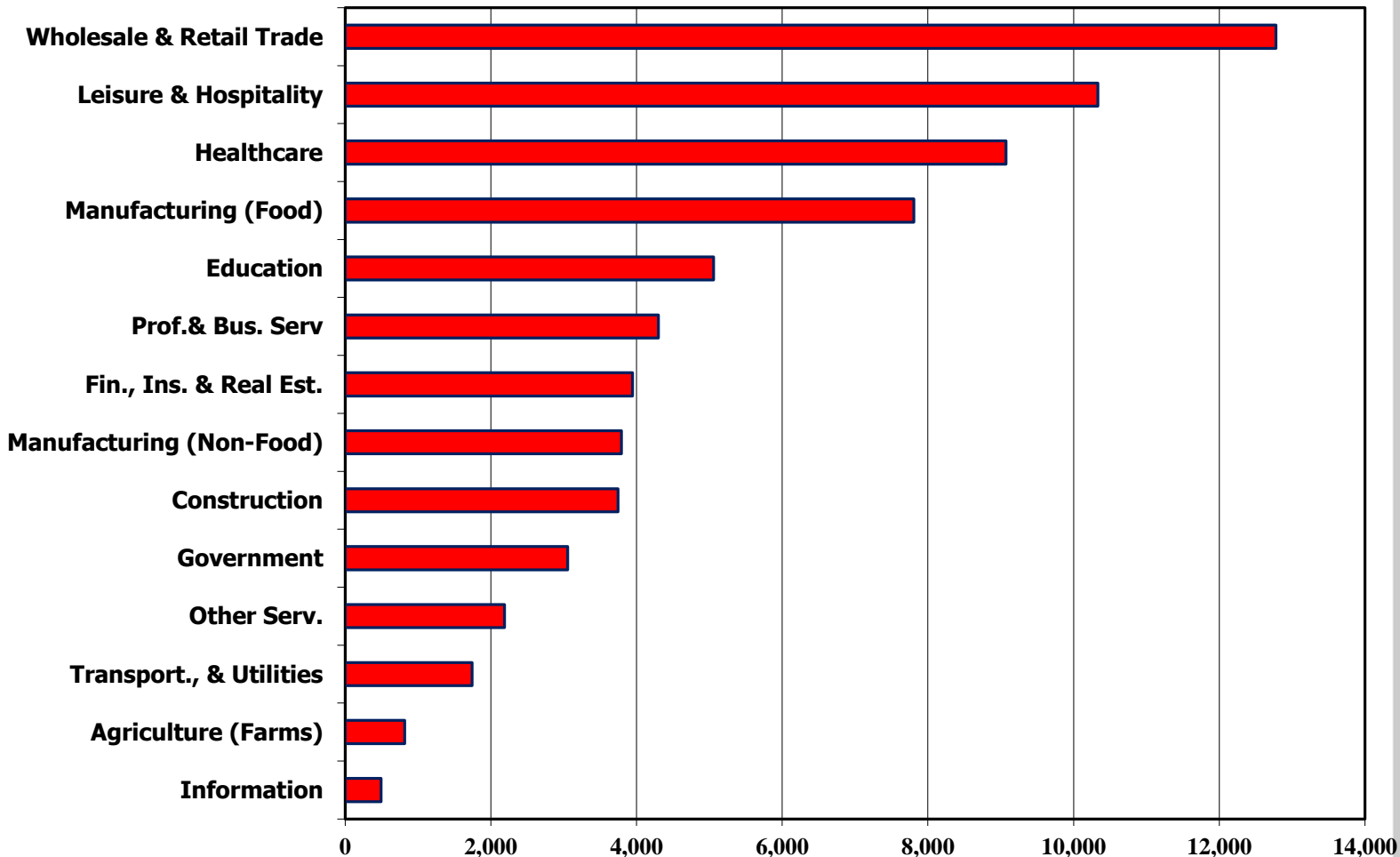
Delaware	\$ 48,700
New Castle	\$ 55,100
Kent	\$ 36,800
Sussex	\$ 33,900

2010 Annual Avg.

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Where Sussex Works (2010)



