

Sussex Demographic and Labor Market Trends

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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

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Unemployment Trend

- During the past couple of years the rates are showing some improvement.

Year	Sussex	DE	US
2007	3.4%	3.5%	4.6%
2008	4.9%	4.8%	5.8%
2009	7.8%	7.9%	9.3%
2010	7.9%	8.0%	9.6%
2011	7.3%	7.3%	8.9%
2012	6.6%	6.8%	8.1%

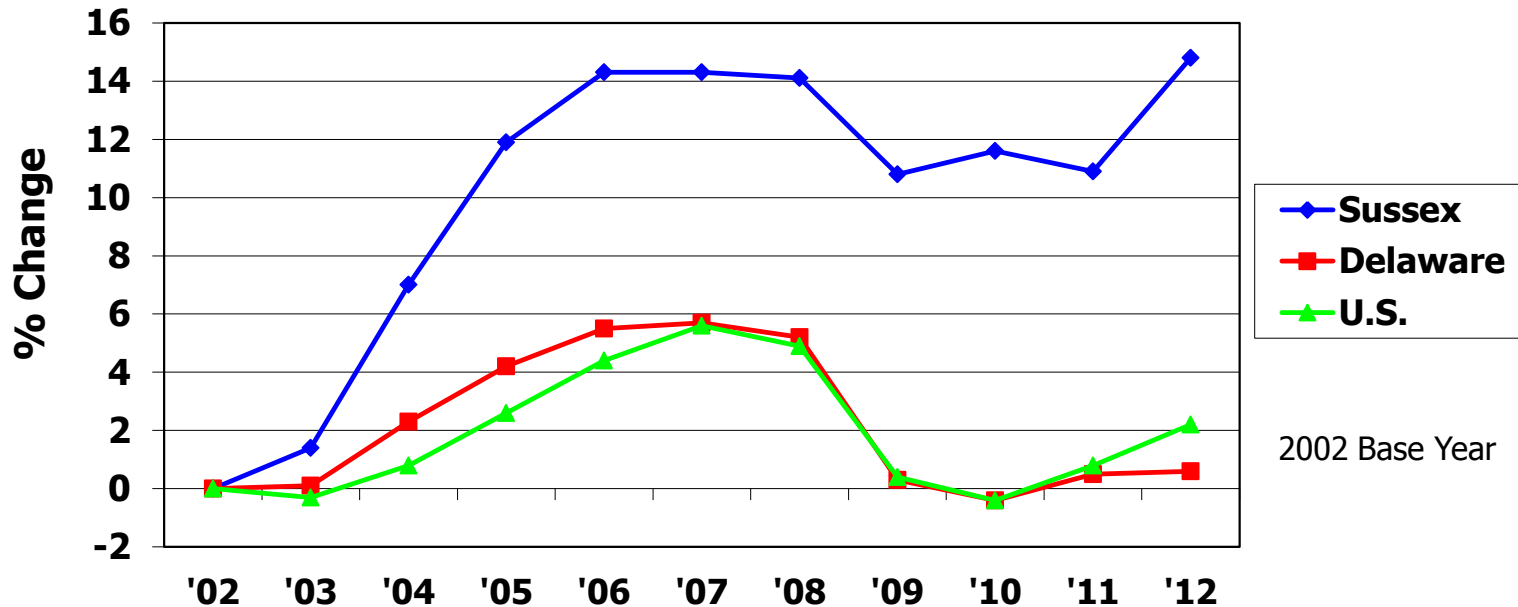
Source: U.S. Dept. of Labor, Bureau of Labor Statistics

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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

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Demographic Trends

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In an Average Month in Sussex . . .

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

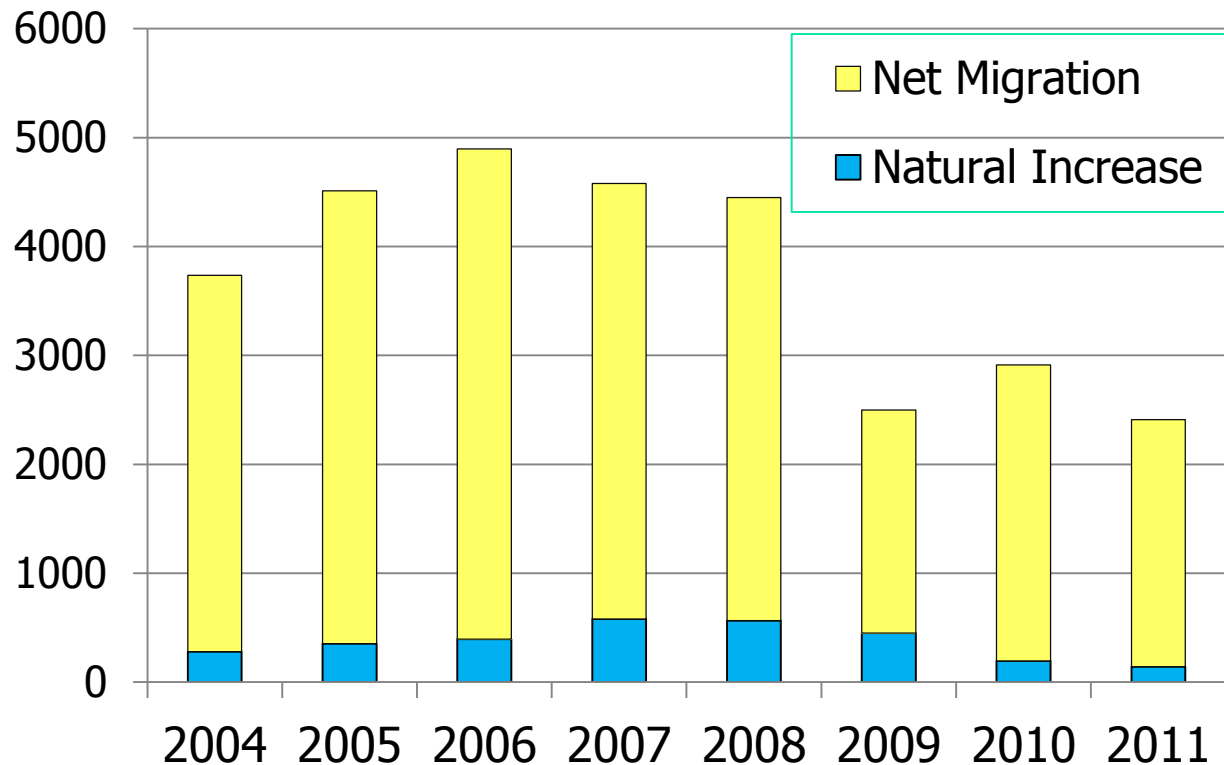
Source: U.S. Census Bureau (7/10 to 7/11)

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Sussex Population Growth is Slowing (Annual Change)



