

Sussex Demographic and Labor Market Trends

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Introduction

- Statistical Update
 - Differences among the regions in Sussex
 - Demographic, economic and labor market update
 - Is Sussex doing better?
 - Review of 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
2009	7.9%	7.9%	9.3%
2010	7.9%	8.0%	9.6%
2011	7.5%	7.4%	8.9%
2012	7.0%	7.1%	8.1%
2013	7.2%	7.2%	7.6%

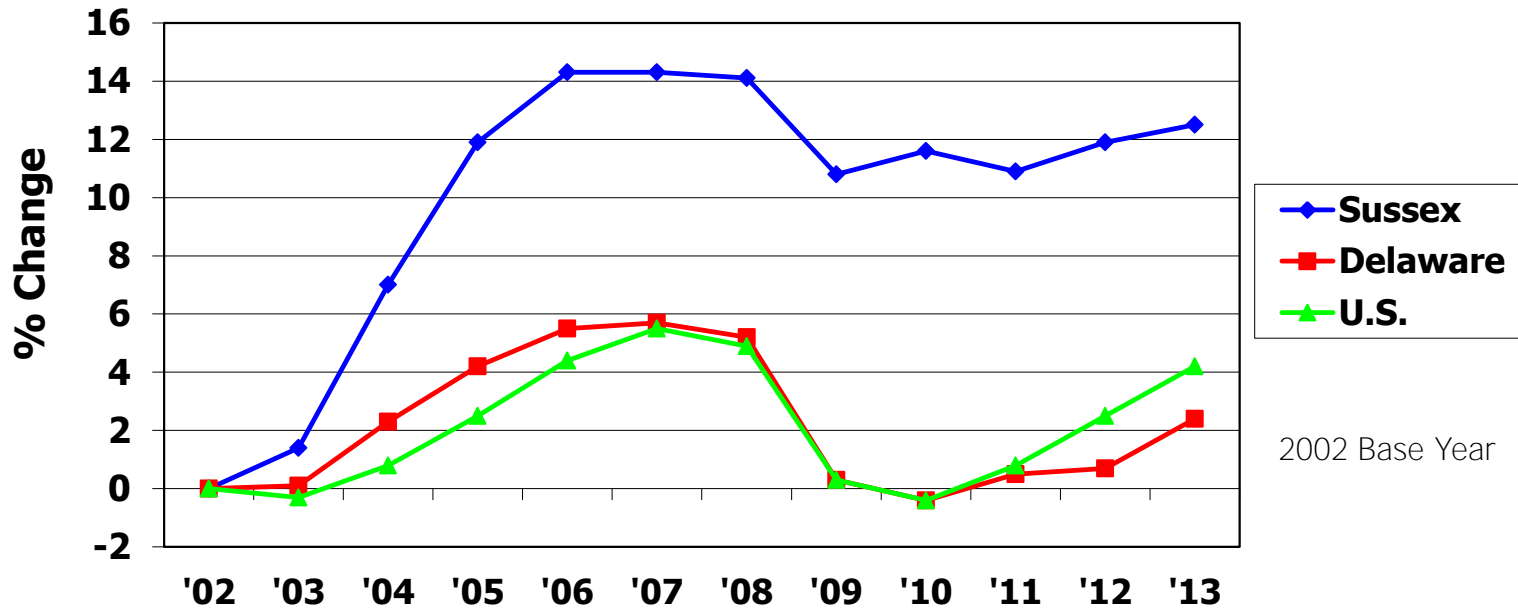
Source: U.S. Dept. of Labor, Bureau of Labor Statistics

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Sussex Has Slower Job Decline



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

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 . . .

- 186 Persons are born
- 181 Persons die
- 247 Persons move here from another area

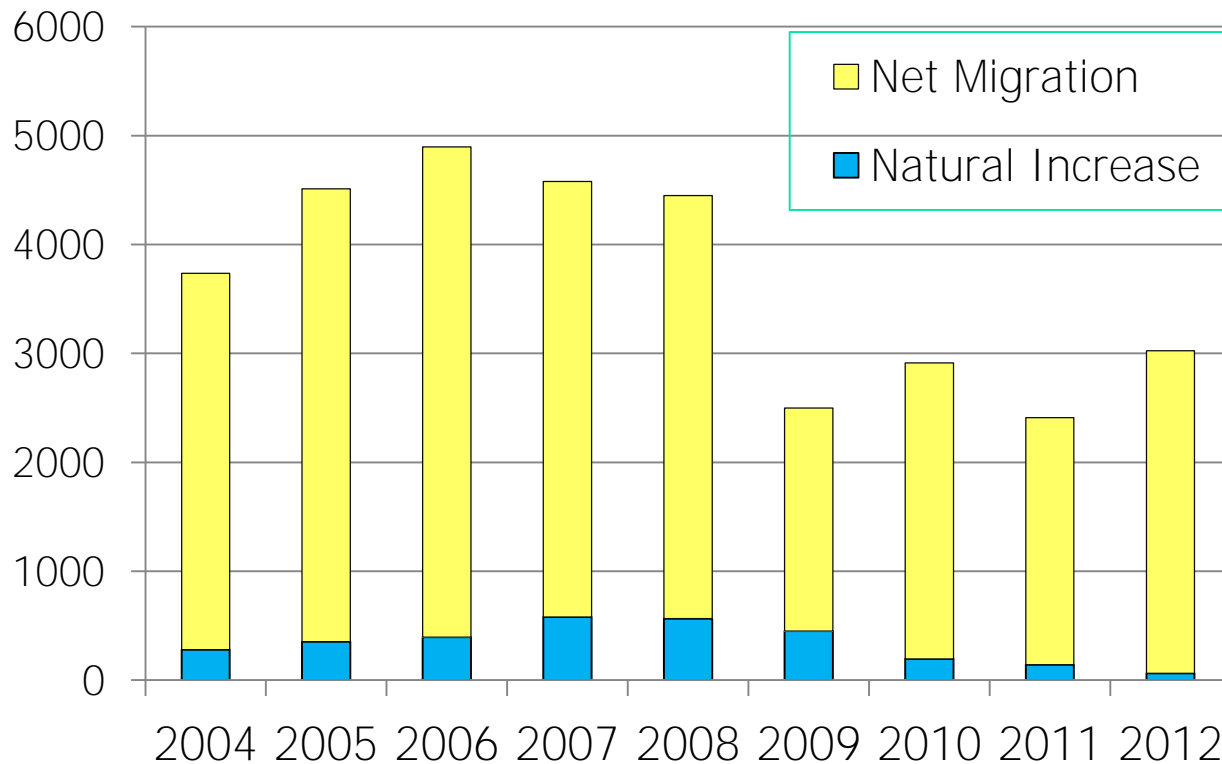
Source: U.S. Census Bureau (7/11 to 7/12)

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Sussex Population Growth is Steady (Annual Change)



