Sussex Demographic and Labor Market Trends

Ed Simon
(302) 672-6845
edward.simon@state.de.us

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Introduction

- Statistical Update
  - Economic and labor market update for 2012
  - Is Sussex doing better?
  - Review of and industry job trends

- Focus
  - Review of major industry sectors
  - Small business and entrepreneurship
During the past couple of years the rates are showing some improvement.

<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>4.9%</td>
<td>4.8%</td>
<td>5.8%</td>
</tr>
<tr>
<td>2009</td>
<td>7.8%</td>
<td>7.9%</td>
<td>9.3%</td>
</tr>
<tr>
<td>2010</td>
<td>7.9%</td>
<td>8.0%</td>
<td>9.6%</td>
</tr>
<tr>
<td>2011</td>
<td>7.3%</td>
<td>7.3%</td>
<td>8.9%</td>
</tr>
<tr>
<td>2012</td>
<td>6.6%</td>
<td>6.8%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

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.

People

Demographic Trends
In an Average Month in Sussex . . .

- 187 Persons are born
- 175 Persons die
- 189 Persons move here from another area

Source: U.S. Census Bureau (7/10 to 7/11)
Sussex Population Growth is Slowing (Annual Change)

Net Migration
Natural Increase

Source: U.S. Census Bureau
Long Term Population Trends – Sussex

55+: 28% in 1990 - to 43% in 2030

Source: Delaware Population Consortium
Employment and Wages by Age Group - Sussex

[Diagram showing employment and average monthly earnings by age group.]

- Age Groups: 14-18, 19-21, 22-24, 25-34, 35-44, 45-54, 55-64, 65+
- Employed: [Diagram indicates the number of employed individuals in each age group.]
- Avg. Monthly Earnings: [Diagram shows the average monthly earnings for each age group.]
Jobs/Industry

Sussex Employment Trends
Major Sussex Industry Groups (2011 Employment)

- Wholesale & Retail Trade
- Leisure & Hospitality
- Healthcare
- Mfg, (Food)
- Education
- Prof & Business Serv.

Source: Del. Dept of Labor, OOLMI
Where Sussex Works (2011)

Source: Del. Dept of Labor, OOLMI; Census of Agriculture
Nonemployer data in Sussex (2010)

- Businesses with employees
  - Source DE Dept. of Labor
  - Part of the Unemployment Insurance system

- Establishments with no employees
  (Self-Employed and Entrepreneurs)
  - Source: U.S. Census Bureau – “Nonemployer Statistics”
  - How are they obtained?
  - How are they different from other data?
  - Why is this source important
  - We’ll refer to this information as “Establishments with no employees”.
### Establishments with No Employees, 2010

<table>
<thead>
<tr>
<th>State</th>
<th>Establishments</th>
<th>Receipts</th>
<th>Avg. Ann. Receipts Per Firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>53,854</td>
<td>$2,792,008,000</td>
<td>$51,844</td>
</tr>
<tr>
<td>New Castle</td>
<td>31,427 (58.4%)</td>
<td>$1,752,538,000</td>
<td>$55,765</td>
</tr>
<tr>
<td>Kent</td>
<td>8,597 (16.0%)</td>
<td>$401,455,000</td>
<td>$46,697</td>
</tr>
<tr>
<td>Sussex</td>
<td>13,830 (25.7%)</td>
<td>$638,015,000</td>
<td>$46,133</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau – Non-employer Statistics
Establishments With No Employees, 2010 - Sussex

Source: U.S. Census Bureau – Non-employer Statistics
Average Annual Gross Receipts, Establishments With No Employees, Sussex, 2010

$46,133 Avg.

