

Sussex Demographic and Labor Market Trends

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Introduction

■ Statistical Update

- Differences between Sussex and other areas
- Demographic, economic and labor market update
- Is Sussex doing better now?
- Review of industry and job trends

■ Focus

- Review of major industry sectors
- What drives the Sussex economy

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Unemployment Trend

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

Year	Sussex	DE	US
2010	8.5%	8.4%	9.6%
2011	7.7%	7.5%	8.9%
2012	7.3%	7.2%	8.1%
2013	6.8%	6.7%	7.4%
2014	5.7%	5.7%	6.2%
2015 Est	4.6%	4.7%	5.3%

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

Sussex Labor Force Data

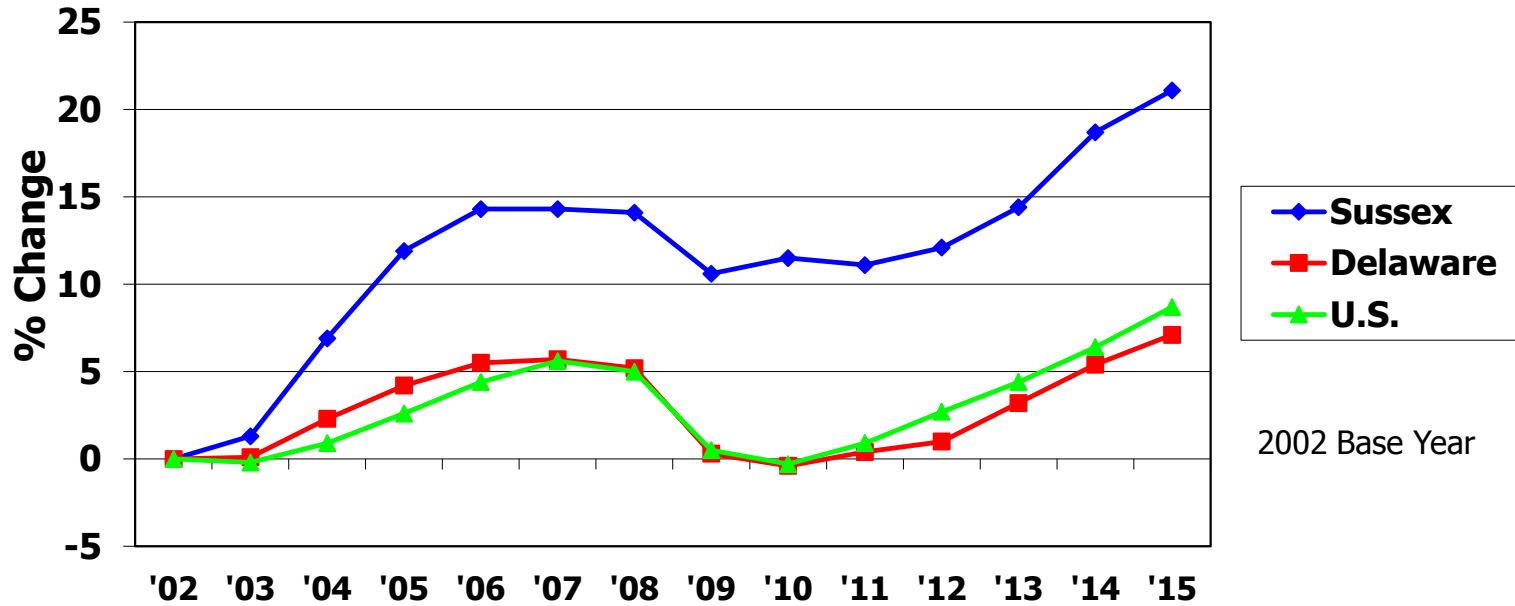
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- Total Sussex Population = 212,900
- Employed = 88,400
- Not in the labor force, 16 years+ = 82,100
(retired, in school, or not looking for work)
- Persons under age 16 years = 37,100
- Unemployed/actively seeking = 5,400

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



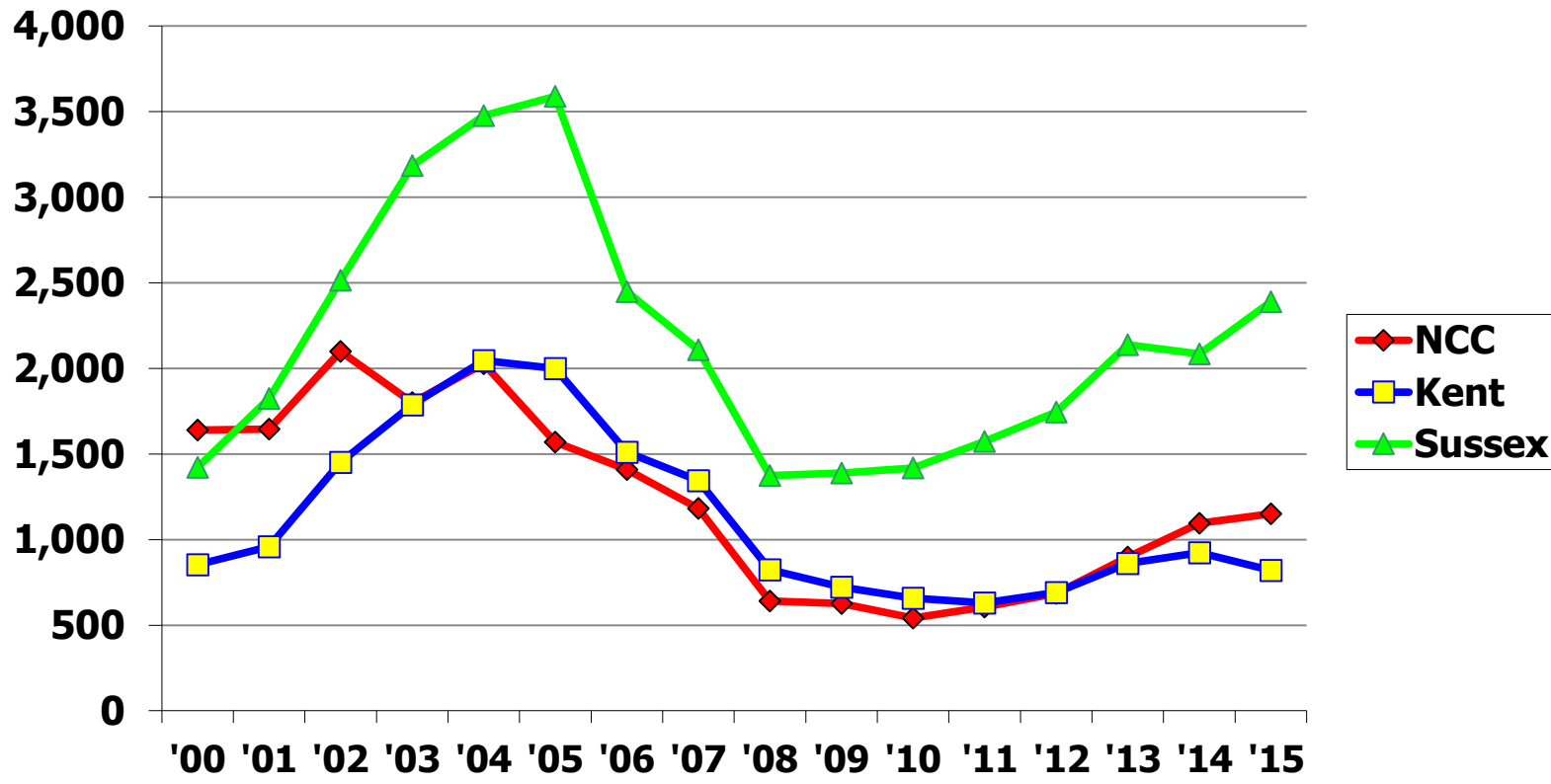
Sussex Jobs Are Increasing



Sussex Trends: Jobs grew faster at first and then declined more slowly. During the past few years Sussex has had modest job growth.

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

Housing Production – Number of Units*



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

Source: U.S. Bureau of the Census

People

Demographic Trends

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In an Average Month in Sussex . . .