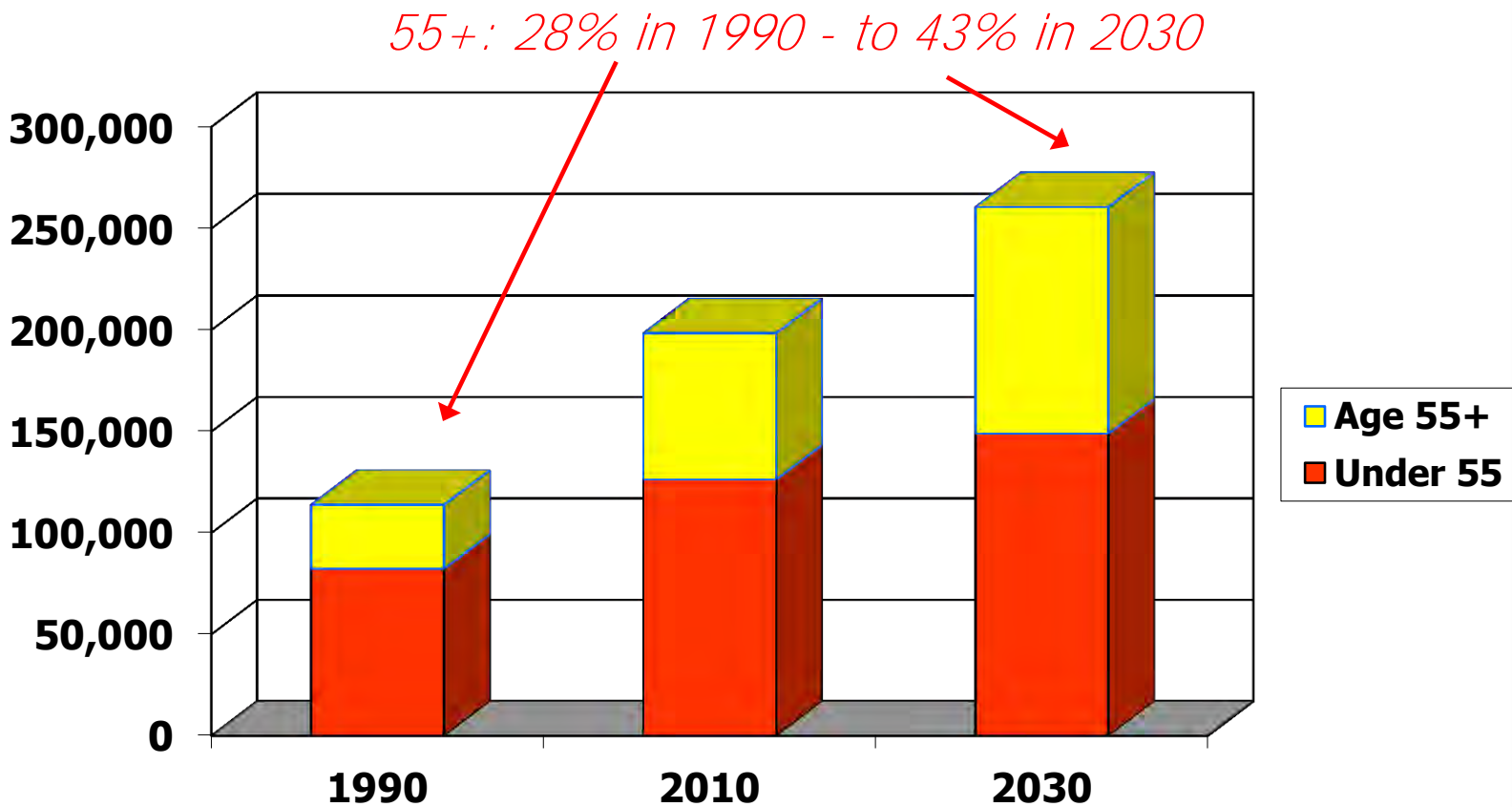
Source: U.S. Census Bureau

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Long Term Population Trends – Sussex



Source: Delaware Population Consortium

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Median Age – 2013 Estimate

Area	Median Age
Sussex County	46.1
Sussex East	54.7
Sussex Central	44.0
Sussex West	40.1
Delaware	39.2
U.S.	37.4

Source: Demographics*Now*

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Median Household income – 2013 Est.

Area	Median Household Income (\$)
Sussex County	53,568
Sussex East	58,455
Sussex Central	51,878
Sussex West	50,118
Delaware	60,230
U.S.	52,800

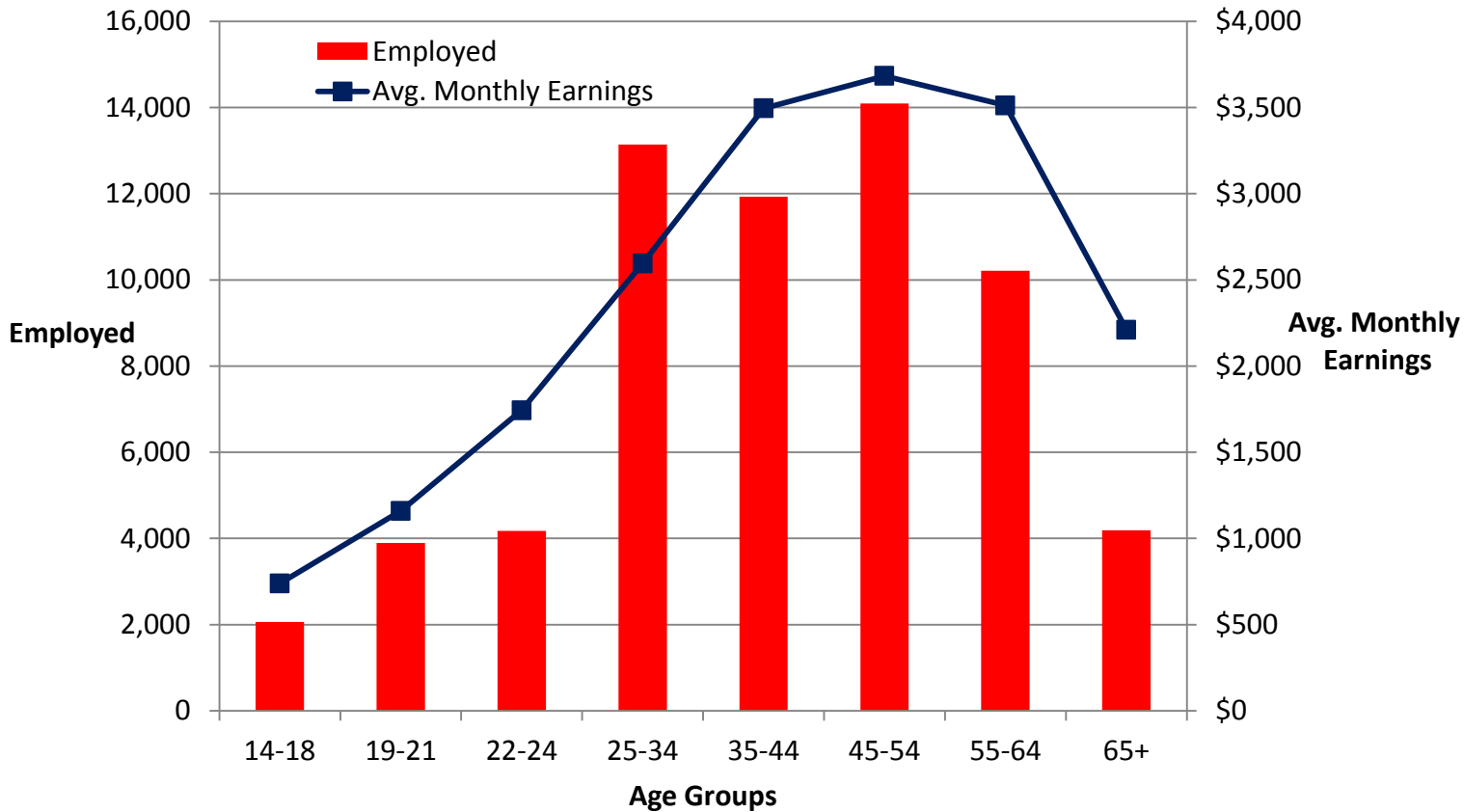
Source: DemographicsNow

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Employment and Wages by Age Group – Sussex 2012