Source: Del. Dept of Labor, OOLMI; Census of Agriculture

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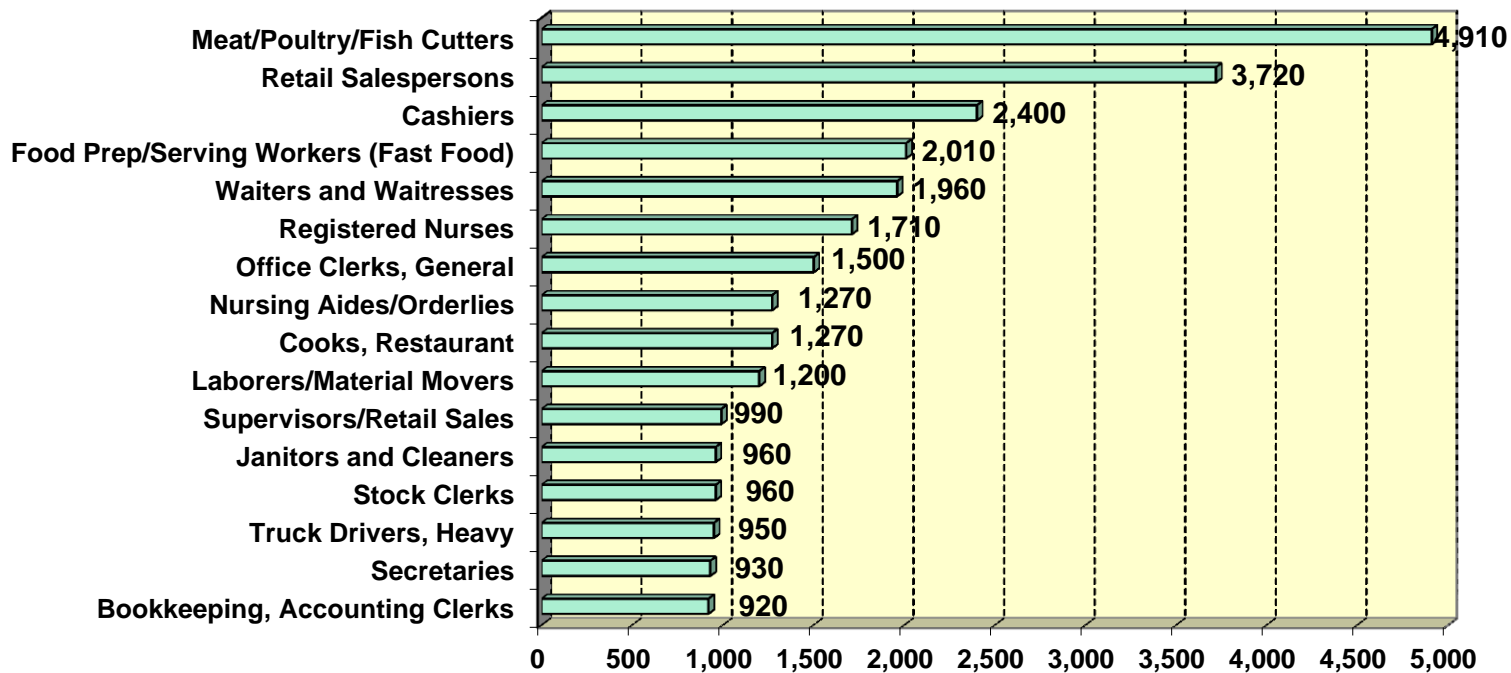
Average Annual Wage by Ind. Sussex (2010)



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Largest Specific Occupations – Sussex 2010



Source: DE Dept. of Labor, "Delaware Wages, 2010"

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Selected High Growth Occupations Sussex – '08 to '18

Occupational Title	2018 Projected Employment	Percent Growth
Securities, Commodities, and Financial Services Sales Agents	321	137.8
Personal and Home Care Aides	83	88.6
Network Systems and Data Communications Analysts	90	69.8
Licensed Practical and Licensed Vocational Nurses	686	61.8
Physical Therapist Aides	88	60.0
Dental Assistants	128	60.0
Dental Hygienists	75	59.6
Medical Assistants	322	57.8
Physical Therapist Assistants	77	57.1
Nursing Aides, Orderlies, and Attendants	1588	56.8
Pharmacy Technicians	379	54.1
Cardiovascular Technologists and Technicians	77	51.0
Credit Analysts	214	50.7