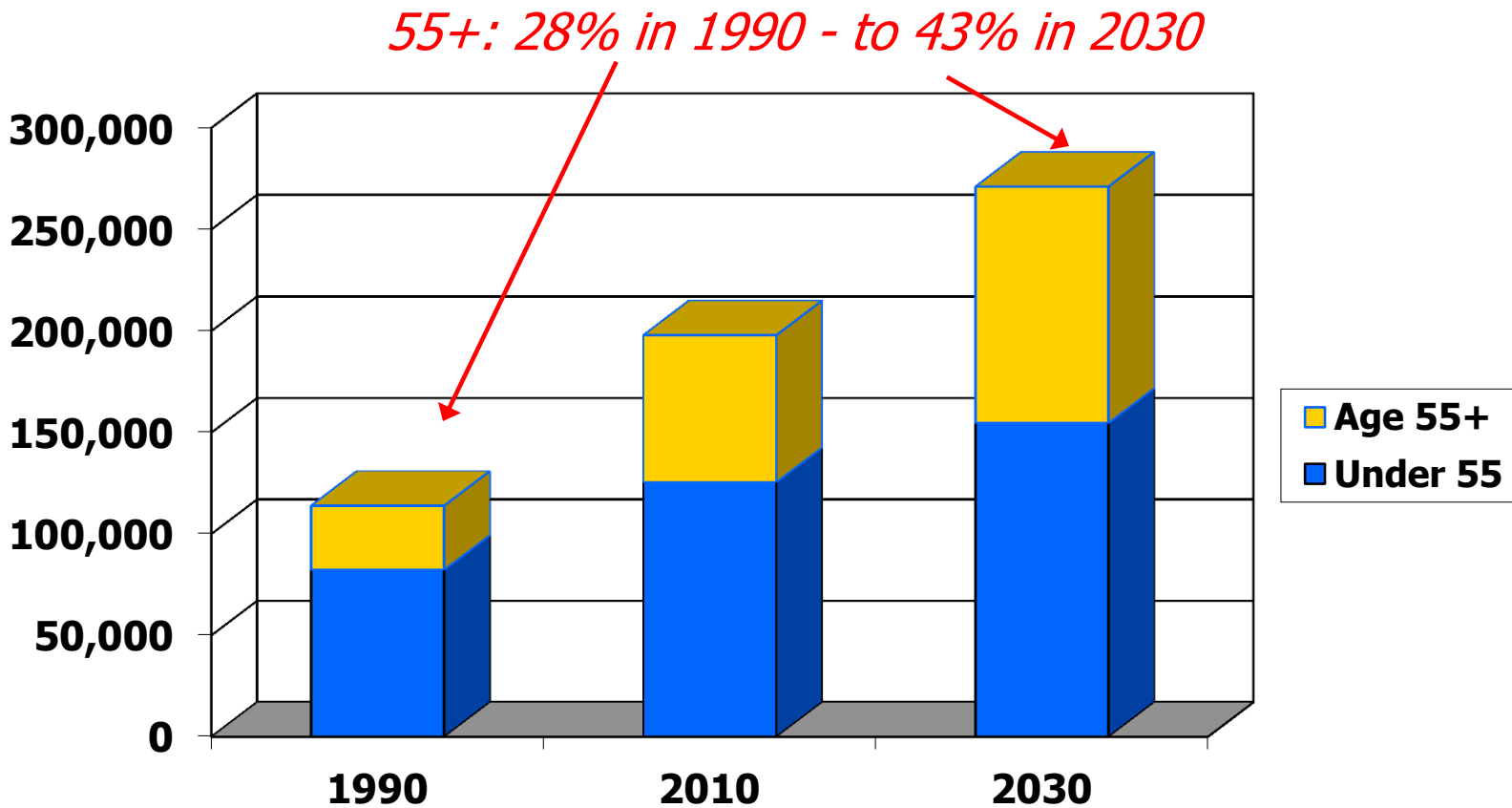
Source: U.S. Census Bureau

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Long Term Population Trends – Sussex



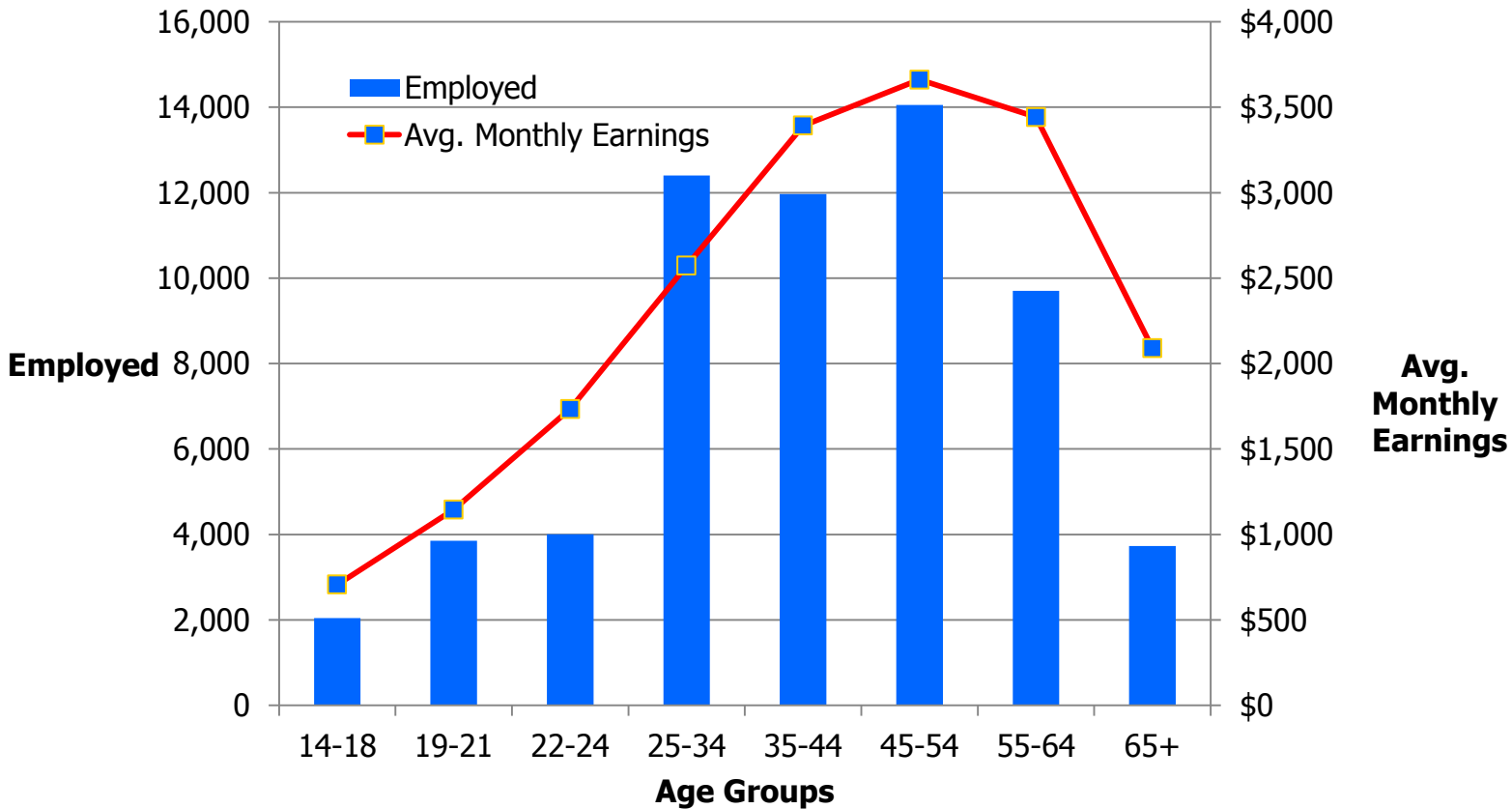
Source: Delaware Population Consortium

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Employment and Wages by Age Group - Sussex