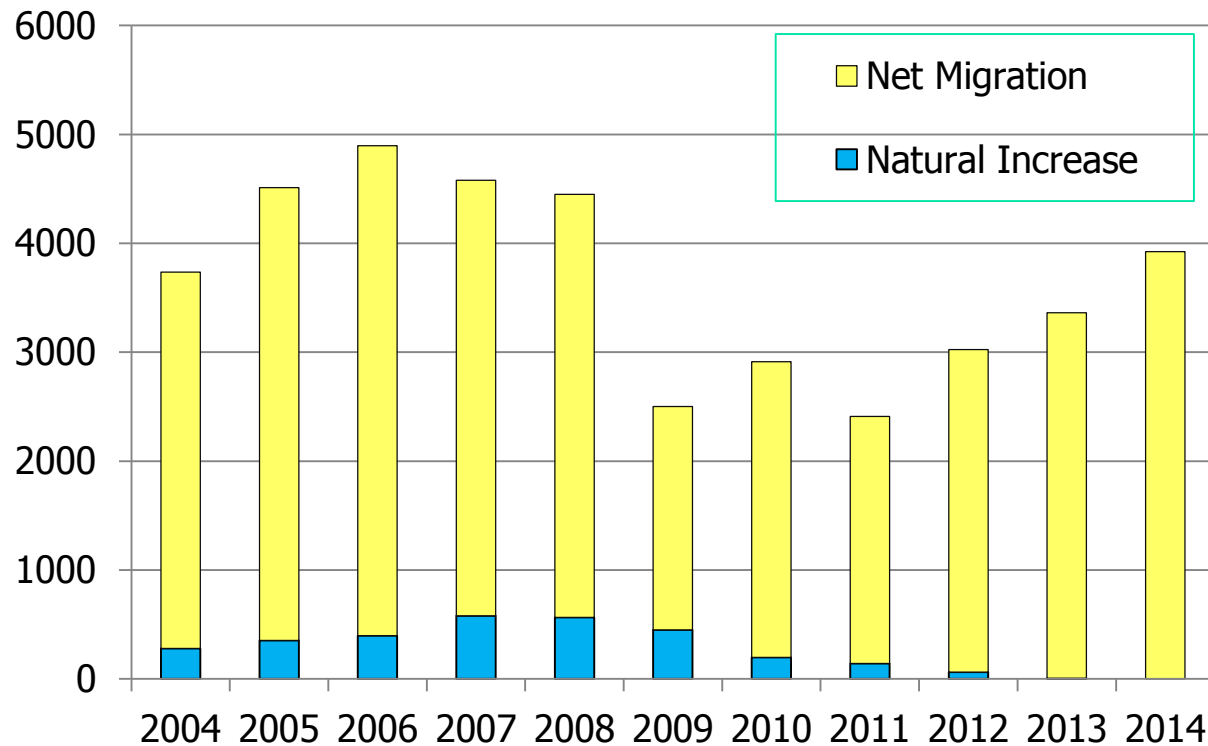
- 192 Persons are born
- 195 Persons die
- 327 Persons move here from another area

Source: U.S. Census Bureau (7/13 to 7/14)

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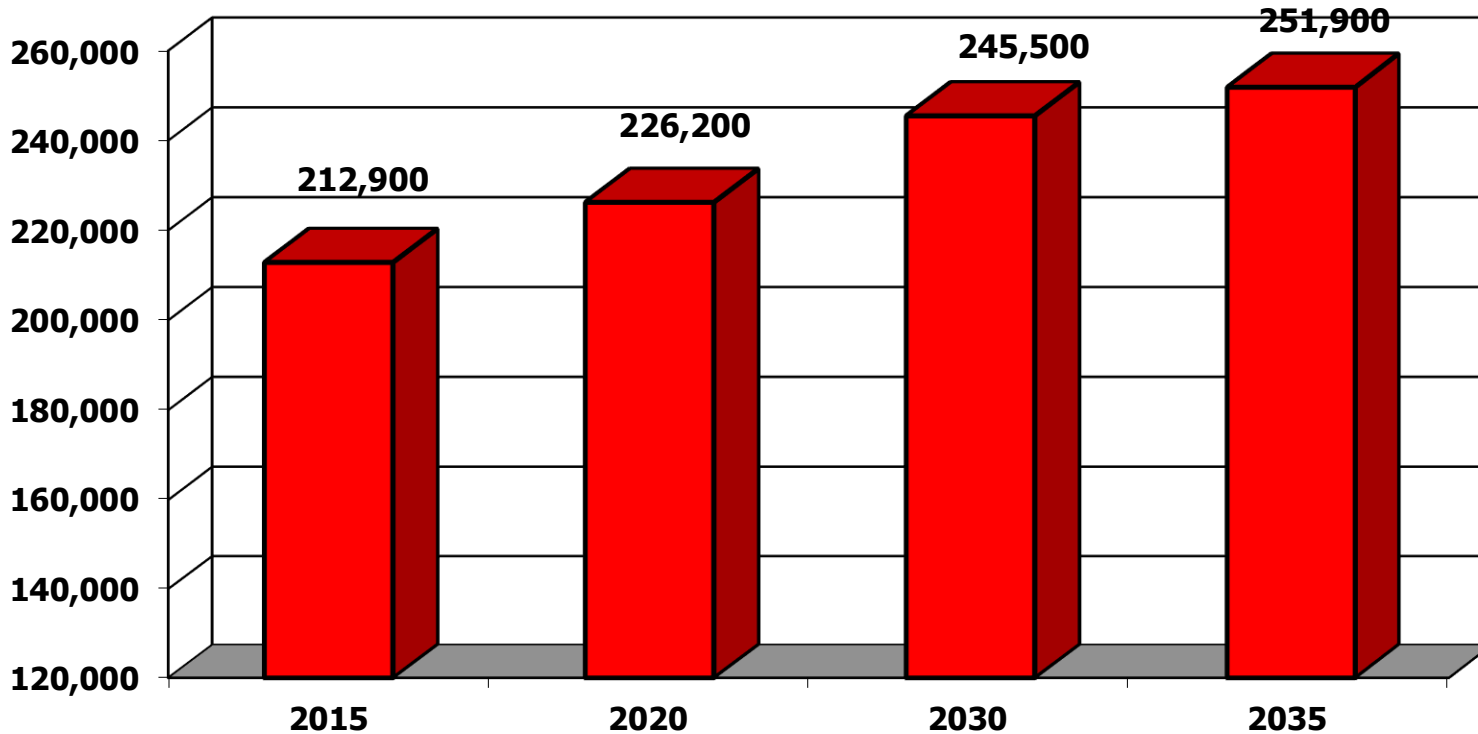
Sussex Population Growth is Steady (Annual Change)



Source: U.S. Census Bureau

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Sussex Population Continues to Increase