Source: Del. Dept of Labor, OOLMI

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Educational Attainment

Persons 25 Years and over

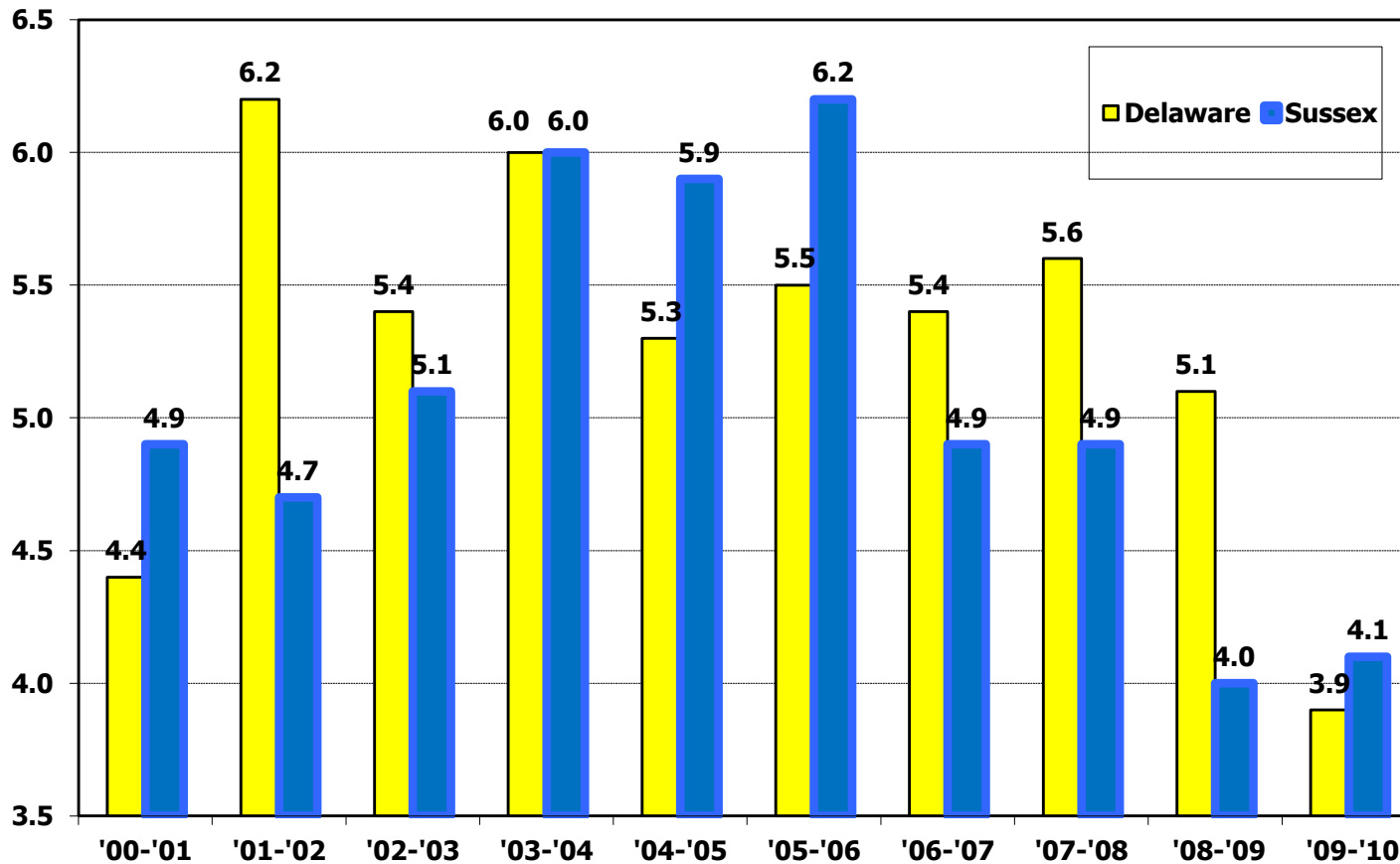
	Sussex	DE	U.S.
Less Than High School	11.6%	12.6%	14.8%
High school grad., or Some College no Degree	56.4%	51.2%	49.8%
Associates, Bachelor's Degree or higher	32.0%	36.2%	35.4%