Source: U.S. Census Bureau, LEHD

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Jobs/Industry

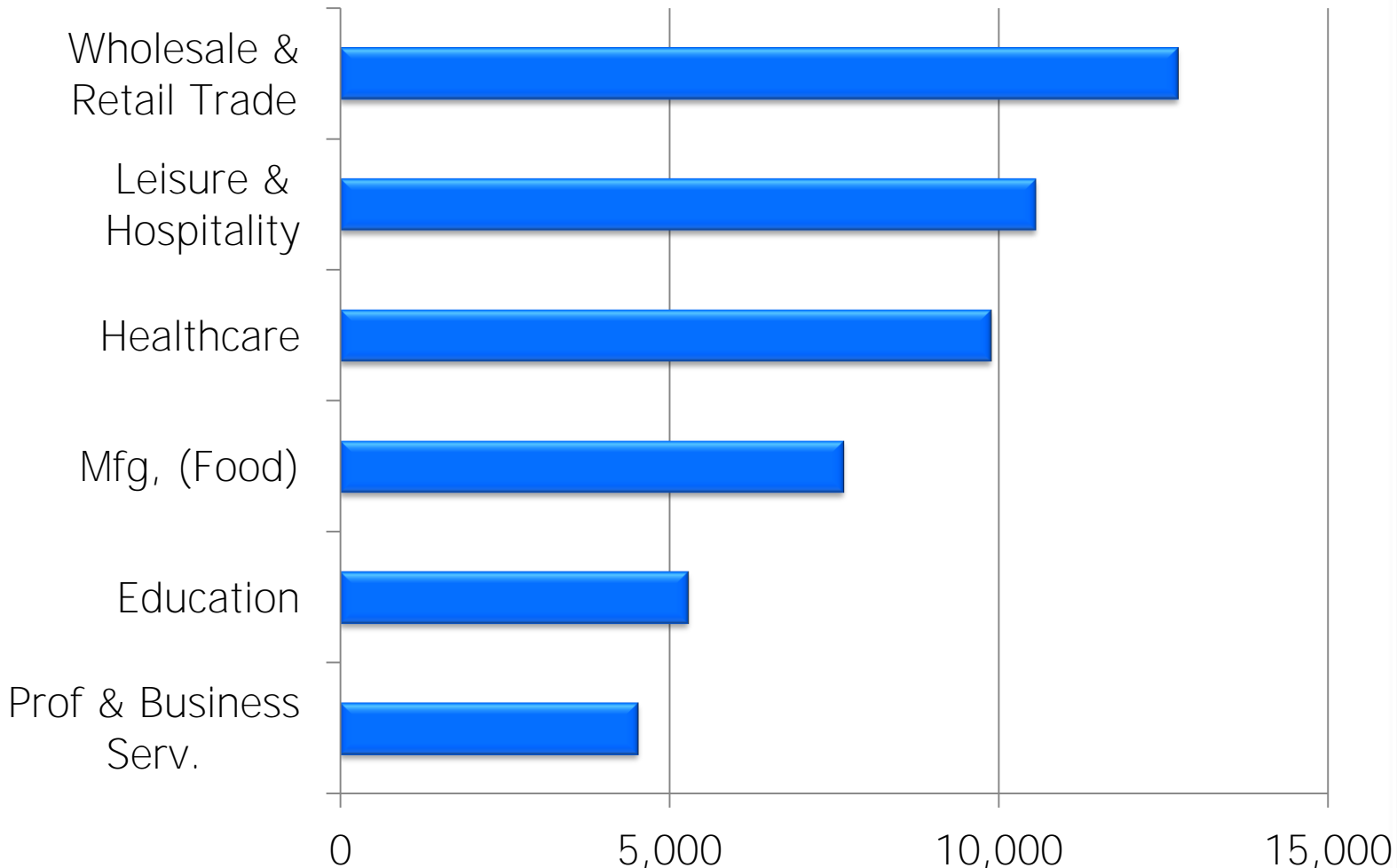
Sussex Employment Trends

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Major Sussex Industry Groups (2012 Employment)



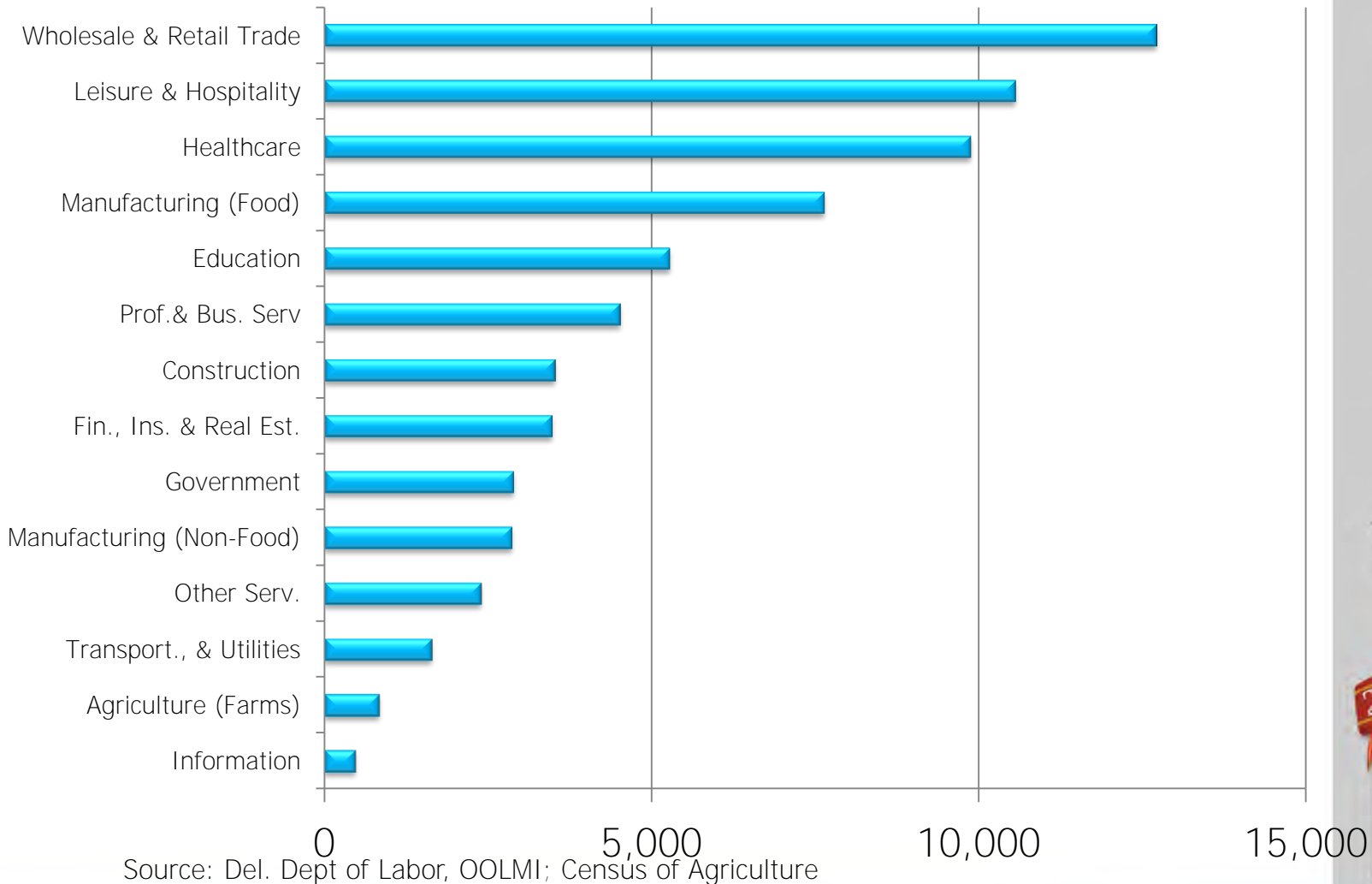
Source: Del. Dept of Labor, OOLMI

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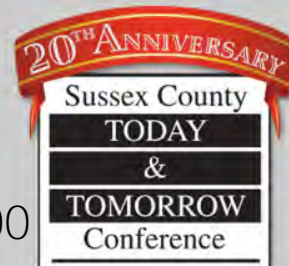