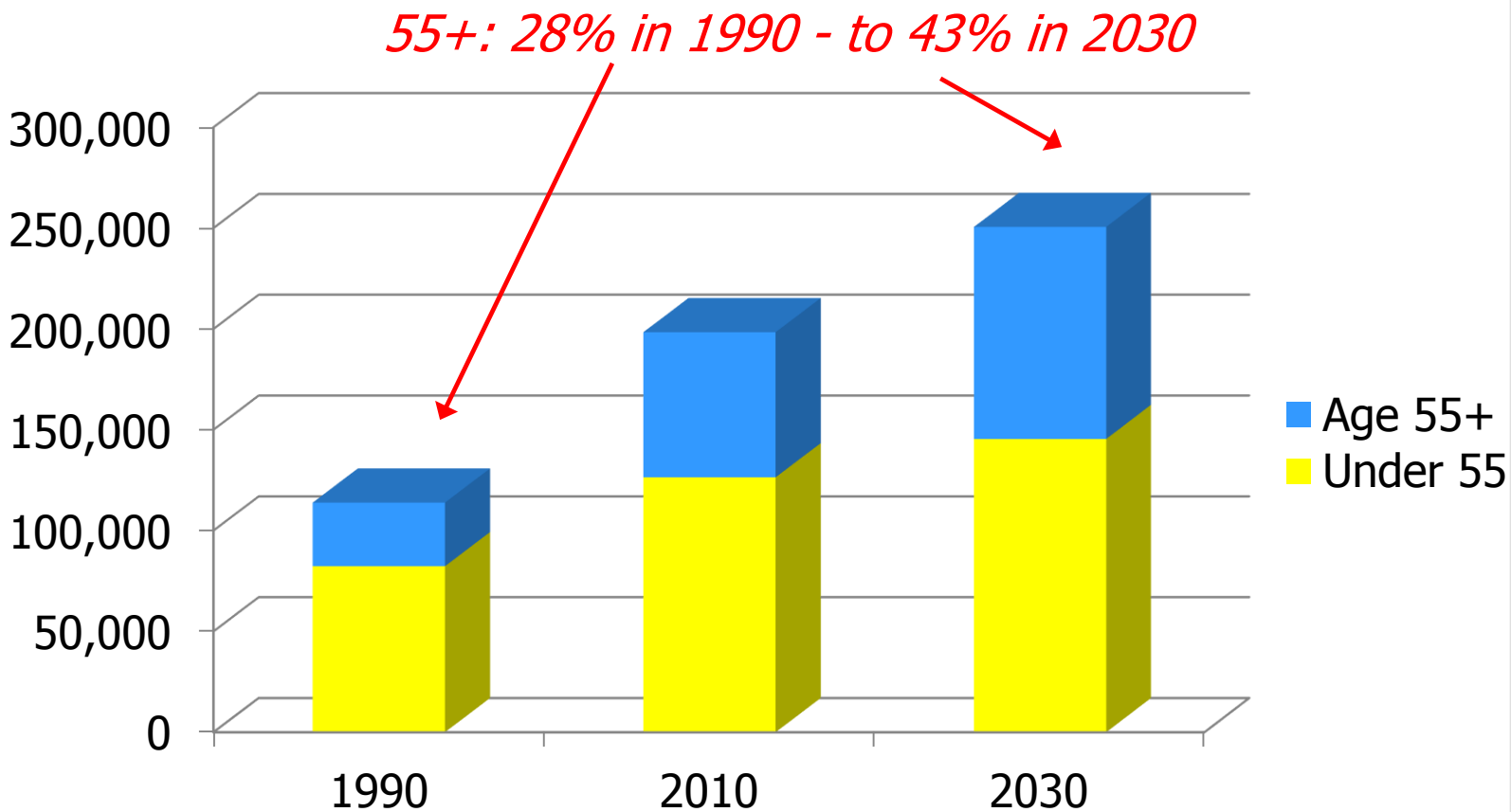


Source: Delaware Population Consortium

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Long Term Population Trends – Sussex



Source: Delaware Population Consortium

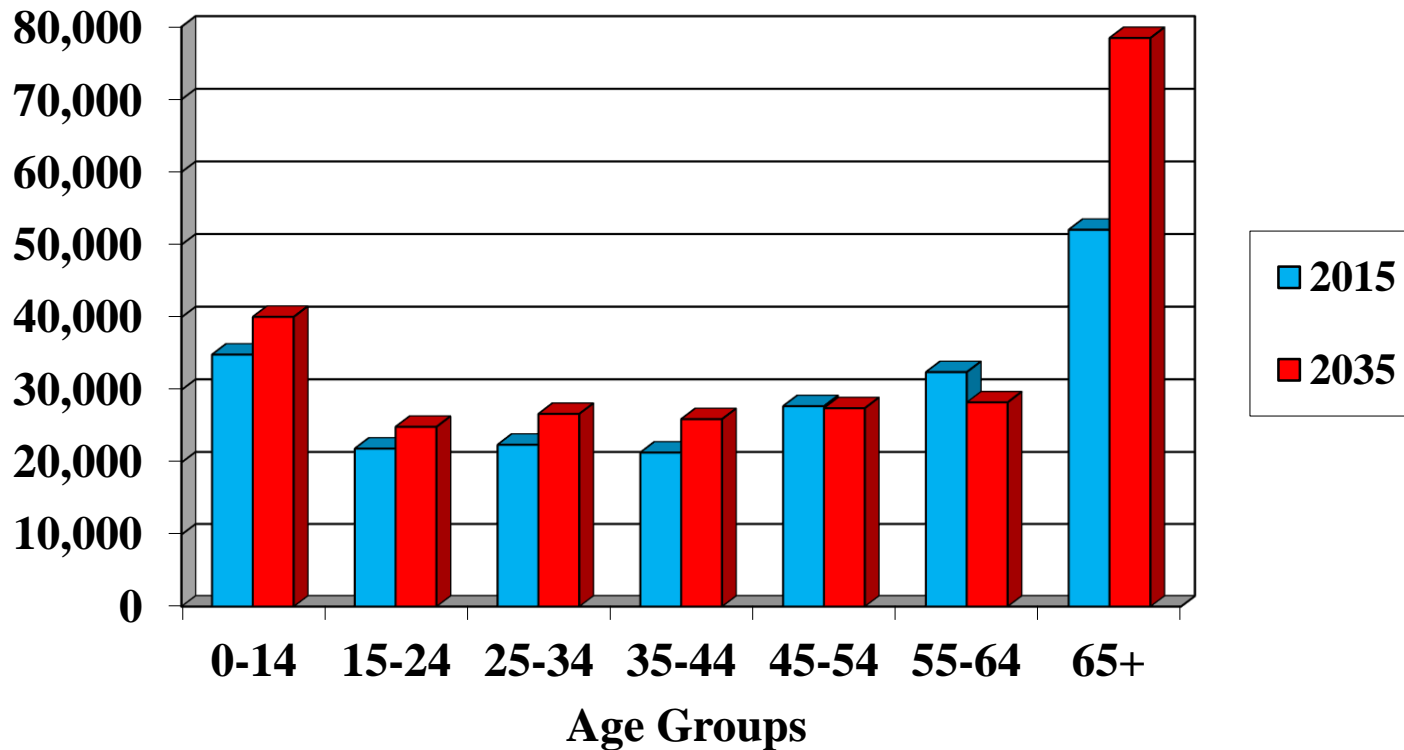
Population/Age Impact on County

Age Group	Pop. Change 2015 to 2035
0-14	5,192
15-24	2,997
25-34	4,245
35-44	4,601
45-54	-280
55-64	-4,168
65+	26,404

- 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 needed for Young Adults and Retirees
- More Planned Communities (Adult Communities) – with services

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Highest Growth in Youngest & Oldest Sussex 2015 and 2035



Source: Delaware Population Consortium

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Median Age

Area	Median Age
Sussex County	45.9
Kent County	36.7
New Castle County	37.2
Delaware	38.9
U.S.	37.3

Source: American Fact Finder



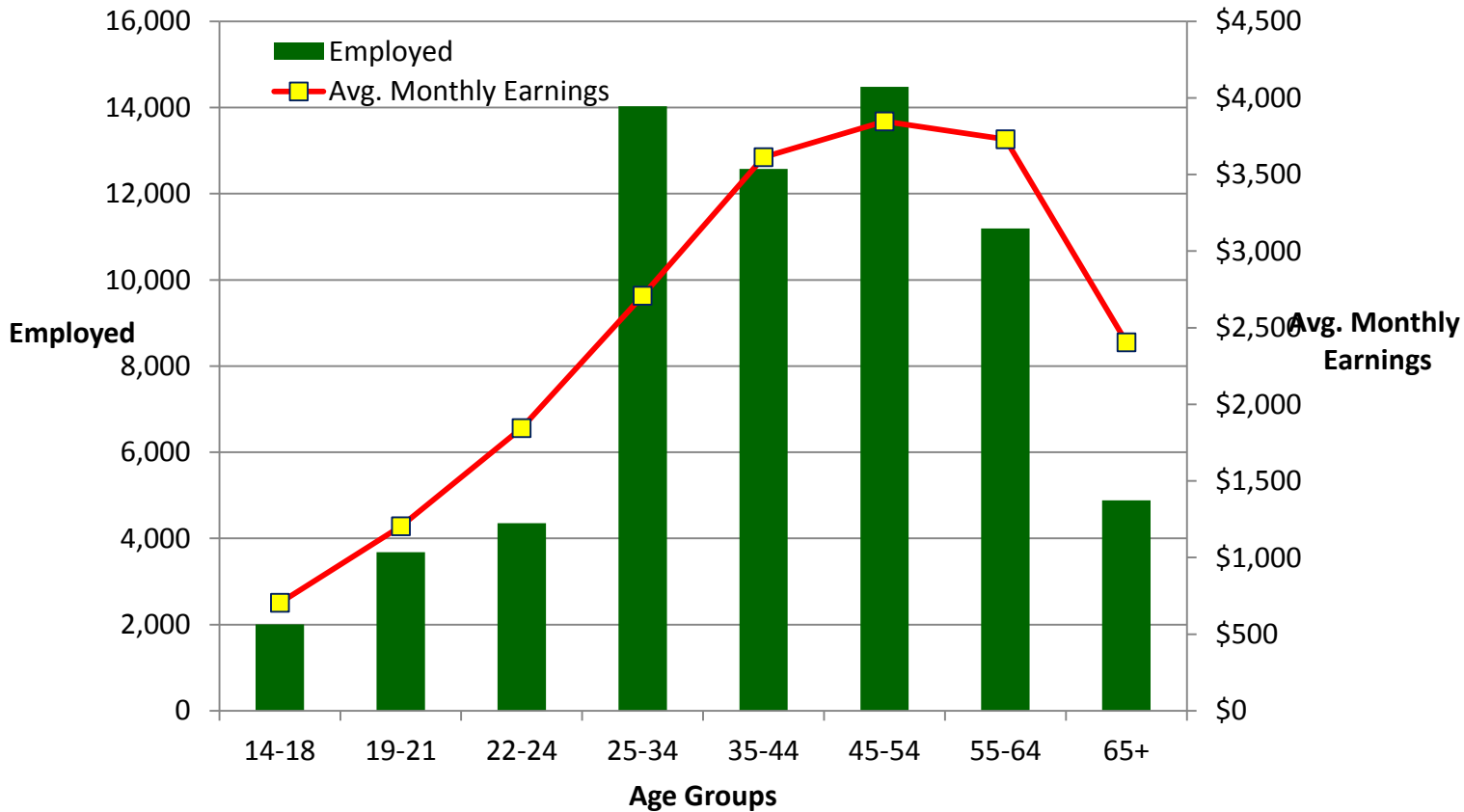
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Median Household income