- Transportation: $67,171
- Finance, Ins., Real Est.: $67,101
- Construction: $64,221
- Information: $63,919
- Wholesale & Retail Trade: $49,946
- Professional & Bus. Serv.: $35,161
- Manufacturing: $30,567
- Leisure & Hospitality: $28,926
- Health & Social Assistance: $28,043
Turnover Rates (%) – Sussex and DE

- Sussex
- Delaware
Turnover Rates by Industry, Sussex

- Industries with highest turnover rates:
  - Accommodations, 17.9
  - Arts, 17.5
  - Admin, 14.4
  - Finance & Insurance, 13.5

- Industries with lowest turnover rates:
  - Utilities, 1.6
  - Education, 4.8
  - Information, 5.7
Turnover Rates by Age - Sussex

![Bar chart showing turnover rates by age group in Sussex County, with the highest rates in the 14-18 and 19-21 age groups and the lowest in the 55-64 and 65+ age groups.](chart.png)
## Industries with the largest number of older workers

<table>
<thead>
<tr>
<th>Industry</th>
<th>55+ workers</th>
<th>% of Tot. Ind.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>2,459</td>
<td>22.5</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>2,236</td>
<td>23.8</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1,611</td>
<td>19.5</td>
</tr>
<tr>
<td>Accommodation and Food Service</td>
<td>840</td>
<td>9.8</td>
</tr>
<tr>
<td>Construction</td>
<td>617</td>
<td>19.3</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>588</td>
<td>34.0</td>
</tr>
<tr>
<td>Other Services</td>
<td>498</td>
<td>24.6</td>
</tr>
</tbody>
</table>
ADDENDUM
Sussex Labor Force Data

- Total Sussex Population = 197,000
- Employed = 86,000
- Not in the labor force, 16 years+ = 68,000 (retired, in school, or not looking for work)
- Persons under age 16 years = 36,000
- Unemployed/actively seeking = 7,000

## Avg. Annual Wage – Total All Industries

<table>
<thead>
<tr>
<th>Region</th>
<th>Annual Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>$ 50,500</td>
</tr>
<tr>
<td>New Castle</td>
<td>$ 57,300</td>
</tr>
<tr>
<td>Kent</td>
<td>$ 37,200</td>
</tr>
<tr>
<td>Sussex</td>
<td>$ 33,900</td>
</tr>
</tbody>
</table>

2011 Annual Avg.
Sussex Population Continues to Increase

Source: Delaware Population Consortium
Highest Growth in Youngest & Oldest
Sussex 2010 and 2030

Source: Delaware Population Consortium
### Population/Age Impact on County

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Pop. Change 2010 to 2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>10,814</td>
</tr>
<tr>
<td>15-24</td>
<td>6,306</td>
</tr>
<tr>
<td>25-34</td>
<td>8,267</td>
</tr>
<tr>
<td>35-44</td>
<td>6,983</td>
</tr>
<tr>
<td>45-54</td>
<td>-3,186</td>
</tr>
<tr>
<td>55-64</td>
<td>684</td>
</tr>
<tr>
<td>65+</td>
<td>43,280</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
## 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>13.5%</td>
<td>12.7%</td>
<td>14.7%</td>
</tr>
<tr>
<td>High school grad., or</td>
<td>57.5%</td>
<td>51.9%</td>
<td>49.7%</td>
</tr>
<tr>
<td>Some College no Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associates, Bachelor’s</td>
<td>29.0%</td>
<td>35.4%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Degree or higher</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2010 American Community Survey
Average Annual Wage by Ind. Sussex (2011)

- Information: $33,900
- Manufacturing (Non-food)
- Healthcare
- Transport./Utilities
- Education
- Construction
- Government
- Prof.& Bus. Serv
- Fin. Ins. & Real Est.
- Agriculture (Farms)
- Manufacturing (Food)
- Wholesale & Retail Trade
- Other Serv.
- Leisure & Hospitality

Other wages:
- Wholesale & Retail Trade: $27,000
- Leisure & Hospitality: $25,000
- Agriculture (Farms): $24,000
- Prof.& Bus. Serv: $22,000
- Transport./Utilities: $21,000
- Education: $20,000
- Construction: $19,000
- Fin. Ins. & Real Est.: $18,000
- Healthcare: $17,000
- Government: $16,000
- Manufacturing (Non-food): $15,000
- Information: $14,000
- Leisure & Hospitality: $13,000
- Government: $12,000
- Leisure & Hospitality: $11,000
- Leisure & Hospitality: $10,000
- Leisure & Hospitality: $9,000
- Leisure & Hospitality: $8,000
- Leisure & Hospitality: $7,000
- Leisure & Hospitality: $6,000
- Leisure & Hospitality: $5,000
- Leisure & Hospitality: $4,000
- Leisure & Hospitality: $3,000
- Leisure & Hospitality: $2,000
- Leisure & Hospitality: $1,000
- Leisure & Hospitality: $0
Total Receipts, Establishments with No Employees, Sussex, 2010