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Jobs/Industry

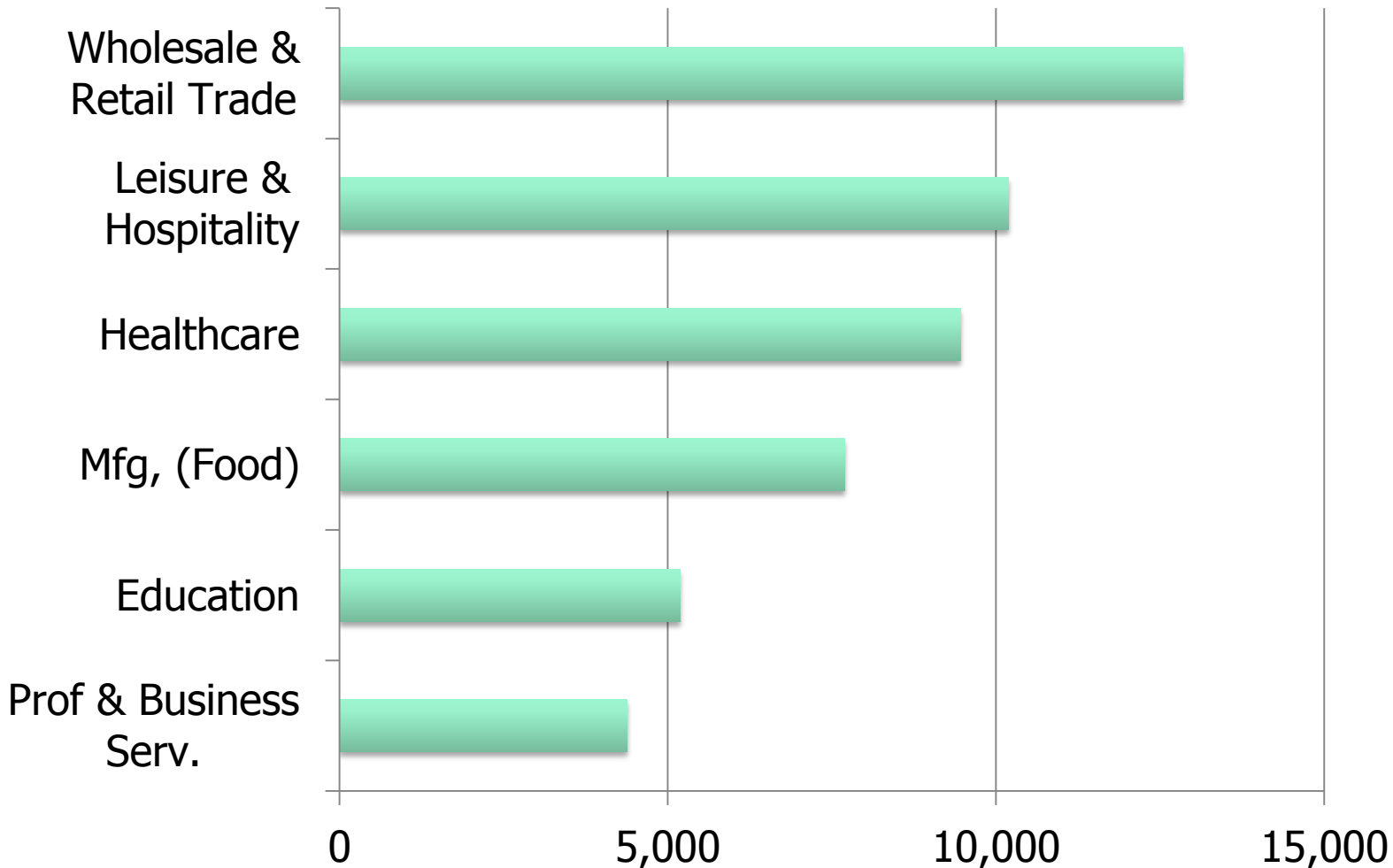
Sussex Employment Trends

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Major Sussex Industry Groups (2011 Employment)



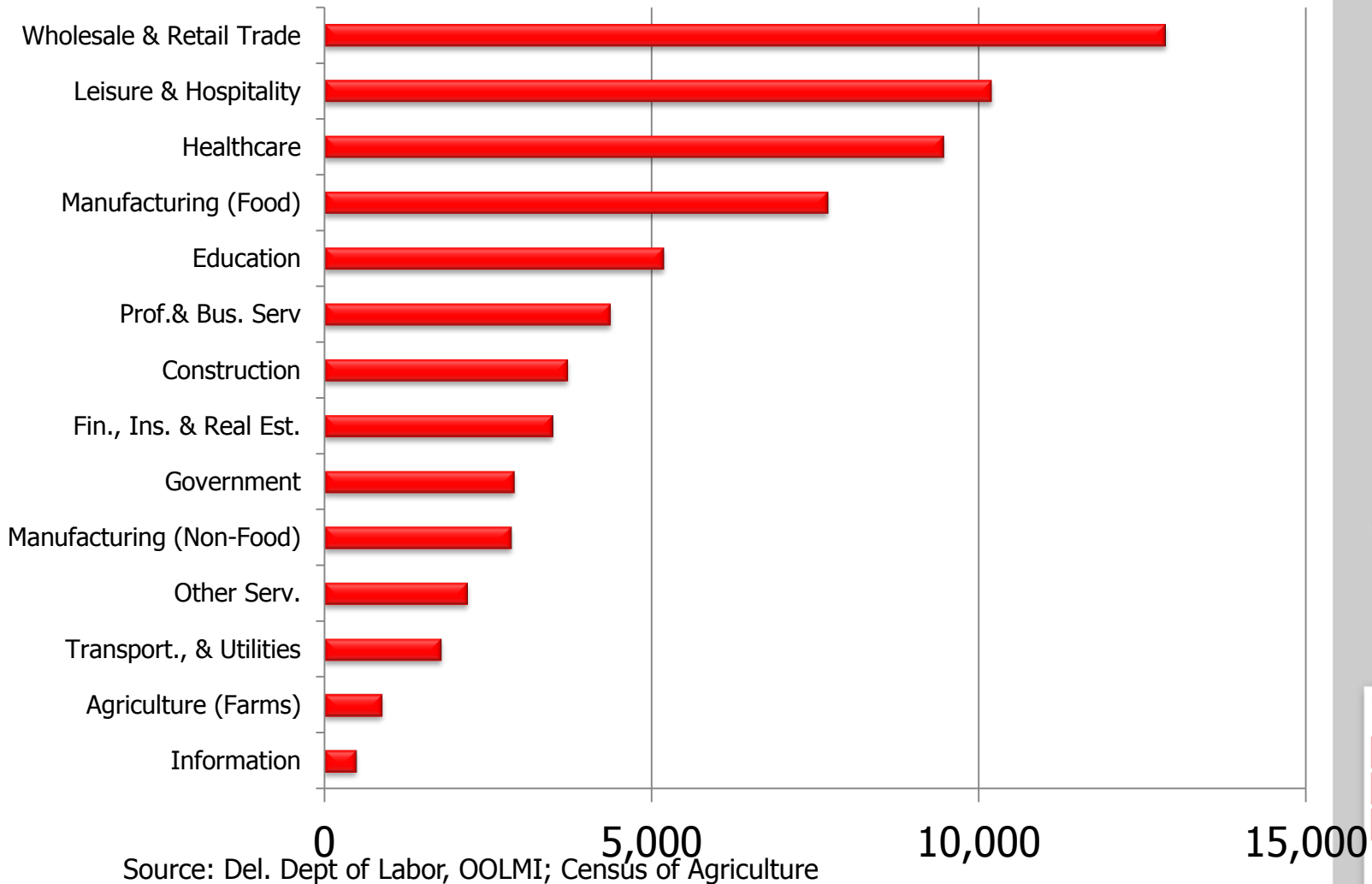
Source: Del. Dept of Labor, OOLMI

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Where Sussex Works (2011)



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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”.