Area	Median Household Income (\$)
Sussex County	52,710
Kent County	55,149
New Castle County	64,537
Delaware	59,878
U.S.	53,046

Source: U.S. Census Bureau

Employment and Wages by Age Group – Sussex 2014



Source: U.S. Census Bureau, LEHD

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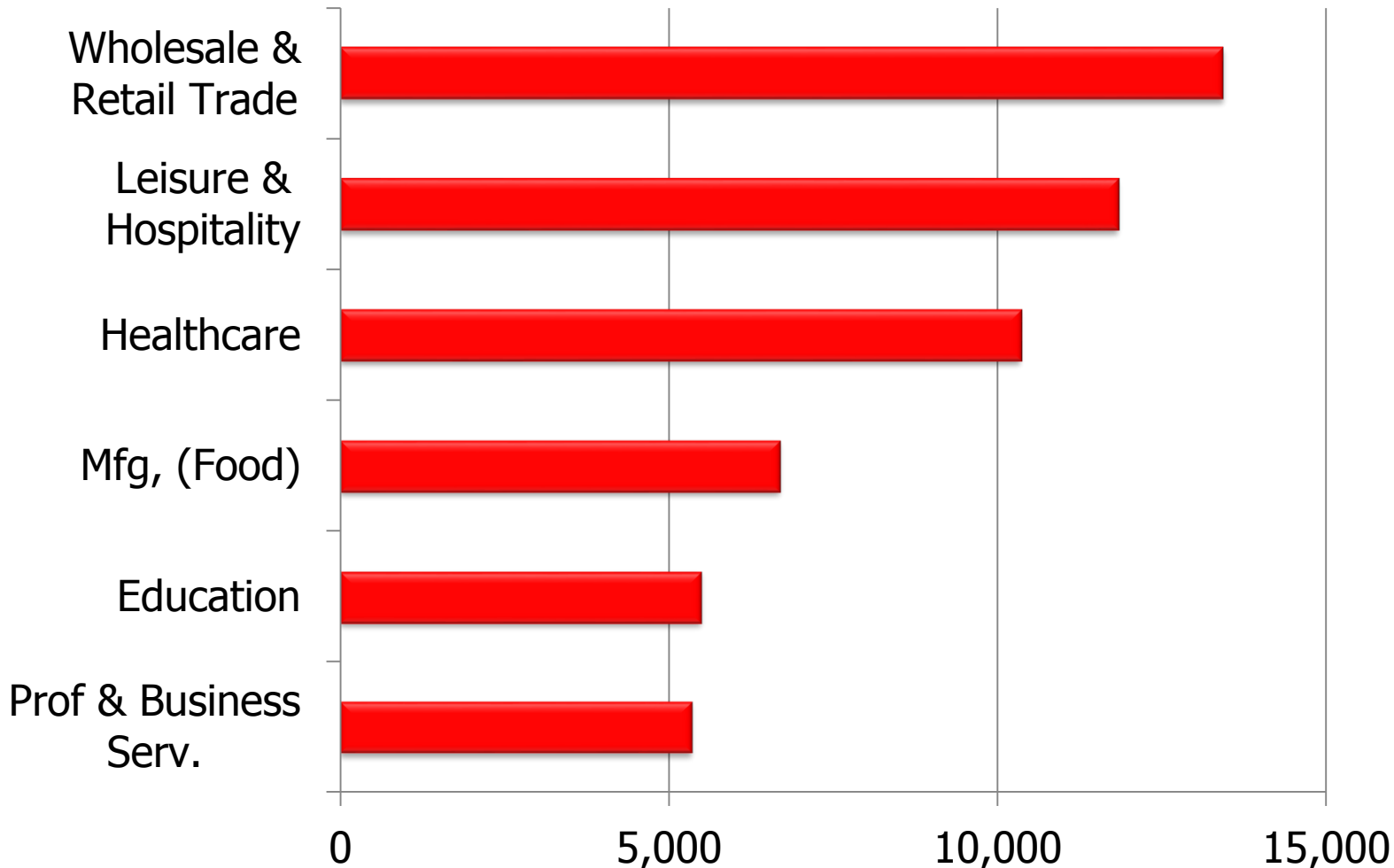
Jobs/Industry

Sussex Employment Trends

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Major Sussex Industry Groups (2014 Employment)

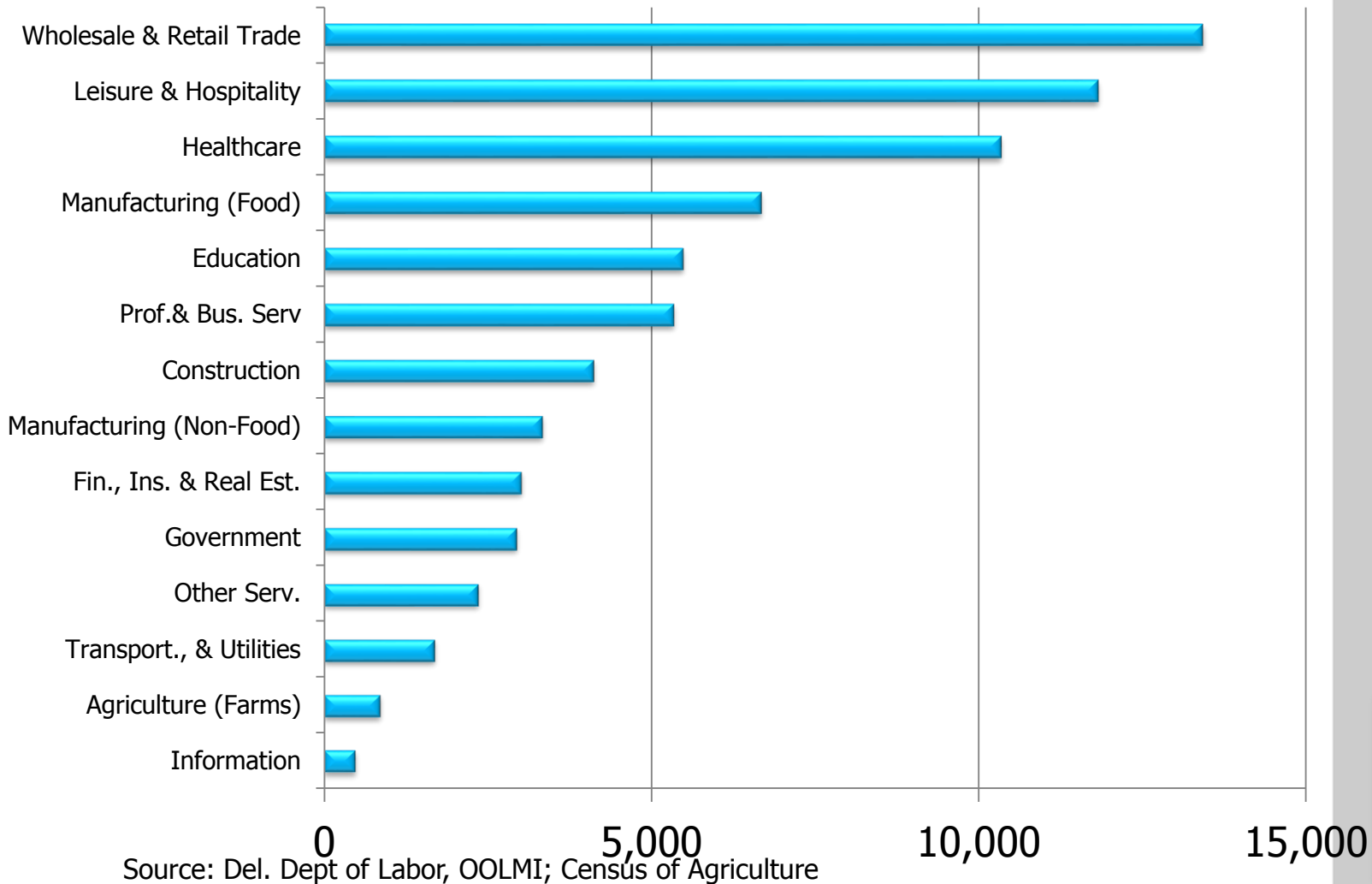


Source: Del. Dept of Labor, OOLMI

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Where Sussex Works (2014)



