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

<table>
<thead>
<tr>
<th>Year</th>
<th>Sussex</th>
<th>DE</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>3.4%</td>
<td>3.5%</td>
<td>4.6%</td>
</tr>
<tr>
<td>2008</td>
<td>5.1%</td>
<td>4.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>2009</td>
<td>8.1%</td>
<td>8.0%</td>
<td>9.3%</td>
</tr>
<tr>
<td>2010</td>
<td>8.3%</td>
<td>8.5%</td>
<td>9.6%</td>
</tr>
<tr>
<td>2011</td>
<td>8.0%</td>
<td>8.2%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

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

People

Demographic Trends
Sussex Population Continues to Increase

Source: Delaware Population Consortium
Highest Growth in Youngest & Oldest
Sussex 2010 and 2025

Source: Delaware Population Consortium
Major Sussex Industry Groups (2010 Employment)

- Wholesale & Retail Trade
- Leisure & Hospitality
- Healthcare
- Education
- Manufacturing

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**
$218.0 Million
“Made in Sussex”

Aircraft Modification
Biological/Chemical Materials
Commercial Printing
Construction Materials
Corrugated Box Manufacturing
Dental Equipment and Supplies
Electronic Components and Parts
“Made in Sussex”, cont’d.

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

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

- 5,100 jobs in 2010
- Average wage = $42,000
- Increased Demand for Services
- Workforce Training
% of Jobs by Education/Training

Bachelor's & Above: 14.0
Associates & Postsecondary: 10.9
Moderate, Long-term, Work Experience: 31.4
Short-term: 43.6

Sussex, 2008-2018 Projections – Dept. of Labor, OOLMI
% Growth by Education/Training Projected to 2018

Sussex, 2008 – 2018 Projections – Dept. of Labor, OOLMI
Connections That Work!
**Housing Production – Number of Units***

<table>
<thead>
<tr>
<th>Year</th>
<th>NCC</th>
<th>Kent</th>
<th>Sussex</th>
</tr>
</thead>
<tbody>
<tr>
<td>'98</td>
<td>2000</td>
<td>1500</td>
<td>2500</td>
</tr>
<tr>
<td>'99</td>
<td>1800</td>
<td>1200</td>
<td>2000</td>
</tr>
<tr>
<td>'00</td>
<td>1600</td>
<td>1000</td>
<td>1800</td>
</tr>
<tr>
<td>'01</td>
<td>1400</td>
<td>800</td>
<td>1600</td>
</tr>
<tr>
<td>'02</td>
<td>1200</td>
<td>600</td>
<td>1400</td>
</tr>
<tr>
<td>'03</td>
<td>1000</td>
<td>400</td>
<td>1200</td>
</tr>
<tr>
<td>'04</td>
<td>800</td>
<td>200</td>
<td>1000</td>
</tr>
<tr>
<td>'05</td>
<td>600</td>
<td>0</td>
<td>800</td>
</tr>
<tr>
<td>'06</td>
<td>400</td>
<td>0</td>
<td>600</td>
</tr>
<tr>
<td>'07</td>
<td>200</td>
<td>0</td>
<td>400</td>
</tr>
<tr>
<td>'08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>'09</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>'10</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>'11</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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

Source: U.S. Bureau of the Census
Sussex Trends: Jobs grew faster at first and then declined more slowly. During the past year job growth in Sussex has rebounded.

Long Term Population Trends – Sussex

55+: 28% in 1990 - to 45% in 2030

Source: Delaware Population Consortium
Population/Age Impact on County

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Pop. Change 2010 to 2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>8,753</td>
</tr>
<tr>
<td>15-24</td>
<td>3,027</td>
</tr>
<tr>
<td>25-34</td>
<td>5,199</td>
</tr>
<tr>
<td>35-44</td>
<td>6,004</td>
</tr>
<tr>
<td>45-54</td>
<td>-5,611</td>
</tr>
<tr>
<td>55-64</td>
<td>6,079</td>
</tr>
<tr>
<td>65+</td>
<td>34,160</td>
</tr>
</tbody>
</table>

- 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

<table>
<thead>
<tr>
<th>Delaware</th>
<th>$ 48,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Castle</td>
<td>$ 55,100</td>
</tr>
<tr>
<td>Kent</td>
<td>$ 36,800</td>
</tr>
<tr>
<td>Sussex</td>
<td>$ 33,900</td>
</tr>
</tbody>
</table>

2010 Annual Avg.
Where Sussex Works (2010)

Source: Del. Dept of Labor, OOLMI; Census of Agriculture
Average Annual Wage by Ind. Sussex (2010)

Manufacturing (Non-food) $33,910
Healthcare
Information
Transport./Utilities
Education
Construction
Prof.& Bus. Serv
Finance, Insurance & Real Est.
Government
Agriculture (Farms)
Manufacturing (Food)
Wholesale & Retail Trade
Other Serv.
Leisure & Hospitality

$0 $10,000 $20,000 $30,000 $40,000 $50,000 $60,000
Largest Specific Occupations – Sussex 2010

Source: DE Dept. of Labor, “Delaware Wages, 2010
## Selected High Growth Occupations

Sussex – ’08 to ‘18

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

Source: Del. Dept of Labor, OOLMI
## Educational Attainment

Persons 25 Years and over

<table>
<thead>
<tr>
<th></th>
<th>Sussex</th>
<th>DE</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than High School</td>
<td>11.6%</td>
<td>12.6%</td>
<td>14.8%</td>
</tr>
<tr>
<td>High school grad., or</td>
<td>56.4%</td>
<td>51.2%</td>
<td>49.8%</td>
</tr>
<tr>
<td>Some College no Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associates, Bachelor’s</td>
<td>32.0%</td>
<td>36.2%</td>
<td>35.4%</td>
</tr>
<tr>
<td>Degree or higher</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2009 American Community Survey
School Dropout Rates

Source: State of Delaware, Dept. of Education
# Largest Occupational Groups
Sussex 2010

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

Ann. Wages for Selected Occupations – Sussex 2010

- Lawyers: $132,070
- Pharmacists: $119,850
- Computer Systems Analysts: $81,730
- Civil Engineers: $76,520
- Registered Nurses: $67,920
- Radiologic Techs.: $62,610
- Food Service Managers: $60,890
- Purchasing Agents: $54,450
- Accountants and Auditors: $48,370
- Machinists: $40,480
- HVAC Mechanics: $39,590

Source: DE Dept. of Labor, “Delaware Wages, 2010”
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.
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.
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.
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.