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Establishments with No Employees, 2010

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

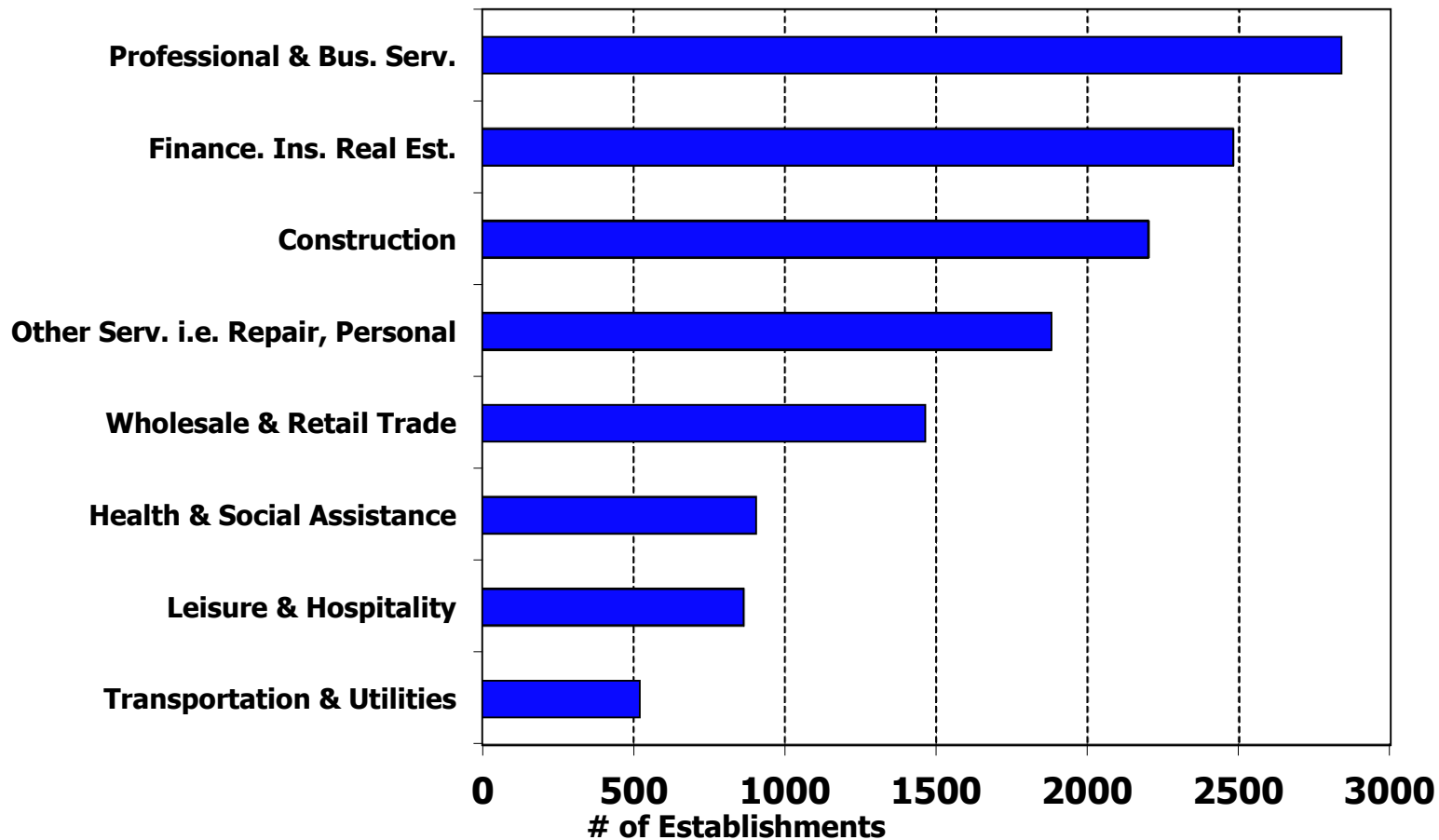
Source: U.S. Census Bureau –
Non-employer Statistics

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Establishments With No Employees, 2010 - Sussex



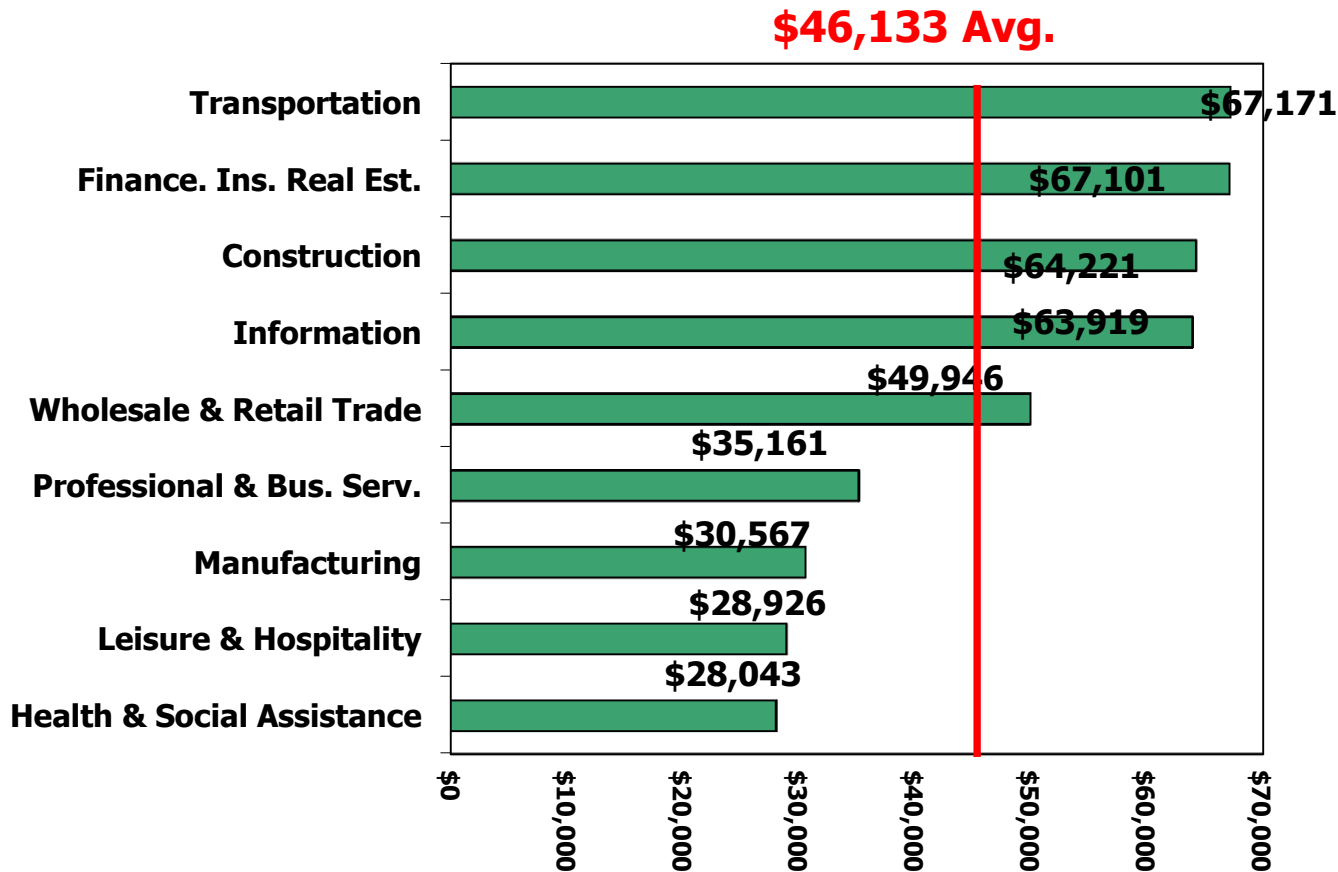
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Source: U.S. Census Bureau –
Non-employer Statistics