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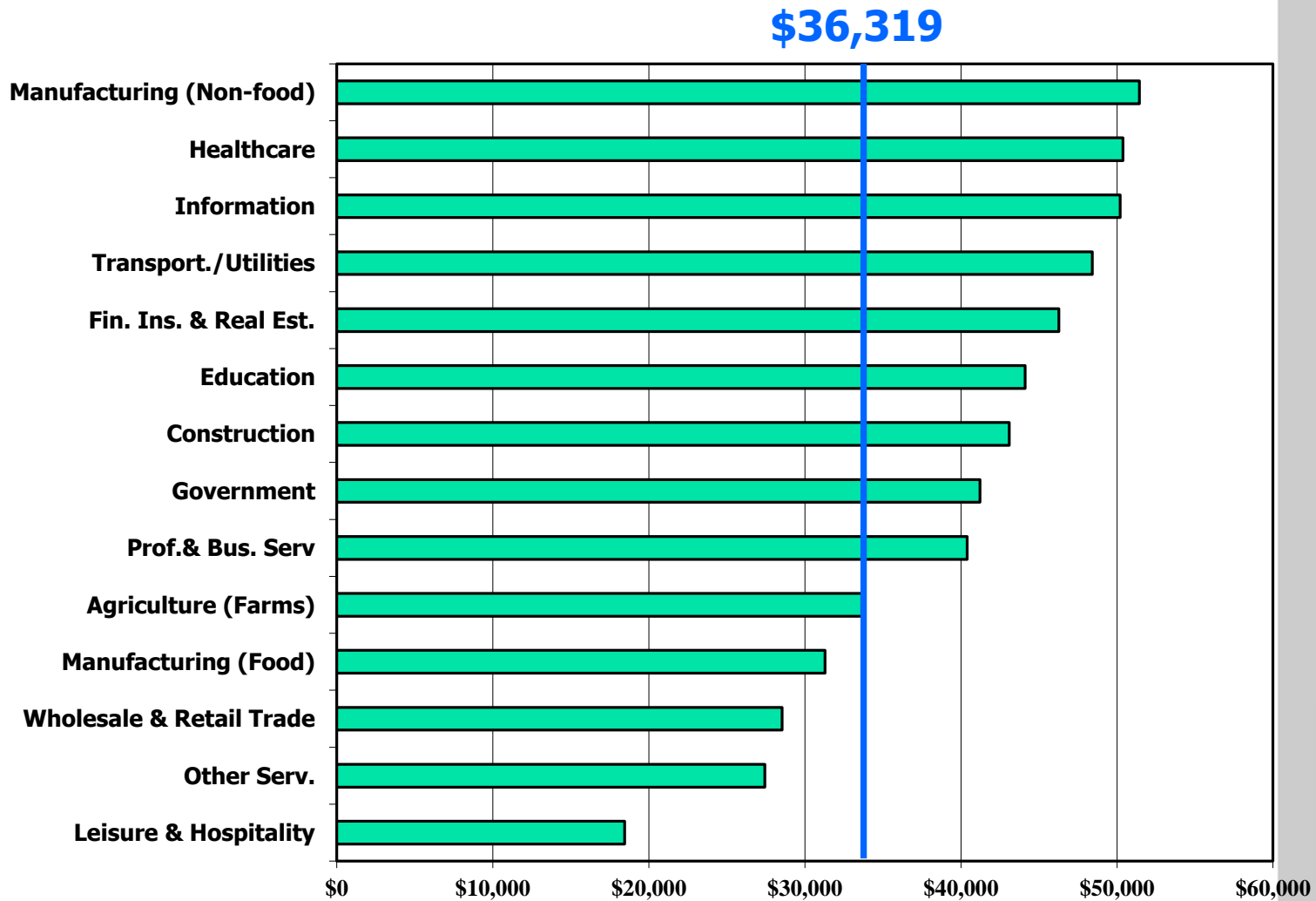


Avg. Annual Wage – Total All Industries

Delaware	\$ 53,212
New Castle	\$ 60,043
Kent	\$ 39,978
Sussex	\$ 36,319

2014 Annual Avg.

Average Annual Wage by Ind. Sussex (2014)



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Agriculture in Sussex

- Sussex has more acres of farm land than New Castle and Kent combined.
- From 2007 to 2012 the number of farms declined from 1,374 to 1,214; but average size of farms rose from 196 acres to 224 acres.
- From 2007 to 2012 farm acreage in Sussex rose slightly - from 269,464 to 272,232 acres.
- The market value of Agr. Products sold was \$921 million
- Sussex County is the number one broiler producing county in the U.S. *Source: 2012 Census of Agriculture.*
- Poultry is our #1 farm commodity representing over 70% of Sussex Market value of Agr. Products sold.
- In the Delmarva Peninsula, Sussex remains as a key leader in the production of Soybeans, corn and wheat.

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Market Value of Agr. Products Sold - \$921 Million in Sussex

- \$249 Million – Crops
- \$672 Million – Livestock, Poultry

Poultry and Eggs represent about 71%
Of total Agr. Products sold in Sussex

Source: 2012 Census of Agriculture

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Nonemployer data in Sussex (2013)

- 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”
 - Most recent data is for 2013
 - 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, 2013