- Finance. Ins. Real Est.
- Construction
- Professional & Bus. Serv.
- Wholesale & Retail Trade
- Other Serv. i.e. Repair, Personal
- Transportation & Utilities
- Health & Social Assistance
- Leisure & Hospitality

Source: U.S. Census Bureau – Non-employer Statistics
### 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>1,500</td>
<td>500</td>
<td>1,000</td>
</tr>
<tr>
<td>'99</td>
<td>2,000</td>
<td>1,000</td>
<td>1,500</td>
</tr>
<tr>
<td>'00</td>
<td>2,500</td>
<td>1,500</td>
<td>2,000</td>
</tr>
<tr>
<td>'01</td>
<td>3,000</td>
<td>2,000</td>
<td>2,500</td>
</tr>
<tr>
<td>'02</td>
<td>3,500</td>
<td>2,500</td>
<td>3,000</td>
</tr>
<tr>
<td>'03</td>
<td>4,000</td>
<td>3,000</td>
<td>3,500</td>
</tr>
</tbody>
</table>

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

Source: U.S. Bureau of the Census
### Largest Occupational Groups
Sussex 2011

<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>9,540</td>
<td>$30,770</td>
</tr>
<tr>
<td>Food Preparation and Serving Related</td>
<td>9,050</td>
<td>$22,380</td>
</tr>
<tr>
<td>Production</td>
<td>8,990</td>
<td>$27,070</td>
</tr>
<tr>
<td>Sales and Related</td>
<td>8,870</td>
<td>$29,630</td>
</tr>
<tr>
<td>Transportation and Material Moving</td>
<td>4,700</td>
<td>$29,030</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical</td>
<td>4,320</td>
<td>$73,690</td>
</tr>
<tr>
<td>Education, Training, and Library</td>
<td>4,020</td>
<td>$50,680</td>
</tr>
<tr>
<td>Installation, Maintenance, and Repair</td>
<td>3,080</td>
<td>$40,430</td>
</tr>
<tr>
<td>Building and Grounds Cleaning and Maintenance</td>
<td>2,900</td>
<td>$25,090</td>
</tr>
<tr>
<td>Construction and Extraction</td>
<td>2,800</td>
<td>$37,520</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>2,240</td>
<td>$28,560</td>
</tr>
<tr>
<td>Business and Financial Operations</td>
<td>1,630</td>
<td>$57,020</td>
</tr>
<tr>
<td>Management</td>
<td>1,550</td>
<td>$103,850</td>
</tr>
</tbody>
</table>

Largest Specific Occupations – Sussex 2011

Source: DE Dept. of Labor, “Delaware Wages, 2011”
Ann. Wages for Selected Occupations – Sussex 2011

- Family & Gen. Practitioners: $143,780
- Pharmacists: $120,530
- Lawyers: $107,390
- Computer Systems…: $77,080
- Mechanical Engineers: $74,280
- Registered Nurses: $69,050
- Occupational Therapists: $68,330
- Radiologic Techs.: $64,800
- Purchasing Agents: $54,080
- Accountants and Auditors: $52,000
- HVAC Mechanics: $42,930
- Machinists: $40,020

Source: DE Dept. of Labor, “Delaware Wages, 2011”
### Industries With Highest % of Males