Average Annual Gross Receipts, Establishments With No Employees, Sussex, 2010

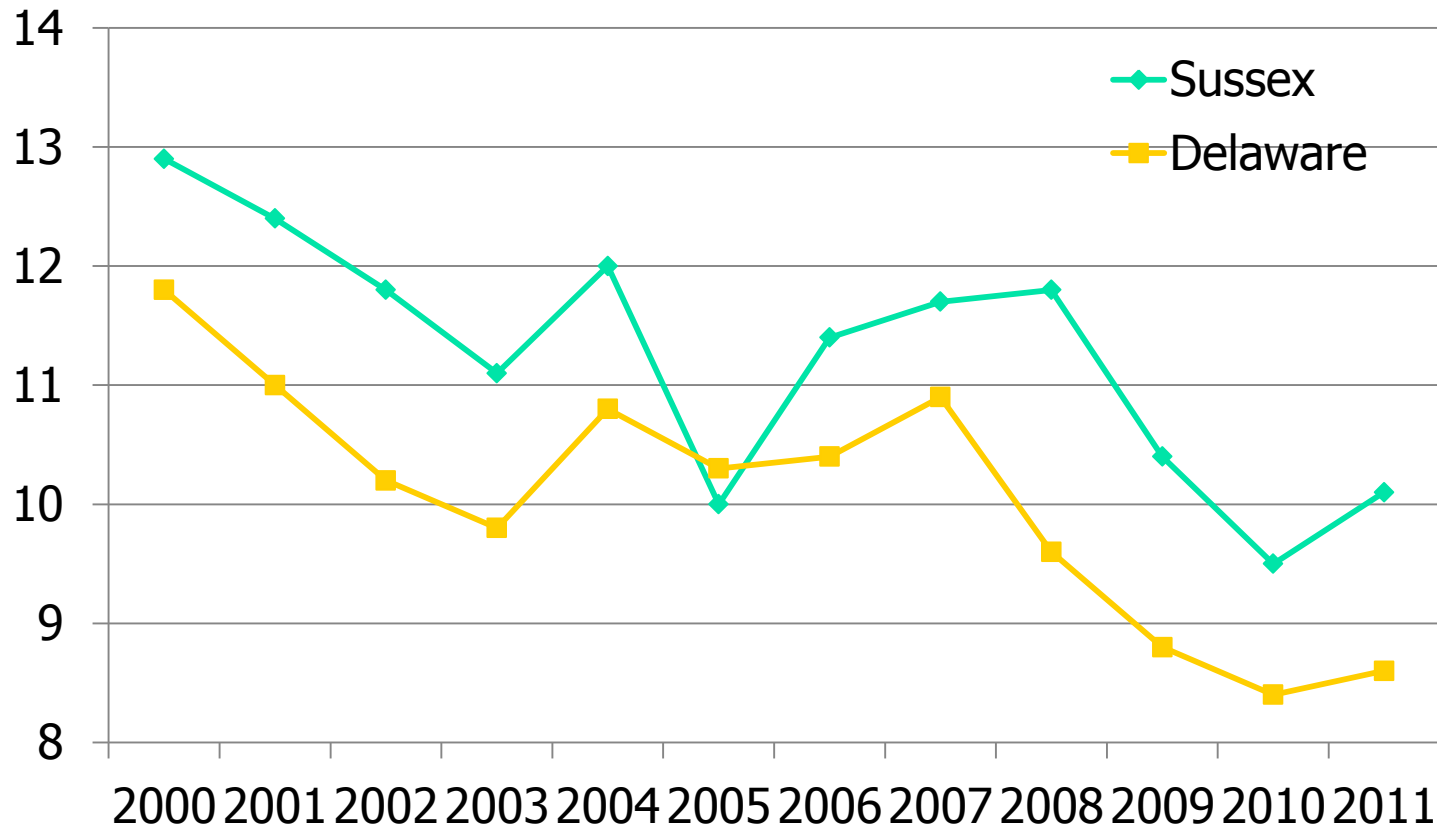


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Turnover Rates (%) – Sussex and DE



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Turnover Rates by Industry, Sussex

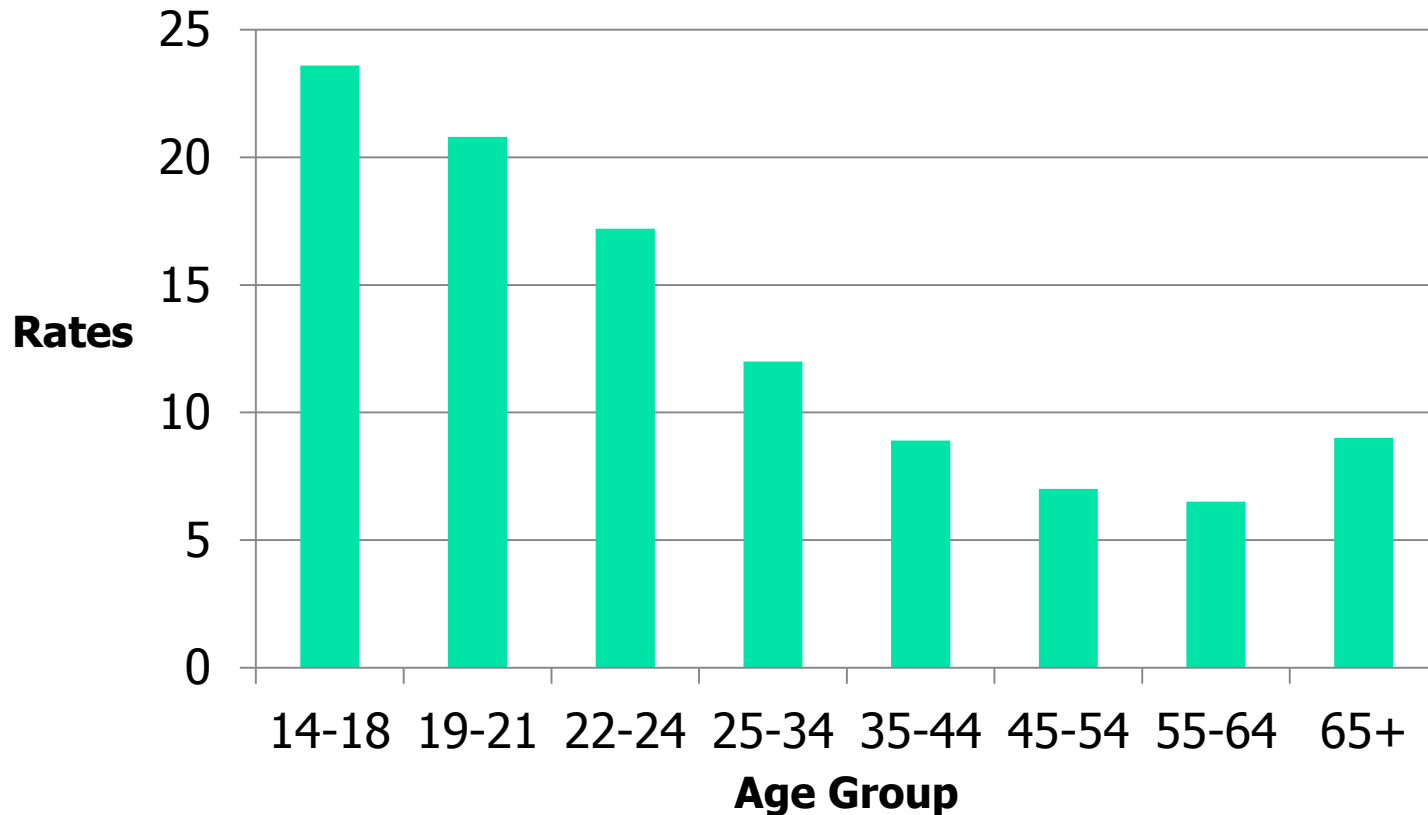
- Industries with highest turnover rates:
 - Accommodations, 17.9
 - Arts, 17.5
 - Admin, 14.4
 - Finance & Insurance, 13.5
- Industries with lowest turnover rates:
 - Utilities, 1.6
 - Education, 4.8
 - Information, 5.7

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Turnover Rates by Age - Sussex



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Industries with the largest number of older workers

Industry	55+ workers	% of Tot. Ind.
Retail Trade	2,459	22.5
Health Care and Social Assistance	2,236	23.8
Manufacturing	1,611	19.5
Accommodation and Food Service	840	9.8
Construction	617	19.3
Real Estate and Rental and Leasing	588	34.0
Other Services	498	24.6

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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

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

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Avg. Annual Wage – Total All Industries