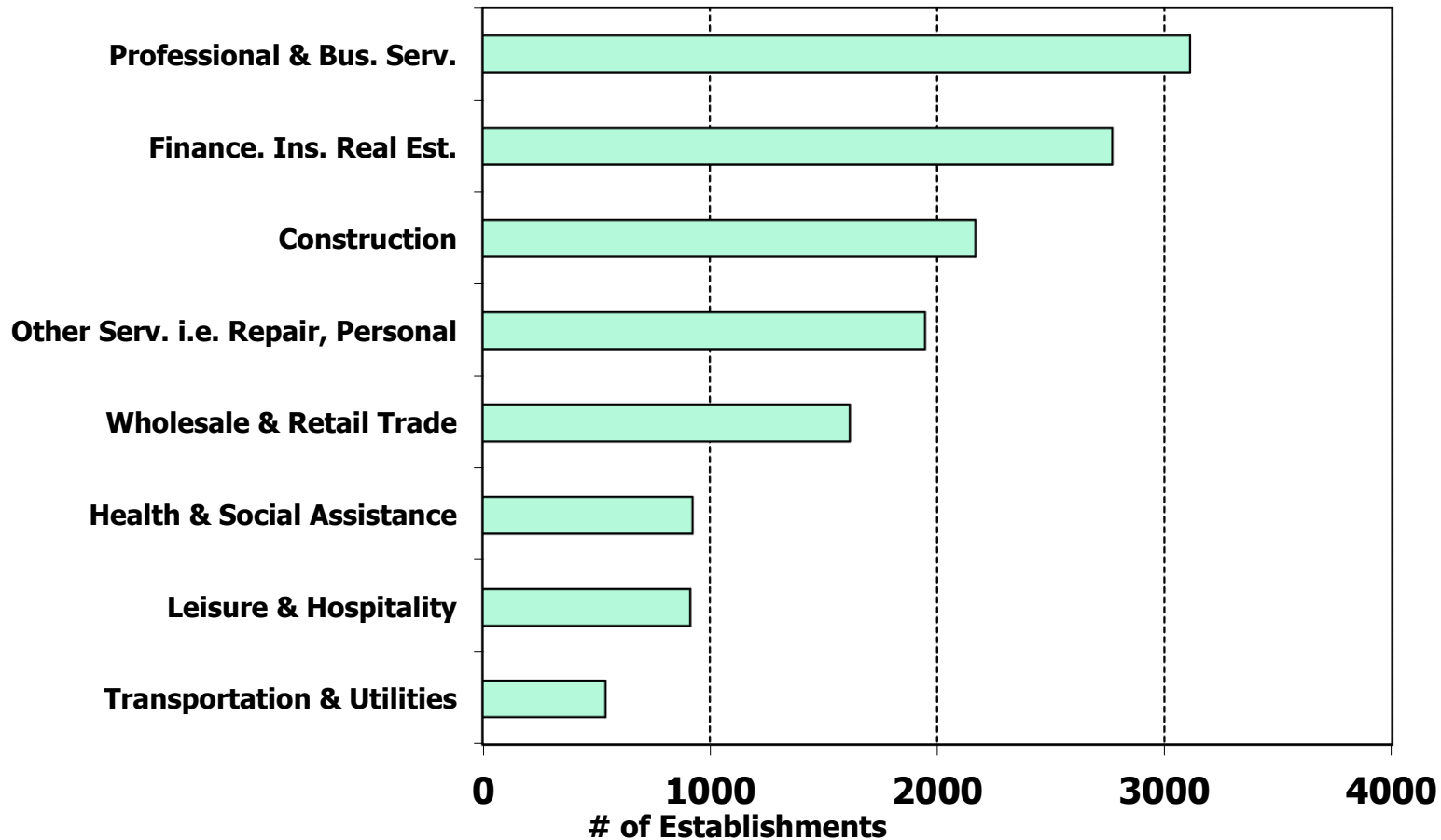
	Establishments	Receipts	Avg. Ann. Receipts Per Firm
Delaware	56,861	\$3,303,733,000	\$58,102
New Castle	32,974 (58.0%)	\$2,068,599,000	\$62,734
Kent	9,126 (16.0%)	\$ 499,038,000	\$54,683
Sussex	14,761 (26.0%)	\$ 736,096,000	\$49,868

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

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Establishments With No Employees, 2013 - Sussex

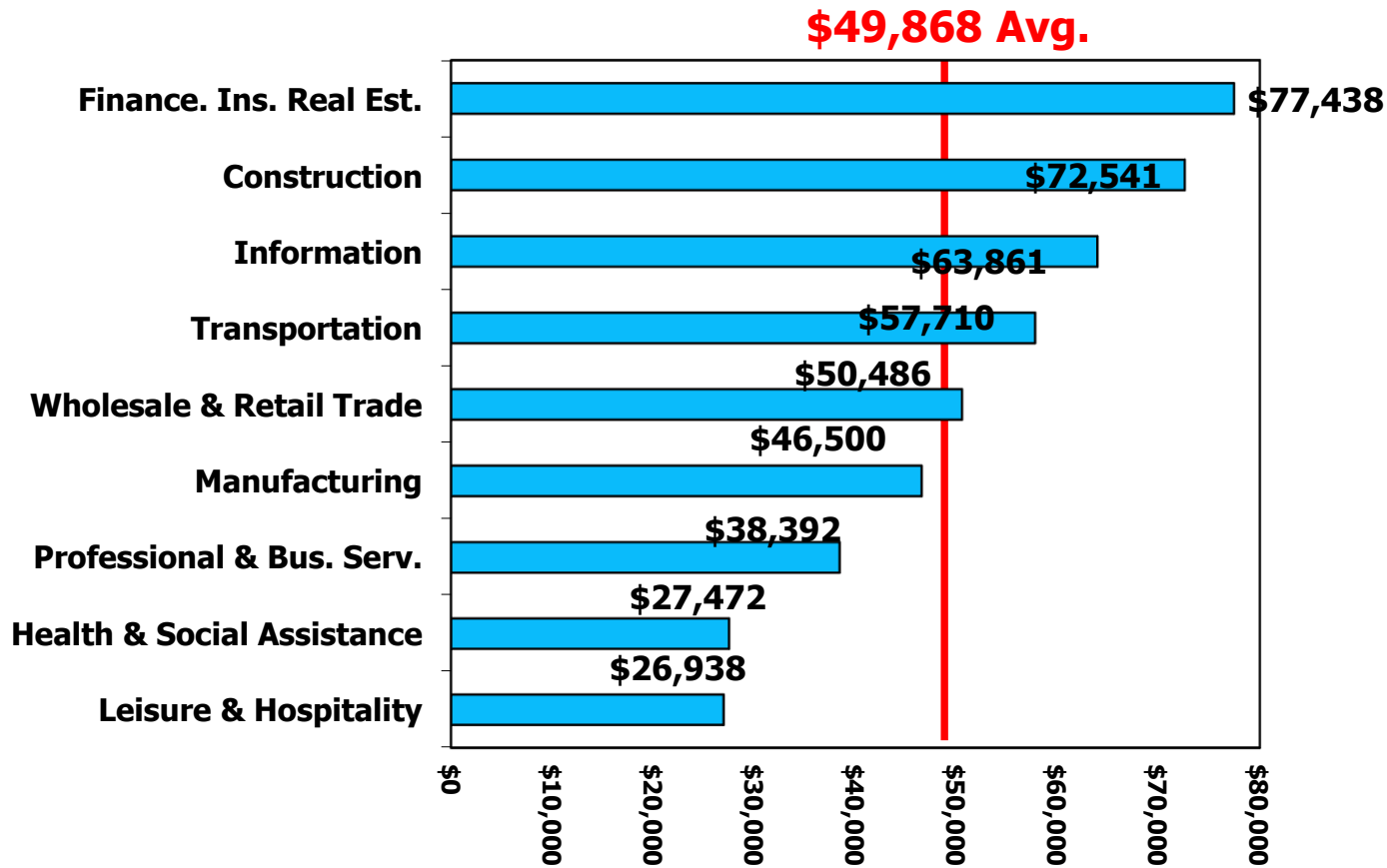


Source: U.S. Census Bureau –
Non-employer Statistics

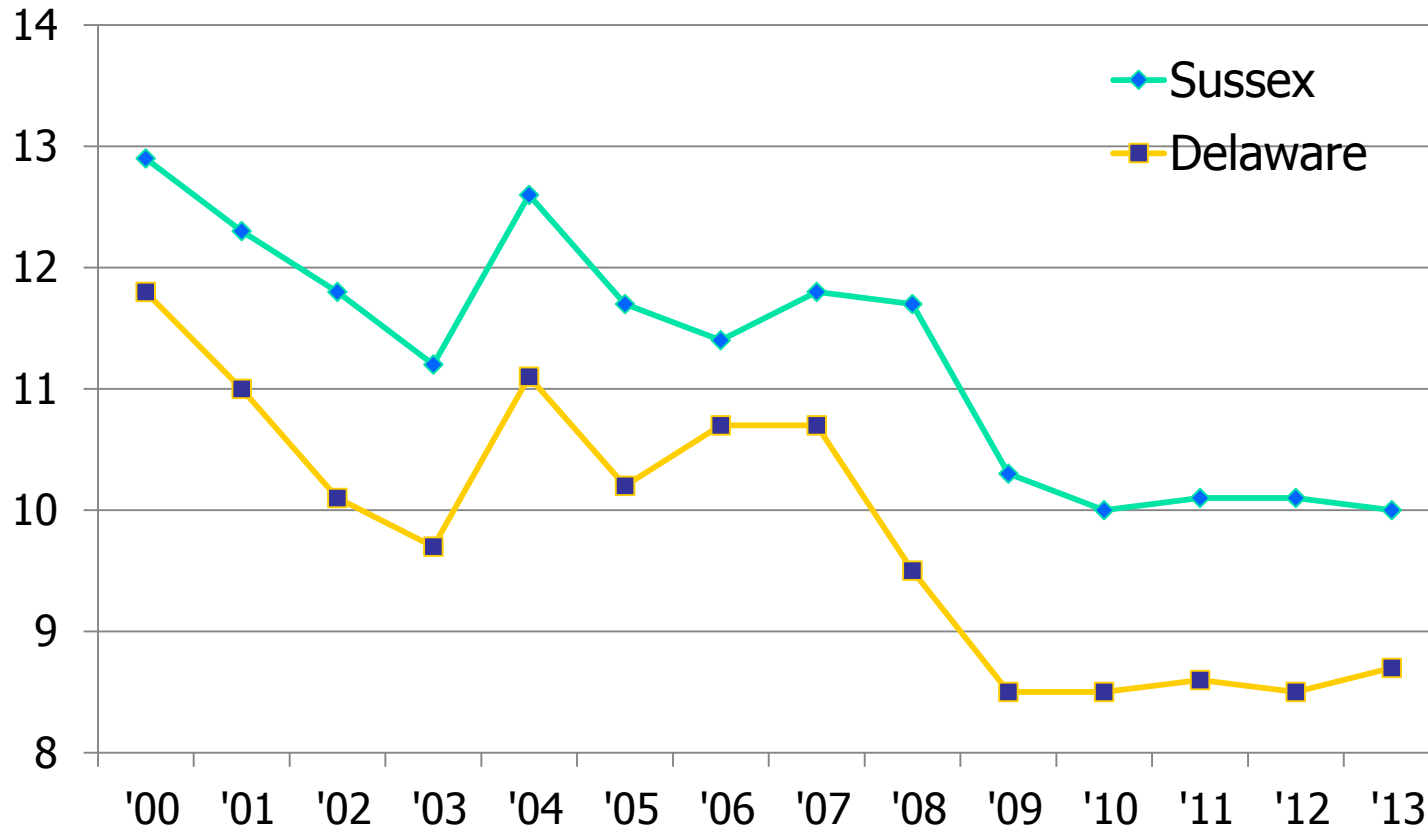
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Average Annual Gross Receipts, Establishments With No Employees, Sussex, 2013