Source: 2009 American Community Survey

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School Dropout Rates



Source: State of Delaware, Dept. of Education

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Largest Occupational Groups Sussex 2010

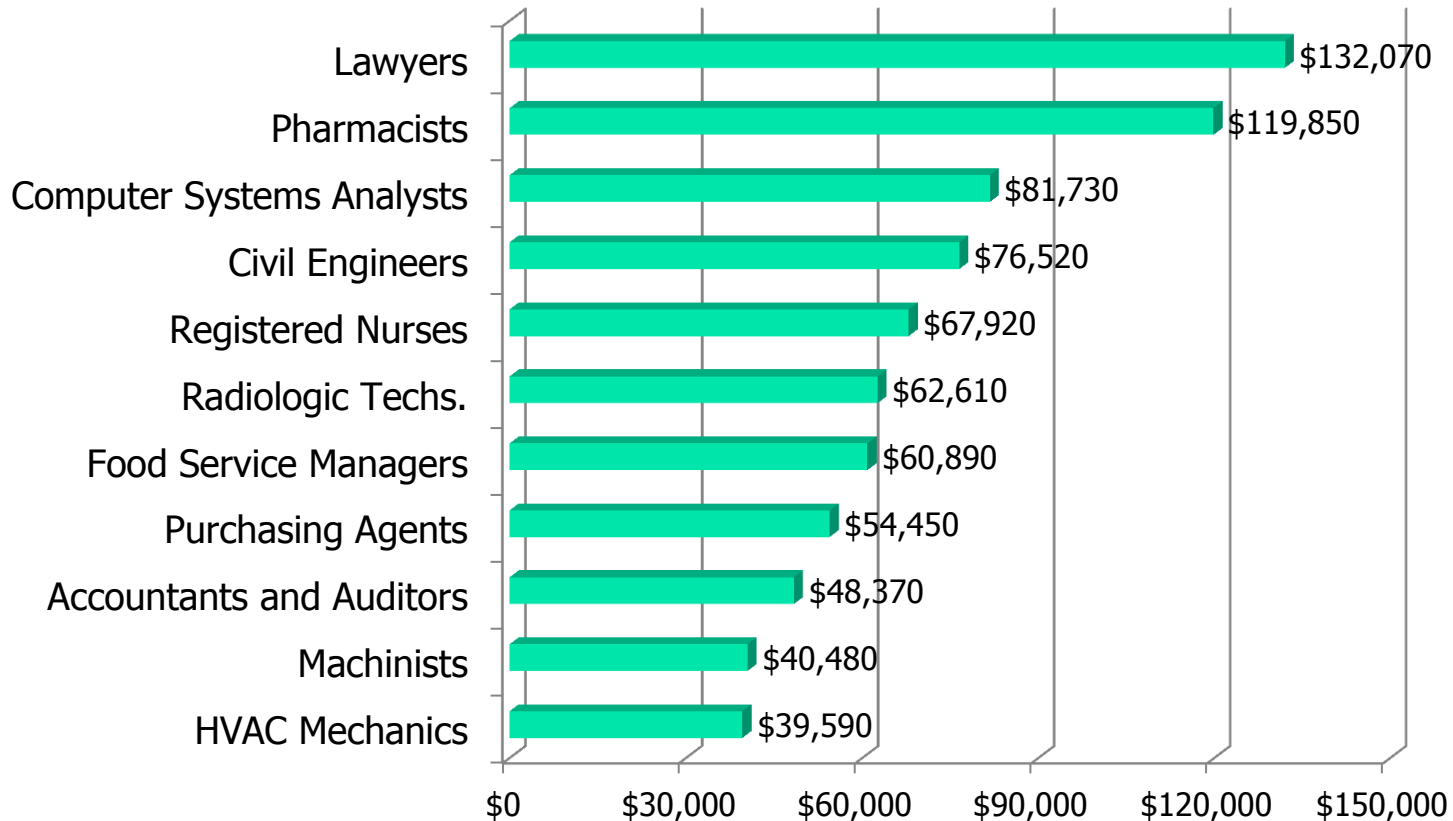
Occupational Group	Employment	Annual Avg. Wage
Office and Administrative Support	9,620	\$30,540
Sales and Related	8,960	\$31,090
Food Preparation and Serving Related	8,690	\$22,200
Production	7,640	\$26,610
Transportation and Material Moving	4,960	\$28,170
Healthcare Practitioners and Technical	4,290	\$67,530
Education, Training, and Library	3,920	\$49,240
Installation, Maintenance, and Repair	3,060	\$38,450
Construction and Extraction	2,850	\$37,910
Building and Grounds Cleaning and Maintenance	2,800	\$24,950
Healthcare Support	2,270	\$27,710
Management	1,830	\$94,800
Business and Financial Operations	1,750	\$54,830