**Sussex, 2010**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Male Jobs</th>
<th>Female Jobs</th>
<th>Median earnings (dollars) for male</th>
<th>Median earnings (dollars) for female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>89.7%</td>
<td>10.3%</td>
<td>32,328</td>
<td>27,715</td>
</tr>
<tr>
<td>Agriculture (Farms)</td>
<td>79.1%</td>
<td>20.9%</td>
<td>41,670</td>
<td>23,338</td>
</tr>
<tr>
<td>Transport., warehousing, and utilities</td>
<td>78.7%</td>
<td>21.3%</td>
<td>37,047</td>
<td>42,484</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>68.6%</td>
<td>31.4%</td>
<td>46,216</td>
<td>25,494</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>65.0%</td>
<td>35.0%</td>
<td>27,290</td>
<td>26,404</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>63.7%</td>
<td>36.3%</td>
<td>37,576</td>
<td>23,396</td>
</tr>
<tr>
<td>Public administration</td>
<td>54.1%</td>
<td>45.9%</td>
<td>45,182</td>
<td>41,729</td>
</tr>
<tr>
<td>Information</td>
<td>51.2%</td>
<td>48.8%</td>
<td>38,075</td>
<td>31,558</td>
</tr>
</tbody>
</table>

Source: Bureau of the Census, American Community Survey
## Industries With the Highest % of Females, Sussex 2010

<table>
<thead>
<tr>
<th>Industry</th>
<th>Male Jobs</th>
<th>Female Jobs</th>
<th>Median earnings (dollars) for males</th>
<th>Median earnings (dollars) for females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care</td>
<td>19.4%</td>
<td>80.6%</td>
<td>34,809</td>
<td>27,631</td>
</tr>
<tr>
<td>Educational services</td>
<td>33.8%</td>
<td>66.2%</td>
<td>43,611</td>
<td>32,702</td>
</tr>
<tr>
<td>Fin., Ins. &amp; Real Est.</td>
<td>35.2%</td>
<td>64.8%</td>
<td>50,476</td>
<td>27,400</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>44.9%</td>
<td>55.1%</td>
<td>16,701</td>
<td>14,206</td>
</tr>
<tr>
<td>Retail trade</td>
<td>46.3%</td>
<td>53.7%</td>
<td>27,687</td>
<td>21,238</td>
</tr>
<tr>
<td>Other services</td>
<td>48.9%</td>
<td>51.1%</td>
<td>27,178</td>
<td>12,624</td>
</tr>
</tbody>
</table>

Source: Bureau of the Census, American Community Survey
In the past twenty years Sussex (population) has grown much rapidly. The growth trend is expected to continue although at a slightly slower rate. The growth rate will be influenced by the possible rebound in the real estate sector.

68,000 of our residents are not in the labor force. This is a large pool of potential workers.

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. We need to improve our educational attainment results.
Since 2002, about 90% of total Sussex job growth has occurred in four sectors: Healthcare; Leisure & Hospitality Education; and Finance, Insurance & Real Estate.

Leisure & Hospitality and Wholesale & Retail Trade are very large but relatively low paying industries. These two major groups represent 33.8% of jobs and 22.8% of total payroll.

In 2012, job growth in Sussex has been led by Health Services, Retail Trade, and Leisure & Hospitality.
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, in 2012, has seen job growth.

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. $50,500 – Del.)

Industries that have above average annual wages include: Information, $49,420; Manufacturing (non-food), $48,639; Healthcare, $46,866; Transportation/ Utilities, $42,399; Education, $42,031; Construction, $41,512; Government, $39,233; Professional & Bus. Services, $39,156; and Finance, Insurance & Real Estate, $38,582.
Conclusion

- Small businesses are critical to the success of Sussex; Support the efforts of small businesses and entrepreneurs.
- Economy – expect continued slow job creation with lower unemployment rates. We have seen some improvement this year.
- The real estate market has shown some very positive recent trends. This is a good sign for our near-term economic success.
- Economic diversification – efforts continue to target manufacturing and high tech industries. Workforce training and preparation is the key.
- Aging population - impact on healthcare services and job growth. This has been a long term trend.
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. The current economy has led to slow job creation. But we have seen some improvements.

Key issue remains: Attracting and retaining an experienced workforce.

Sussex continues to be an attractive tourist and retirement destination. Sussex has been able to attract retirees despite the economy and national real estate situation.

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. Our senior workforce is an asset that needs to be utilized.