Turnover Rates (%) – Sussex and DE



Source: U.S. Census Bureau, LEHD

Turnover Rates by Industry, Sussex (2013)

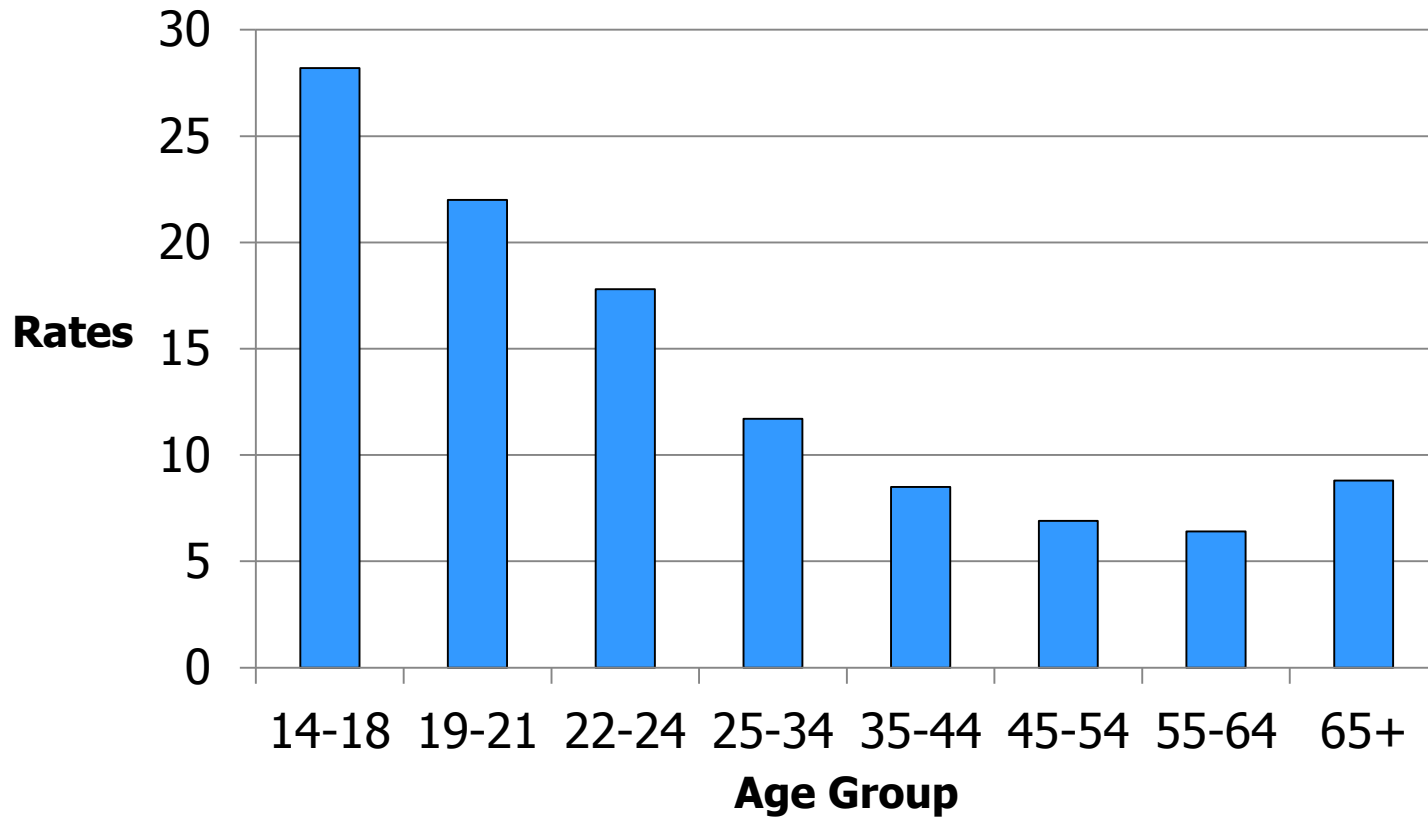
- Industries with highest turnover rates:
 - Accommodations, Food Serv., 19.2
 - Administrative Services, 17.6
 - Arts, Entertainment, 17.1
 - Retail Trade, 11.4
- Industries with lowest turnover rates:
 - Education, 5.7
 - Finance, 6.3
 - Manufacturing, 6.7

Source: U.S. Census Bureau, LEHD

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Turnover Rates by Age – Sussex (2013)



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Industries with the largest number of older workers

Industry	55+ workers	% of Tot. Ind.
Health Care and Social Assistance	2,749	24.9
Retail Trade	2,702	26.4
Manufacturing	1,986	22.0
Education	1,436	29.3
Accommodation and Food Service	979	10.8
Construction	783	22.6
Real Estate and Rental and Leasing	588	35.8
Other Services	585	26.4

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Largest Occupational Groups Sussex 2014