Where Sussex Works (2012)



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Nonemployer data in Sussex (2011)

- 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 2011
 - 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, 2011

	Establishments	Receipts	Avg. Ann. Receipts Per Firm
Delaware	55,418	\$2,937,679,000	\$53,009
New Castle	32,237 (58.2%)	\$1,854,174,000	\$57,517
Kent	8,984 (16.2%)	\$ 430,601,000	\$47,930
Sussex	14,197 (25.6%)	\$ 652,904,000	\$45,989

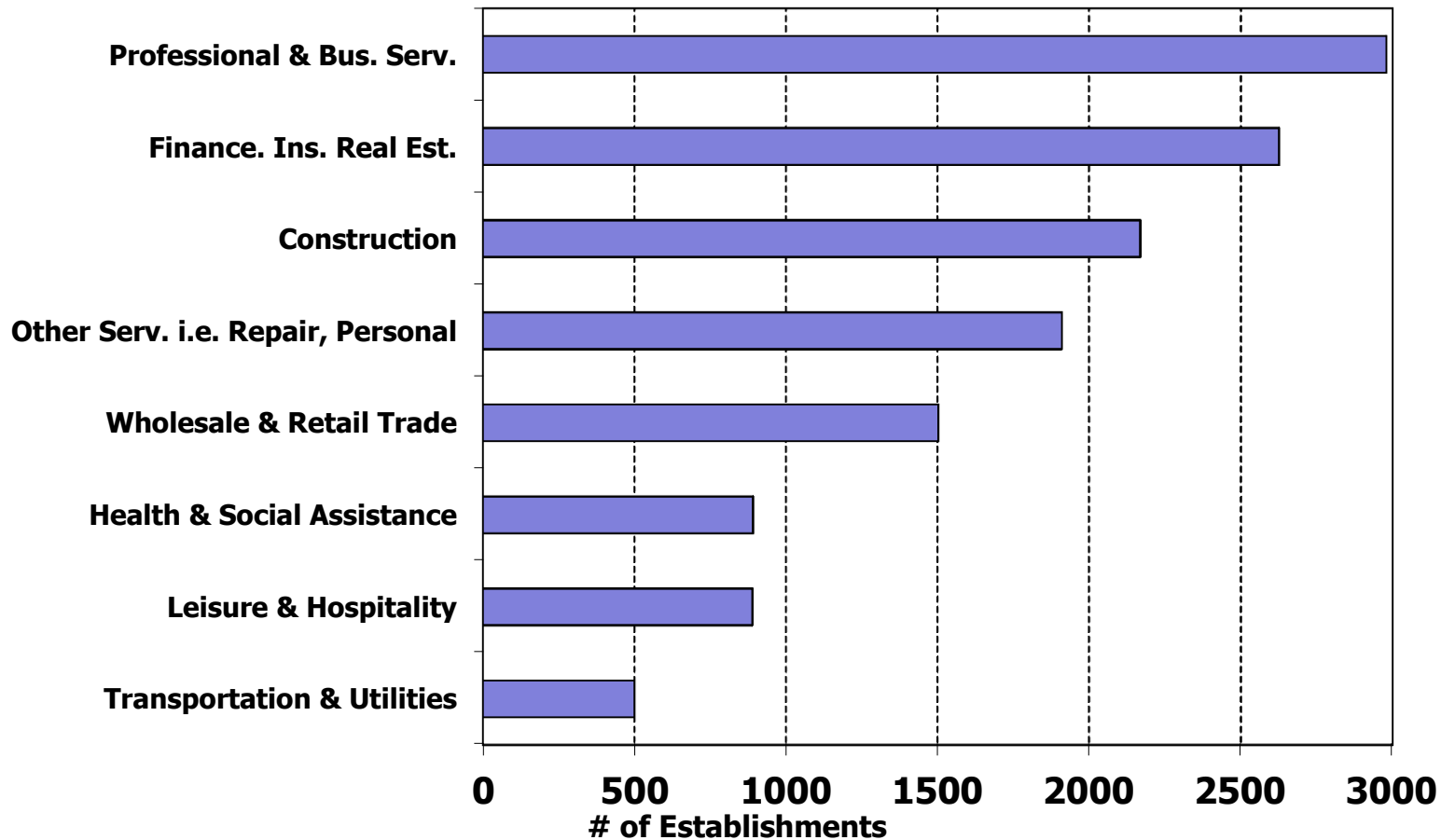
Source: U.S. Census Bureau –
Non-employer Statistics

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Establishments With No Employees, 2011 - Sussex



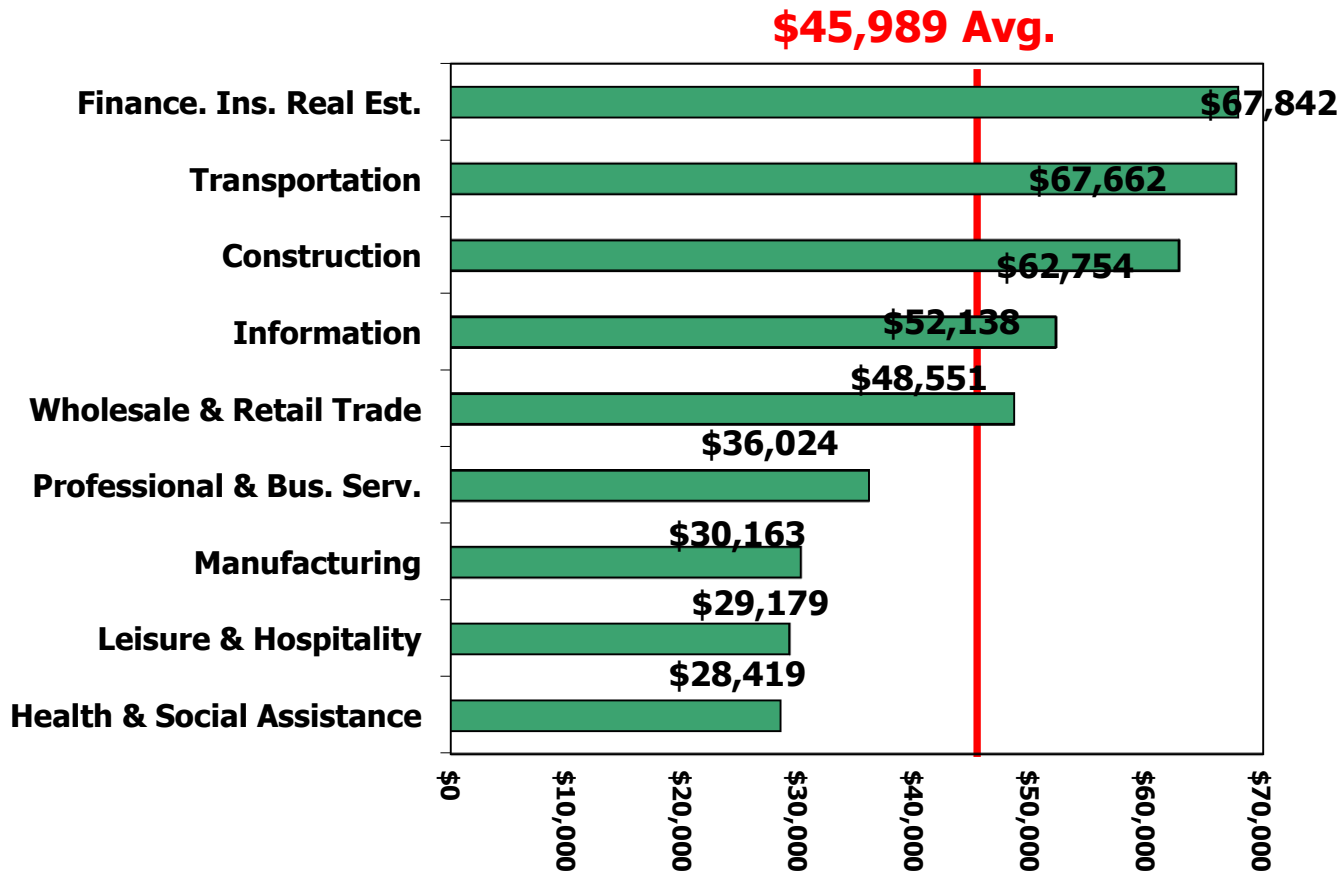
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Source: U.S. Census Bureau –
Non-employer Statistics