Delaware	\$ 50,500
New Castle	\$ 57,300
Kent	\$ 37,200
Sussex	\$ 33,900

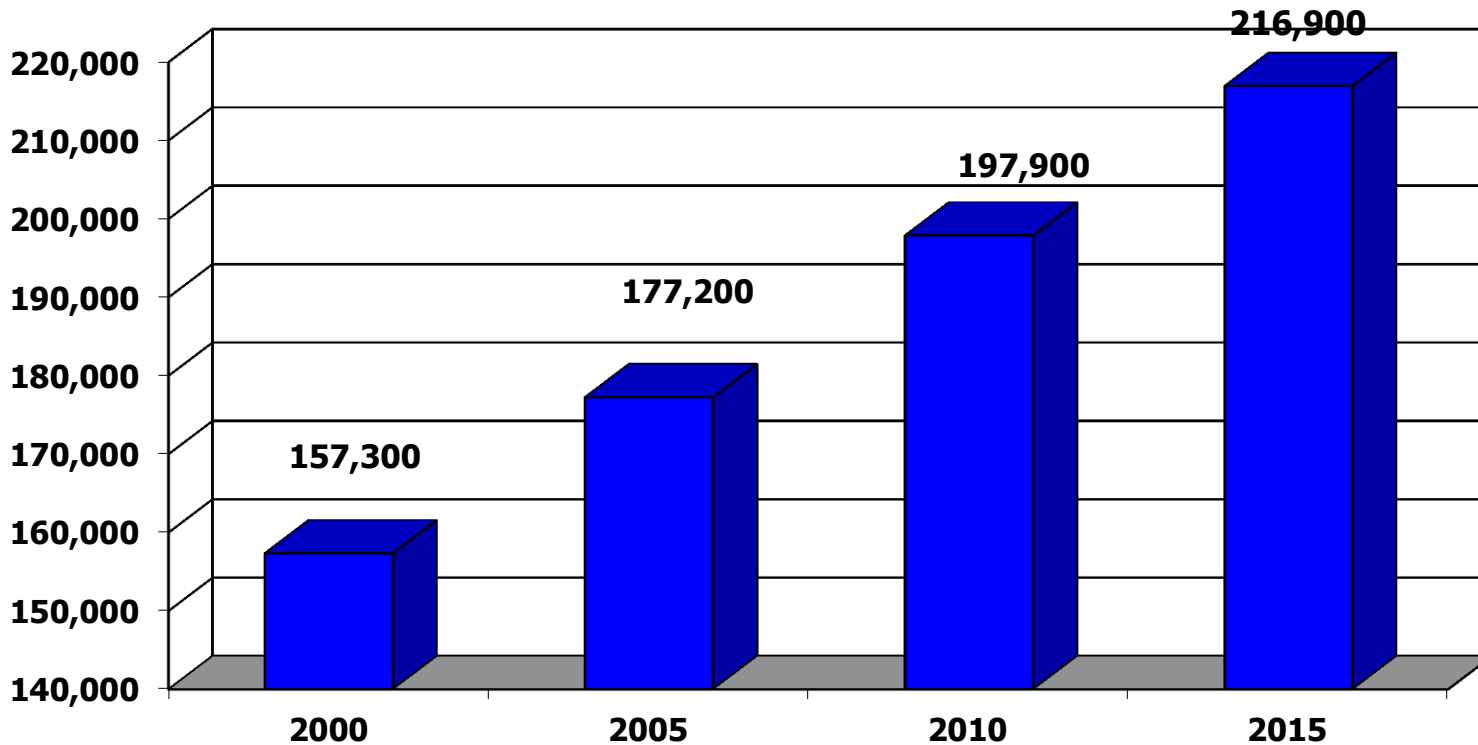
2011 Annual Avg.

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Sussex Population Continues to Increase



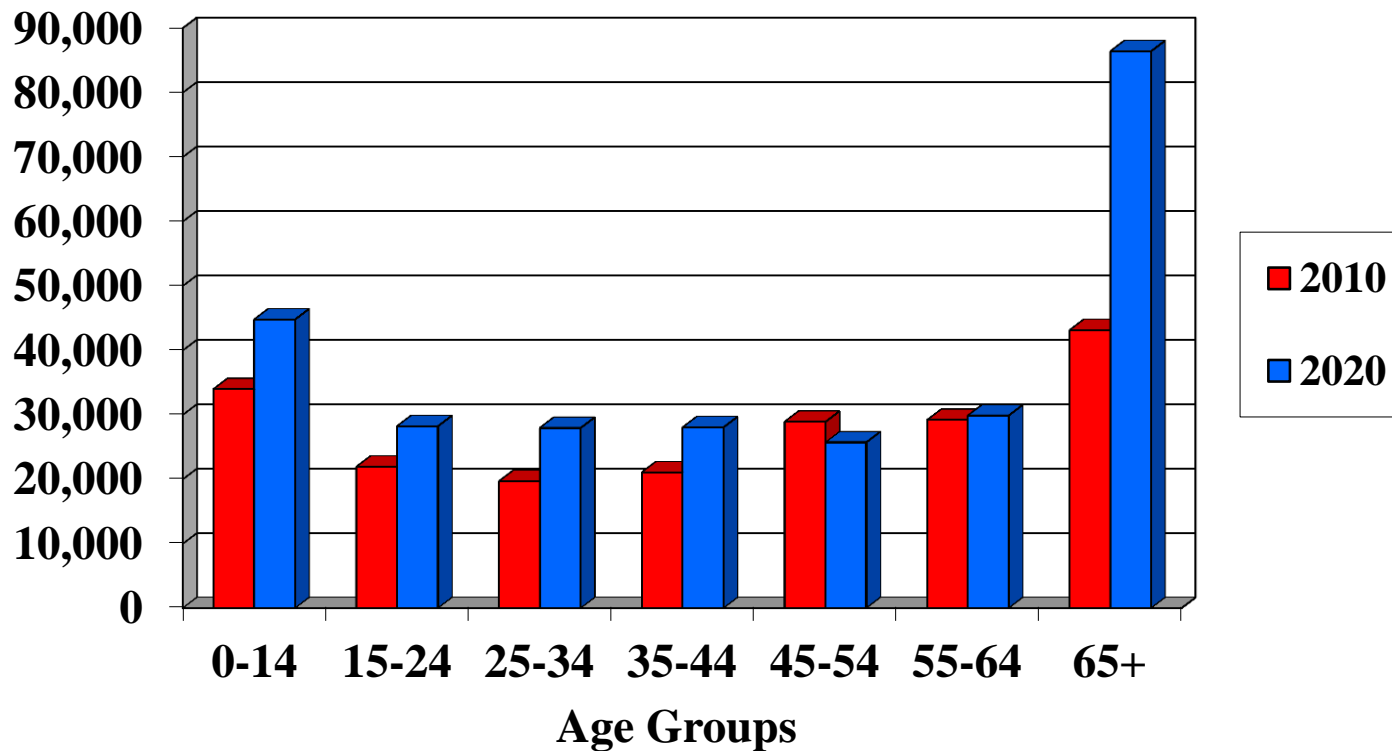
Source: Delaware Population Consortium

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Highest Growth in Youngest & Oldest Sussex 2010 and 2030



Source: Delaware Population Consortium

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Population/Age Impact on County

Age Group	Pop. Change 2010 to 2030
0-14	10,814
15-24	6,306
25-34	8,267
35-44	6,983
45-54	-3,186
55-64	684
65+	43,280

- 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

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Educational Attainment

Persons 25 Years and over

	Sussex	DE	U.S.
Less Than High School	13.5%	12.7%	14.7%
High school grad., or Some College no Degree	57.5%	51.9%	49.7%
Associates, Bachelor's Degree or higher	29.0%	35.4%	35.6%