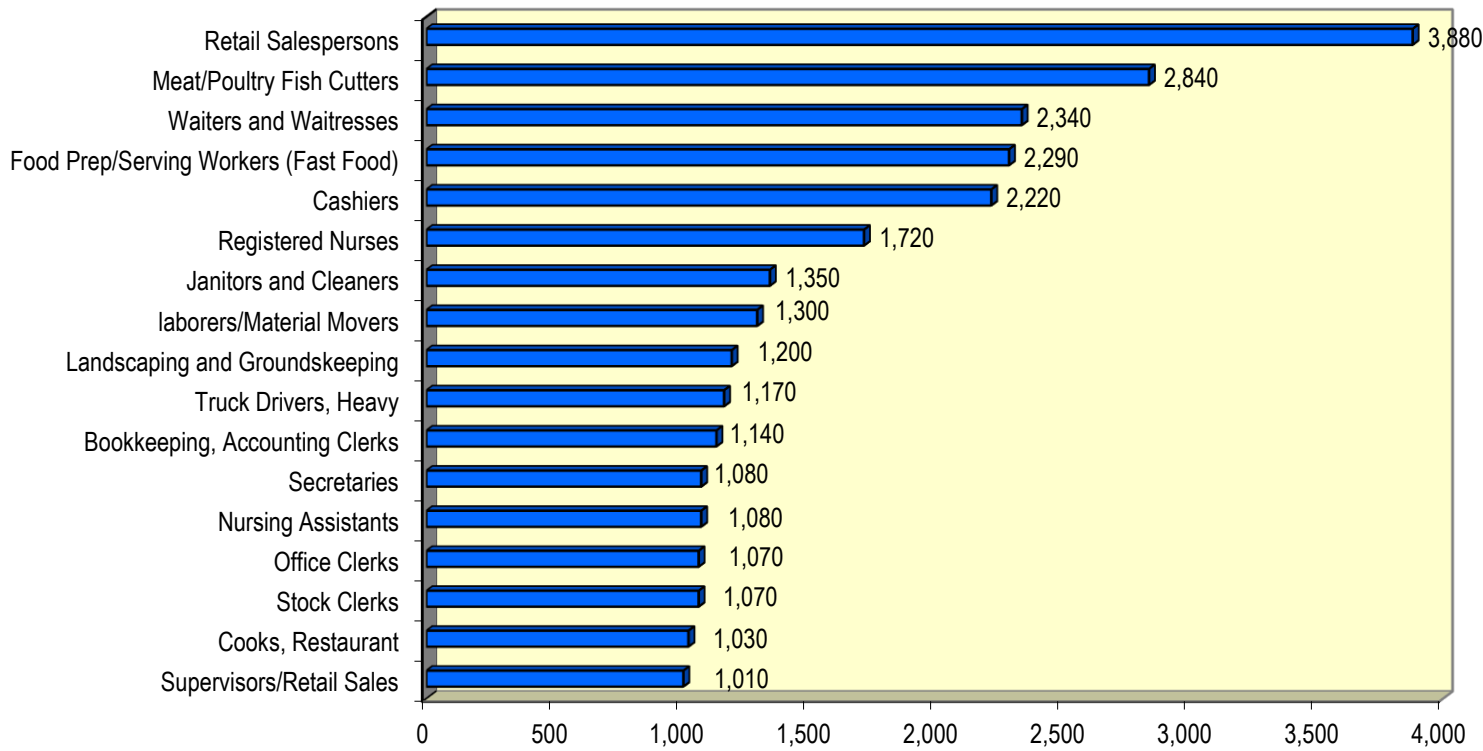
Occupational Group	Employment	Annual Avg. Wage
Food Preparation and Serving Related	10,460	\$22,240
Office and Administrative Support	10,230	\$32,860
Sales and Related	9,130	\$33,990
Production	6,540	\$29,910
Transportation and Material Moving	4,920	\$30,220
Healthcare Practitioners and Technical	4,910	\$74,640
Education, Training, and Library	4,540	\$47,010
Building and Grounds Cleaning and Maintenance	3,600	\$26,600
Installation, Maintenance, and Repair	3,200	\$43,140
Construction and Extraction	3,110	\$40,080
Healthcare Support	2,370	\$28,100
Management	1,670	\$11,430
Business and Financial Operations	1,540	\$62,550

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

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Largest Specific Occupations – Sussex 2014

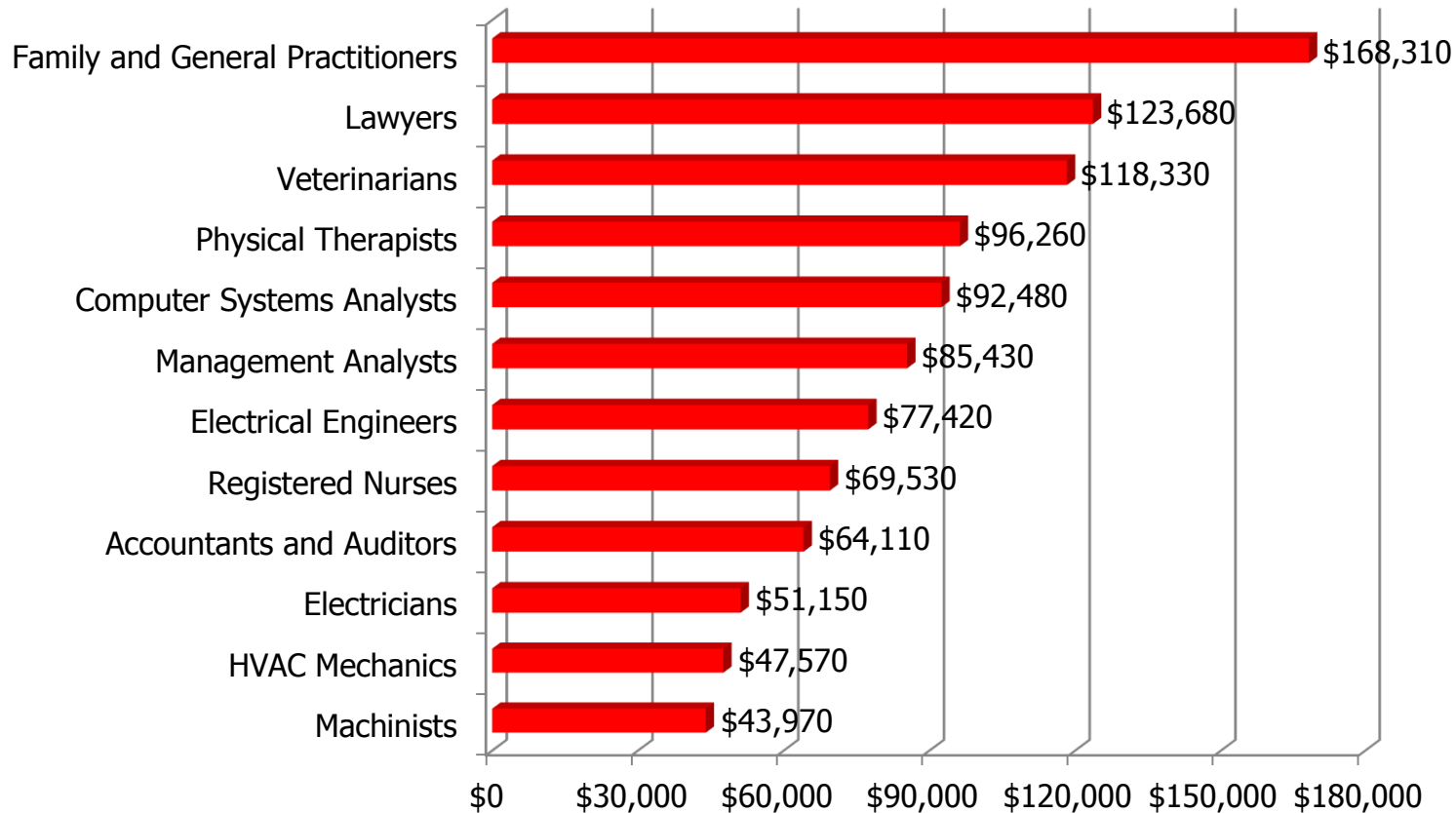


Source: U.S. Dept. of Labor, Bureau of Labor Statistics

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Ann. Wages for Selected Occupations – Sussex 2014



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

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Demographic Summary

- In the past twenty-five years Sussex (population) has grown rapidly. The growth trend is expected to continue although at a slightly slower rate. The growth rate will be influenced by the improving real estate sector and the continuation of the influx of retirees.
- 82,100 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+.
- 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 continue to improve our educational attainment results and job training programs.

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Jobs - Summary

- Since 2002, a large portion of total Sussex job growth has occurred in four sectors: Healthcare; Leisure & Hospitality; Education; and Professional & Bus. Services.
- Leisure & Hospitality and Wholesale & Retail Trade are very large but relatively low paying industries. These two major groups represent 35% of jobs and 23% of total payroll.
- In 2014, job growth in Sussex was led by Leisure & Hospitality, and Wholesale & Retail Trade, Healthcare, and Professional & Bus. Services.

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 2009 the number of jobs have declined in most areas. But in Sussex, there has been job growth for the past four years.
- Education and training are the keys to our long term success and ability to support entrepreneurial efforts.
- Wages and salaries are lower in Sussex (\$36,300, Sussex vs. \$53,200, Del.)
- Industries that have above average annual wages include: Manufacturing (non-food), \$51,440; Healthcare, \$50,387; Information, \$50,209; Transportation/Utilities, \$48,424; Finance, Insurance & Real Estate, \$46,278; Education, \$44,119; Construction, \$43,102; Government, \$41,222; and Professional & Bus. Services, \$40,402.

Conclusion

- Small businesses are critical to the success of Sussex; Support the efforts of small businesses and entrepreneurs.
- Economy – expect continued job creation with lower unemployment rates.
- The real estate market continues to show some very positive trends. This is a good sign for our near-term economic success.
- Economic diversification – Workforce training and preparation is the key.
- Aging population - impact on healthcare services and job growth. What will be the impact on the economy and occupational trends?

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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.
- The current economy has led to improved job creation results.
- 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. This trend is expected to continue.
- Sussex is facing the challenges of an aging population. A positive will be the creation of careers to support the aging population. This will have a continuing impact on healthcare services and job growth (need for younger workers). Will we be able to have enough younger workers?
- So 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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