Average Annual Gross Receipts, Establishments With No Employees, Sussex, 2011

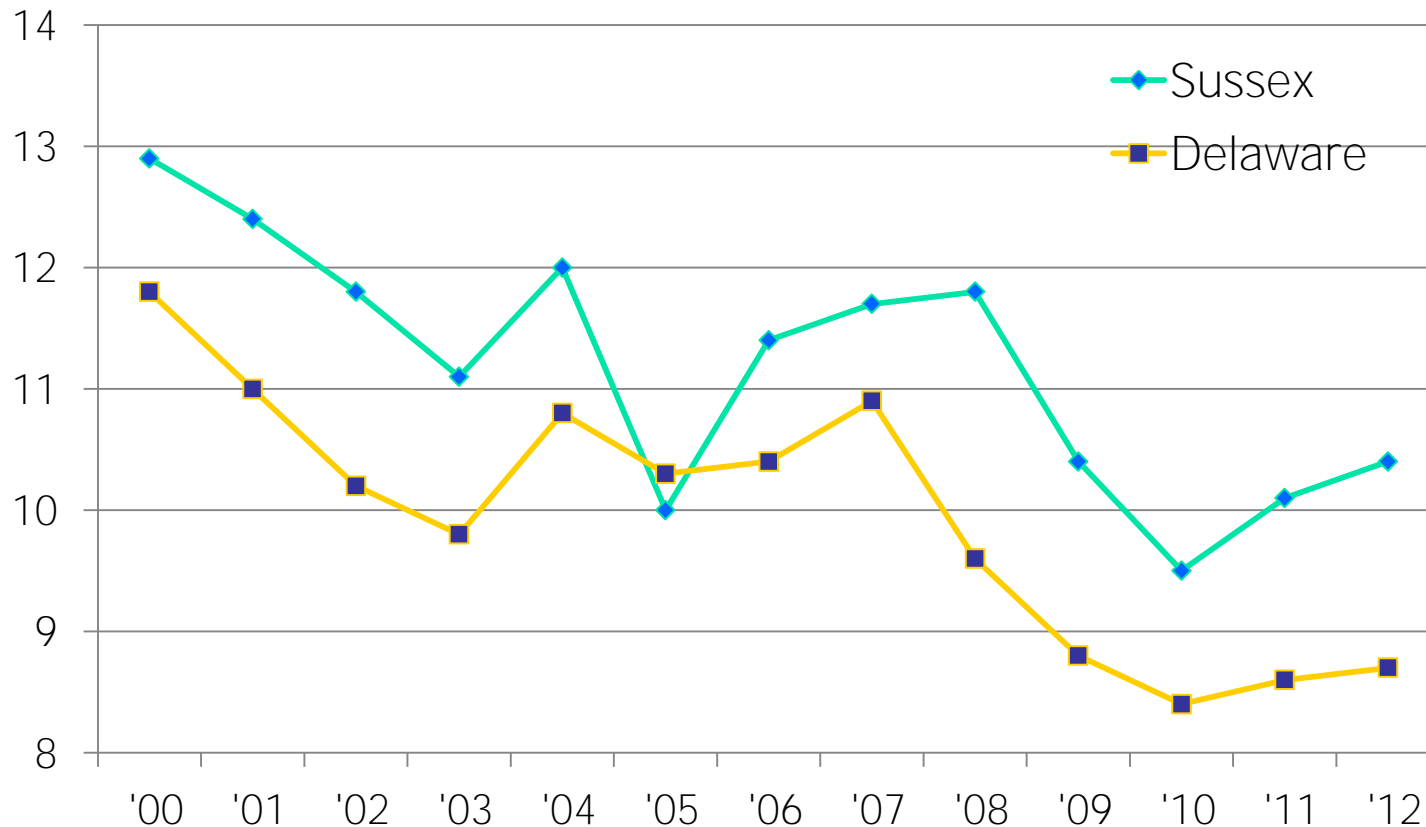


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Turnover Rates (%) – Sussex and DE



Source: U.S. Census Bureau, LEHD

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Turnover Rates by Industry, Sussex (2012)

- Industries with highest turnover rates:
 - Arts, Entertainment, 17.8
 - Accommodations, Food Serv., 17.7
 - Admin, 15.7
 - Retail Trade, 11.1
- Industries with lowest turnover rates:
 - Utilities, 1.6
 - Education, 4.8
 - Information, 5.7