U.S. Dept. of Labor, Bureau of Labor Statistics, (BLS)

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Ann. Wages for Selected Occupations – Sussex 2010



Source: DE Dept. of Labor, "Delaware Wages, 2010"

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Demographic Summary

- In the past twenty years Sussex (population) has grown much faster than the State and other counties. The growth trend is expected to continue although at a slightly slower rate.
- 70,000 of our residents are not in the labor force. This will likely increase until the economy improves.
- The largest increase in our population will come from persons age 65+. The pace of this is accelerating.
- This will continue to increase the demand for healthcare services and the need for jobs in the field.
- We will continue to focus on the need to attract and retain younger workers to replace “Baby-Boomers” during the next few years.
- But at the same time we will need to find ways to extend careers and introduce encore careers to our senior population.
- We must continue to improve the quality of our workforce. This is a must for ensuring retention of existing businesses and attraction of new ones.

Jobs - Summary

- Since 2002, about 80% of total Sussex job growth has occurred in four sectors: Healthcare; Education; Finance, Insurance & Real Estate; and Leisure & Hospitality.
- Leisure & Hospitality and Wholesale & Retail Trade are very large but relatively low paying industries. These two major groups represent 33.4% of jobs and 26.4% of total payroll.
- From 2009 to 2010, Sussex had a net gain of over 500 jobs, an increase of 0.8%. This was better than many other areas. Sussex did better than Delaware and the U.S. average.

Jobs Summary (Continued)

- Since 2002 job growth in Sussex has been faster than both Delaware's rate and the U.S. growth rate.
- But in recent years the number of jobs have declined in most areas. But Sussex has begun to see job growth (starting in 2010).
- Education and training are the keys to our long term success and ability to support entrepreneurial efforts
- Wages and salaries are lower in Sussex (\$33,900 vs. \$48,700 – Del.)
- Industries that have above average annual wages include: Manufacturing (non-food), \$57,443; Healthcare, \$44,963; Information, \$44,654; Transportation/ Utilities, \$42,641; Education, \$41,521; Construction, \$39,295; Professional & Bus. Services, \$38,964; Finance, Insurance & Real Estate, \$38,285; and Government, \$37,698.

Conclusion

- Top priorities: Create diverse job opportunities; Support the efforts of small businesses and entrepreneurs.
- Economy – expect slow job creation; lower unemployment rate. We have seen some improvement this year.
- Sluggish real estate market locally and regionally limiting our economic and population growth.
- Economic diversification – efforts continue to target manufacturing and high tech industries.
- Aging population - impact on healthcare services and job growth. This has been a long term trend.
- Attract and retain younger workers and families.
- Continue to recognize the strength of our basic industries.

Conclusions

- Our labor market continues to face major challenges. The need to attract high-wage and high-skilled jobs is our primary goal. But we'll need to continue to improve and expand the knowledge and skills of our residents.
- Income levels are rising but the economy continues to be sluggish. The current economy has led to much slower job creation. But improvements are apparent.
- Key issue remains: Attracting and retaining an experienced workforce.
- Sussex continues to be an attractive tourist and retirement destination. However, the economy and national real estate slowdown is limiting our efforts to attract retirees.
- We need more economic diversification.
- Sussex is facing the challenges of an aging population. A positive will be the creation of service careers to support the aging population.
- This will have a continuing impact on healthcare services and job growth (need for younger workers).
- More emphasis is needed for attracting and retaining younger workers and families. The future of our economic development depends on this.
- But we will still need to utilize the experience and abilities of our senior population.