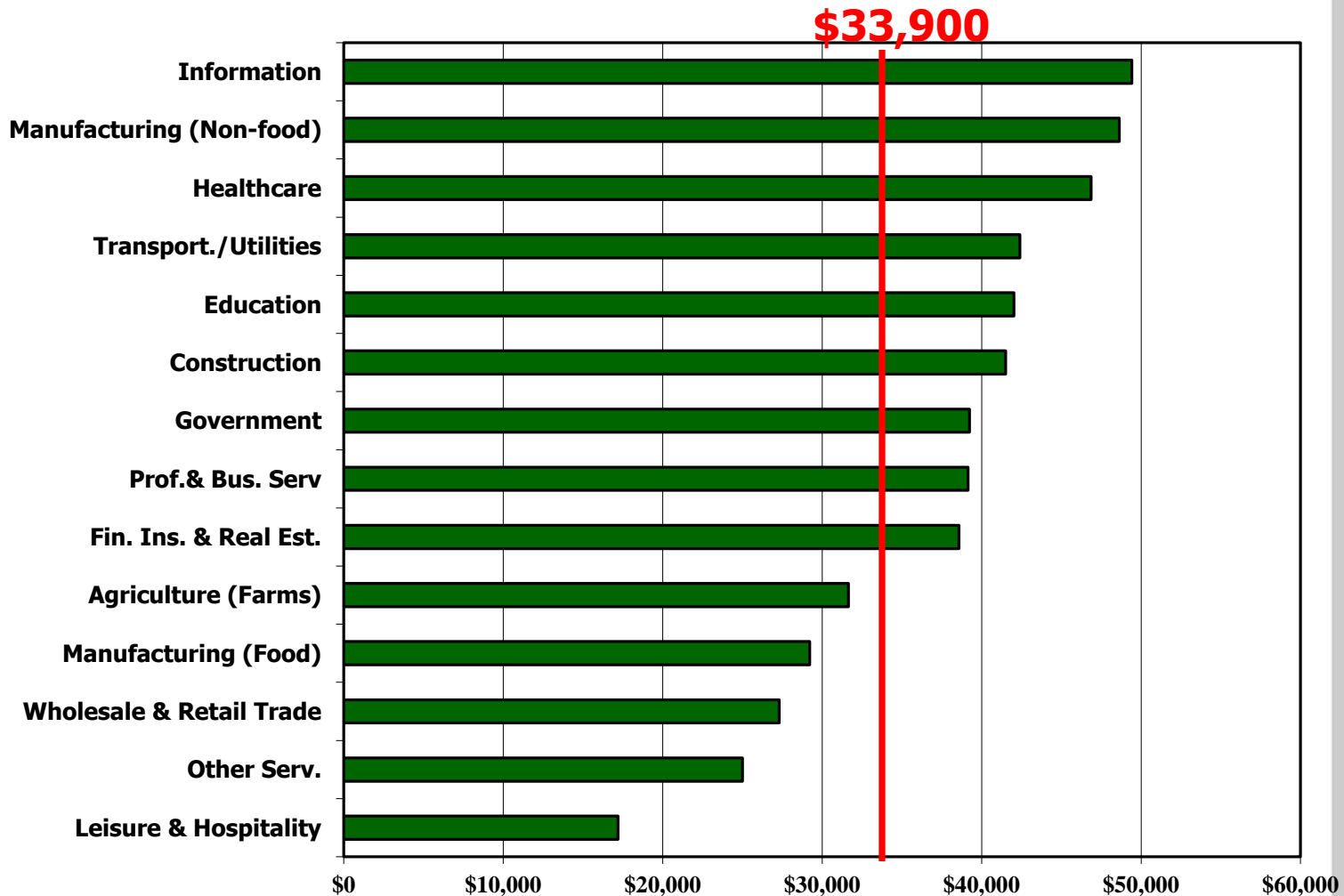
Source: 2010 American Community Survey

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Average Annual Wage by Ind. Sussex (2011)



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Total Receipts, Establishments with No Employees, Sussex, 2010



Source: U.S. Census Bureau –
Non-employer Statistics

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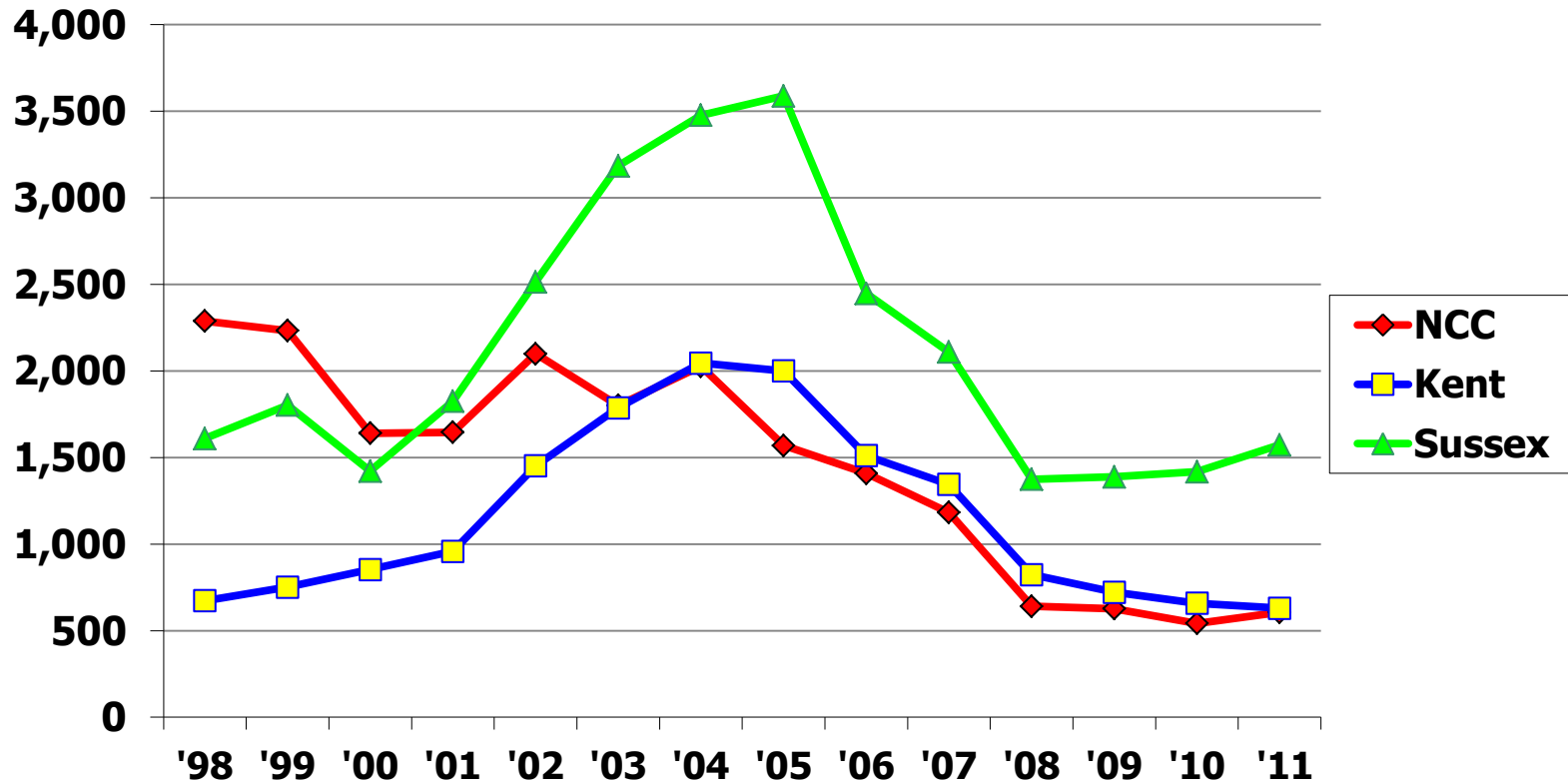
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Housing Production – Number of Units*