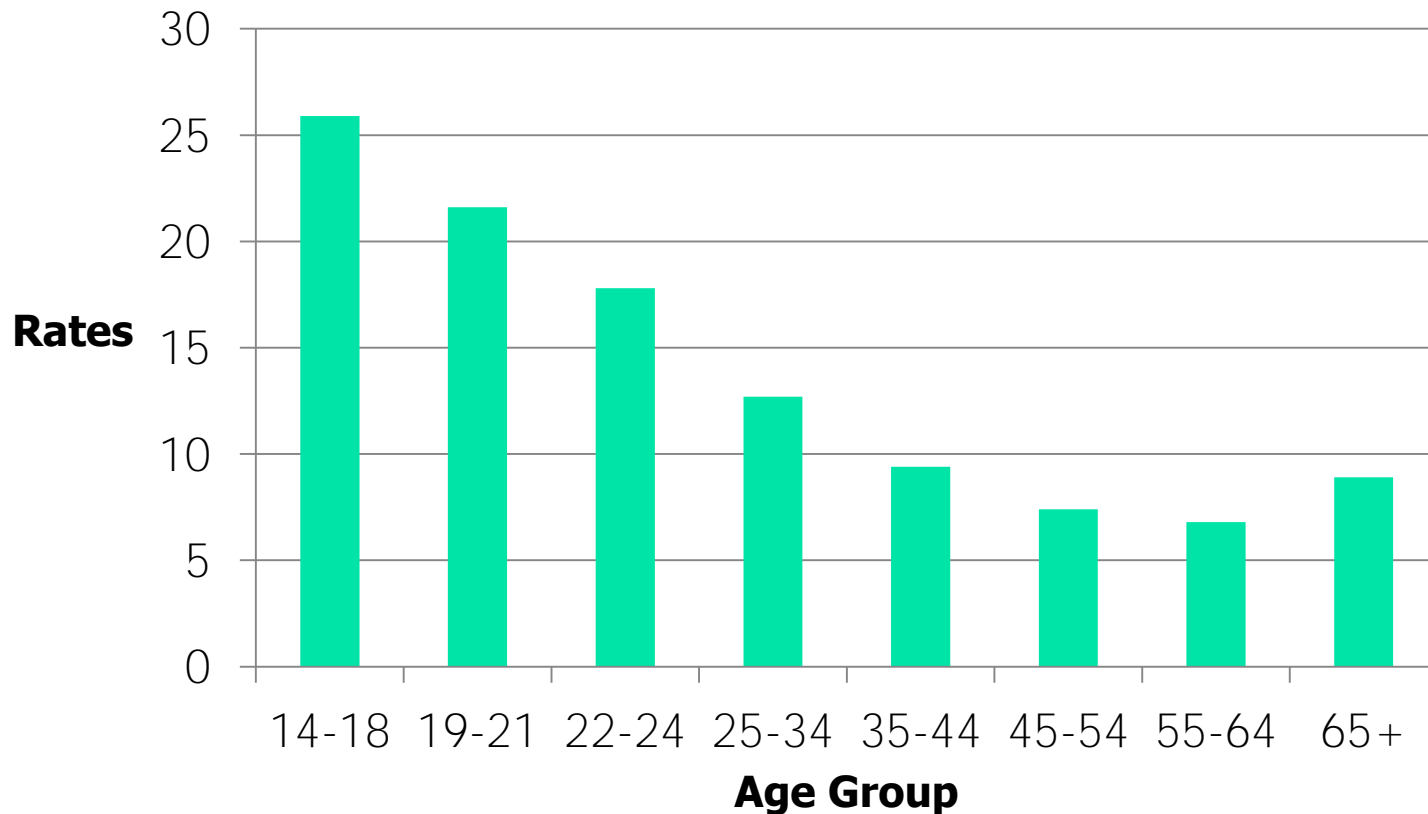
Source: U.S. Census Bureau, LEHD

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Turnover Rates by Age – Sussex (2012)



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Industries with the largest number of older workers

Industry	55+ workers	% of Tot. Ind.
Retail Trade	2,460	23.5
Health Care and Social Assistance	2,424	24.9
Manufacturing	1,853	20.6
Accommodation and Food Service	887	10.0
Construction	655	20.6
Real Estate and Rental and Leasing	582	33.3
Other Services	570	24.8
Transportation & Warehousing	474	34.2

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ADDENDUM

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Sussex Labor Force Data

- Total Sussex Population = 205,800
- Employed = 86,200
- Not in the labor force, 16 years+ = 74,400
(retired, in school, or not looking for work)
- Persons under age 16 years = 38,700
- Unemployed/actively seeking = 6,500

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	\$ 51,757
New Castle	\$ 58,808
Kent	\$ 38,491
Sussex	\$ 34,489

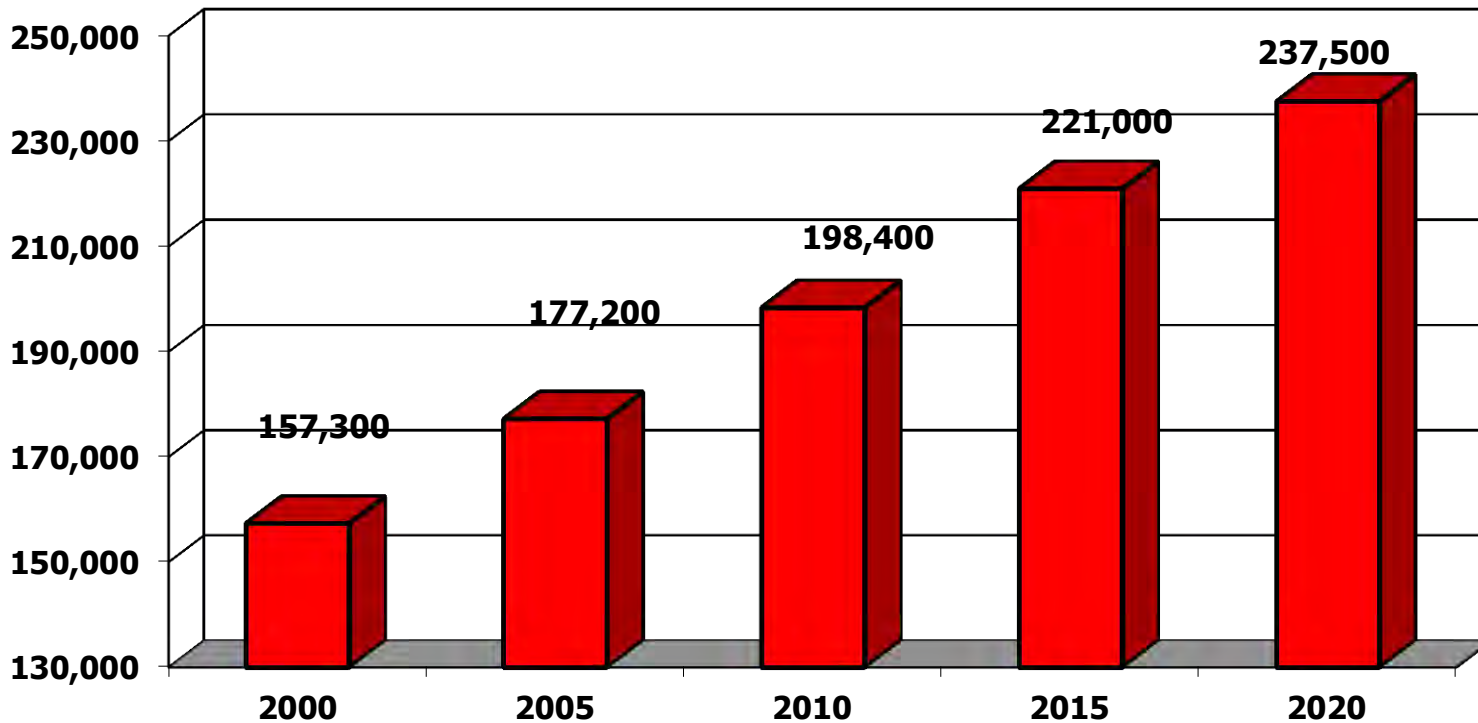
2012 Annual Avg.

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Sussex Population Continues to Increase



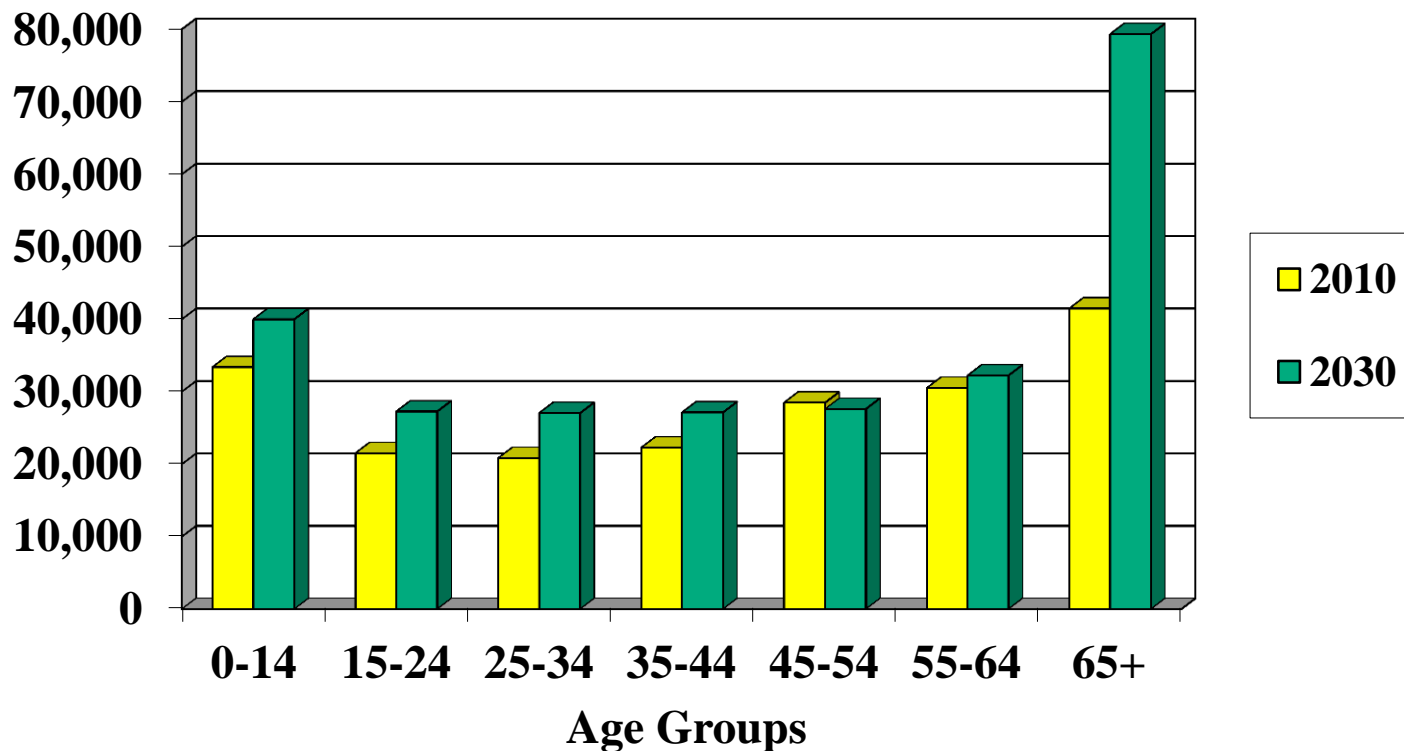
Source: Delaware Population Consortium

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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	6,601
15-24	5,765
25-34	6,209
35-44	4,871
45-54	-872
55-64	1,721
65+	37,853

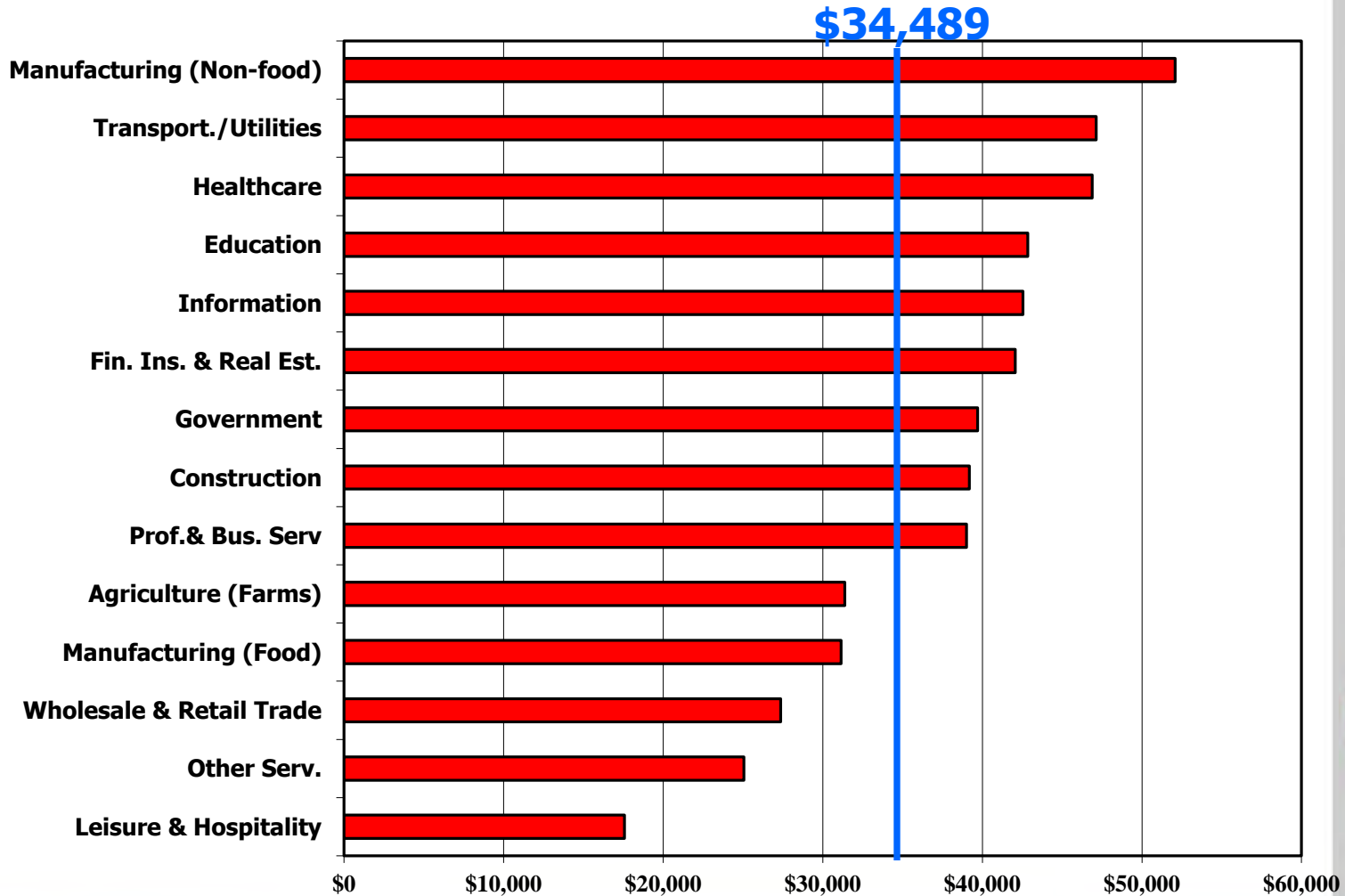
- Increased School Population
- Expanded opportunities and need for education/training
- Working age population will not experience much growth
- Focus on retention of young persons
- Aging Population will impact:
 - Health Care
 - Eldercare
 - Transportation
 - Social Services
- More Affordable Homes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

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Average Annual Wage by Ind. Sussex (2012)