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

Source: U.S. Bureau of the Census

Largest Occupational Groups Sussex 2011

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

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

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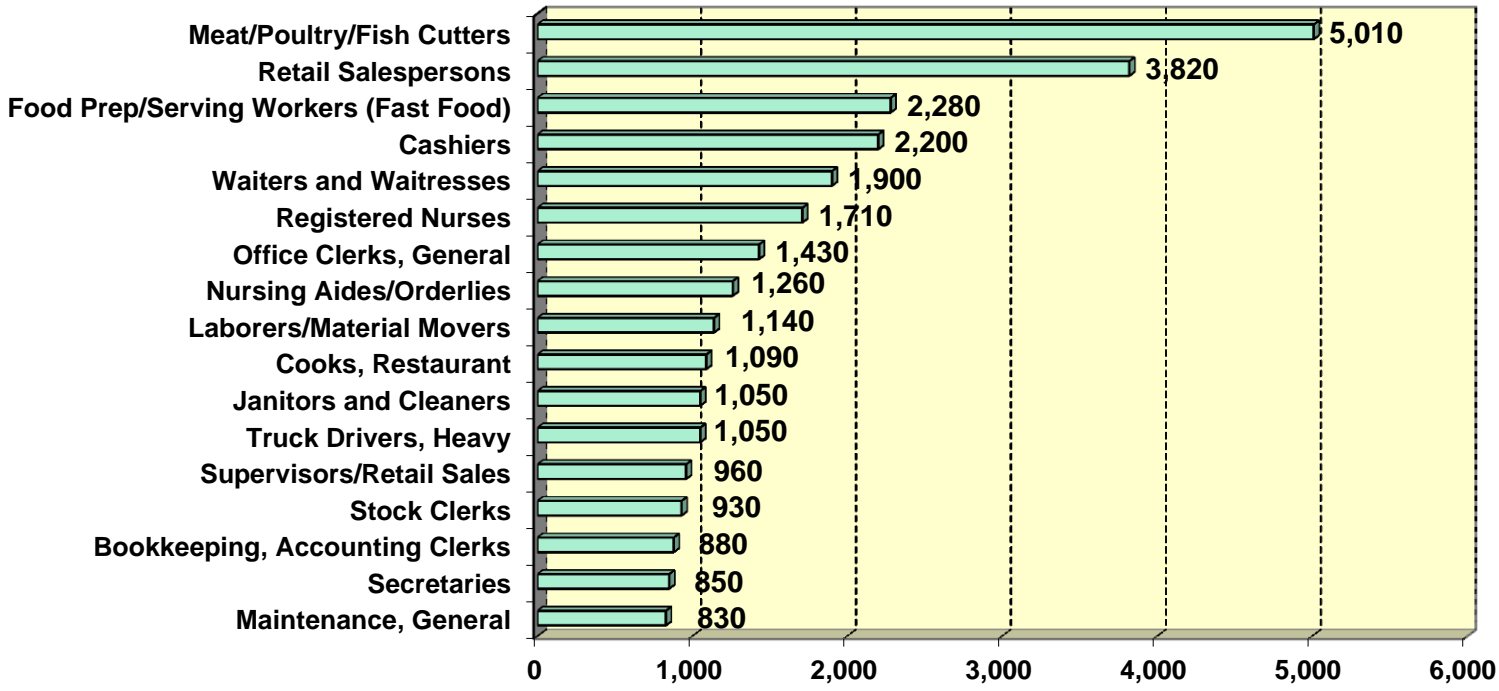
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Largest Specific Occupations – Sussex 2011

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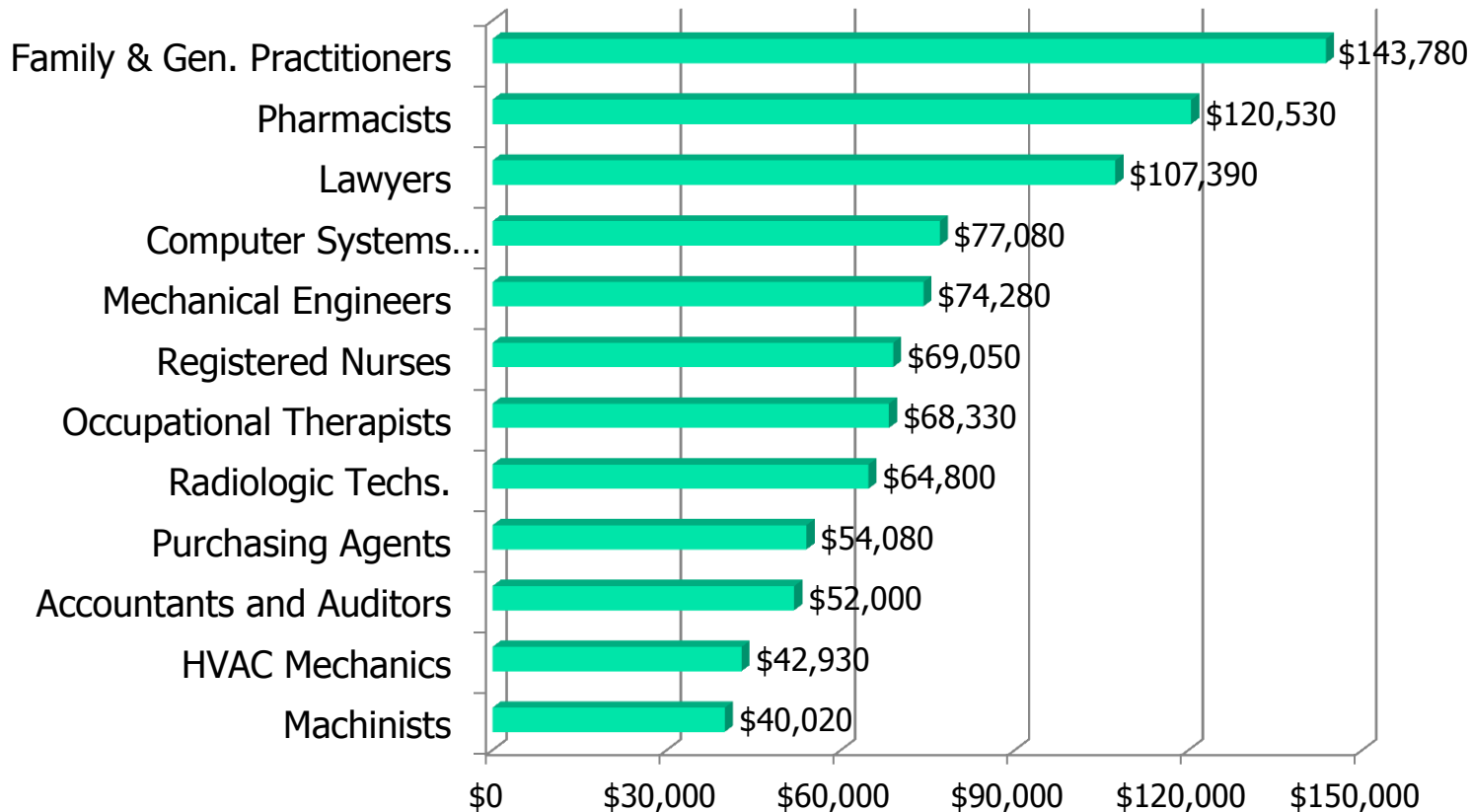
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Source: DE Dept. of Labor, "Delaware Wages, 2011"

Ann. Wages for Selected Occupations – Sussex 2011



Source: DE Dept. of Labor, "Delaware Wages, 2011"

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Industries With Highest % of Males Sussex, 2010

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

Source: Bureau of the Census, American Community Survey

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Industries With the Highest % of Females, Sussex 2010

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

Source: Bureau of the Census, American Community Survey

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Demographic Summary

- 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.

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Jobs - Summary

- 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.

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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, 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.

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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.

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Conclusion(Cont.)

- 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.

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