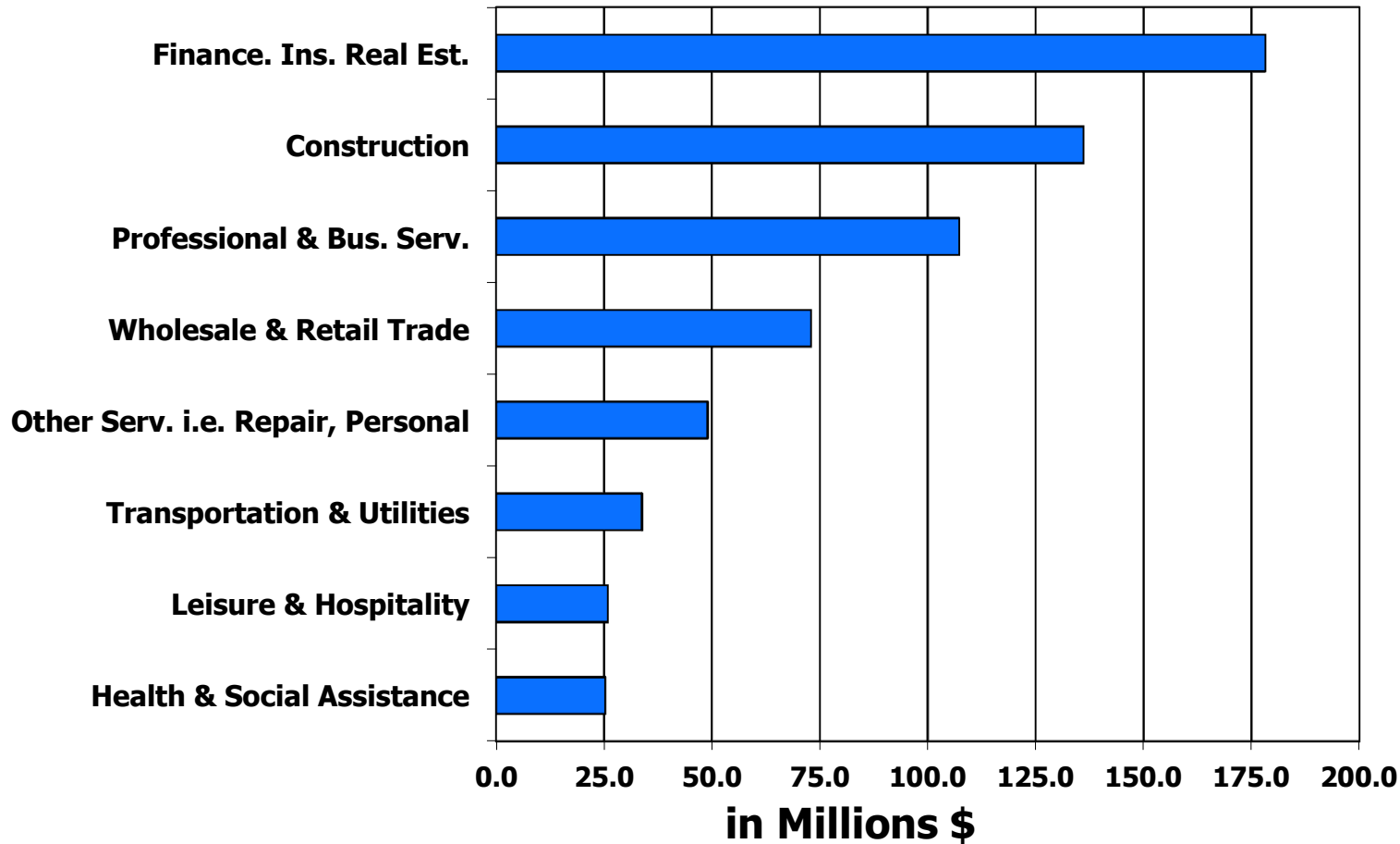


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Total Receipts, Establishments with No Employees, Sussex, 2011



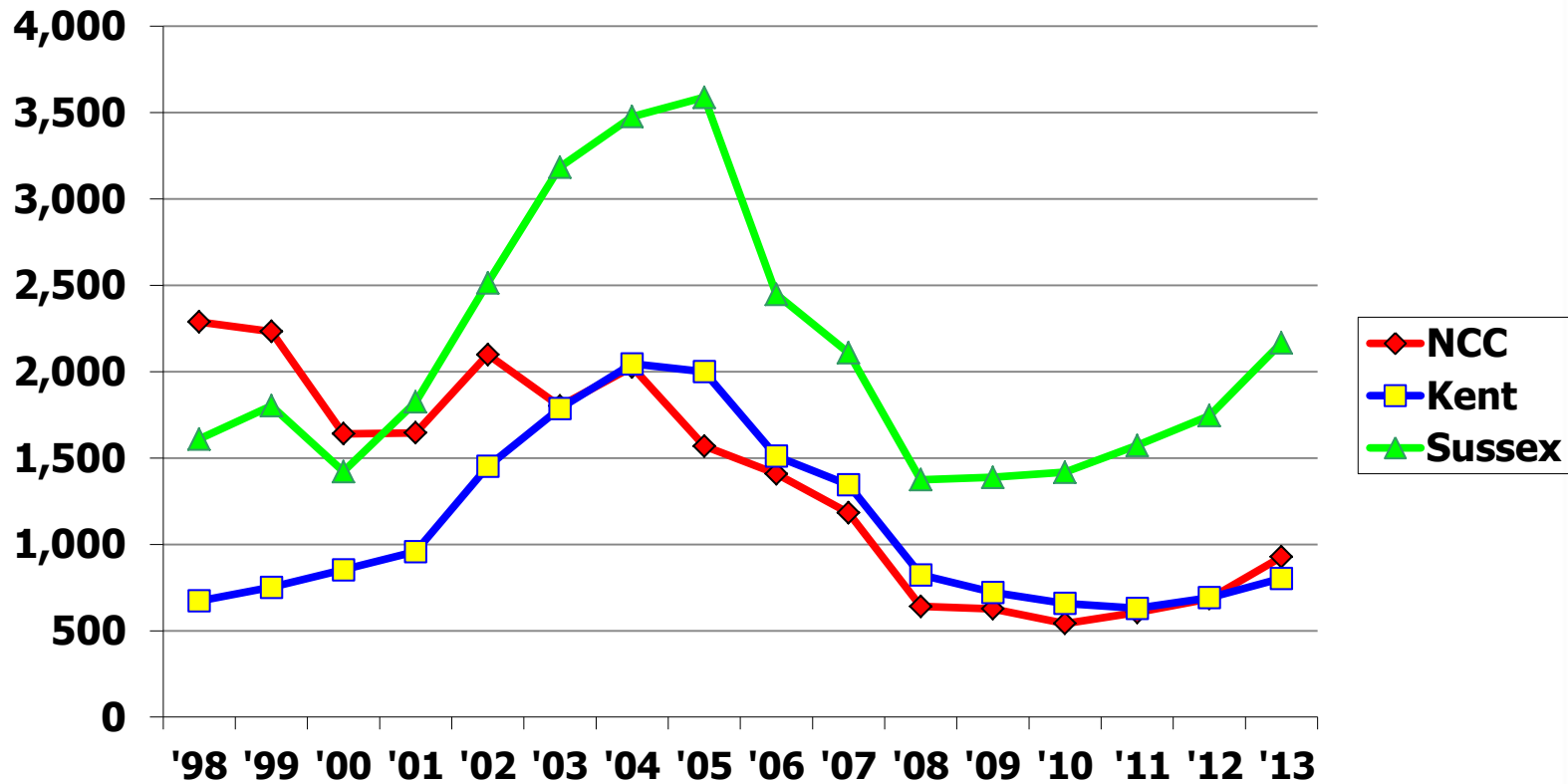
Source: U.S. Census Bureau –
Non-employer Statistics

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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

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Largest Occupational Groups Sussex 2012

Occupational Group	Employment	Annual Avg. Wage
Office and Administrative Support	9,770	\$30,920
Food Preparation and Serving Related	9,420	\$22,320
Sales and Related	8,700	\$29,050
Production	8,130	\$27,900
Healthcare Practitioners and Technical	4,770	\$74,610
Transportation and Material Moving	4,620	\$30,360
Education, Training, and Library	4,150	\$50,470
Installation, Maintenance, and Repair	3,080	\$39,440
Building and Grounds Cleaning and Maintenance	2,960	\$24,400
Construction and Extraction	2,820	\$37,210
Healthcare Support	2,480	\$28,170
Business and Financial Operations	1,550	\$57,620
Management	1,470	\$108,480

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

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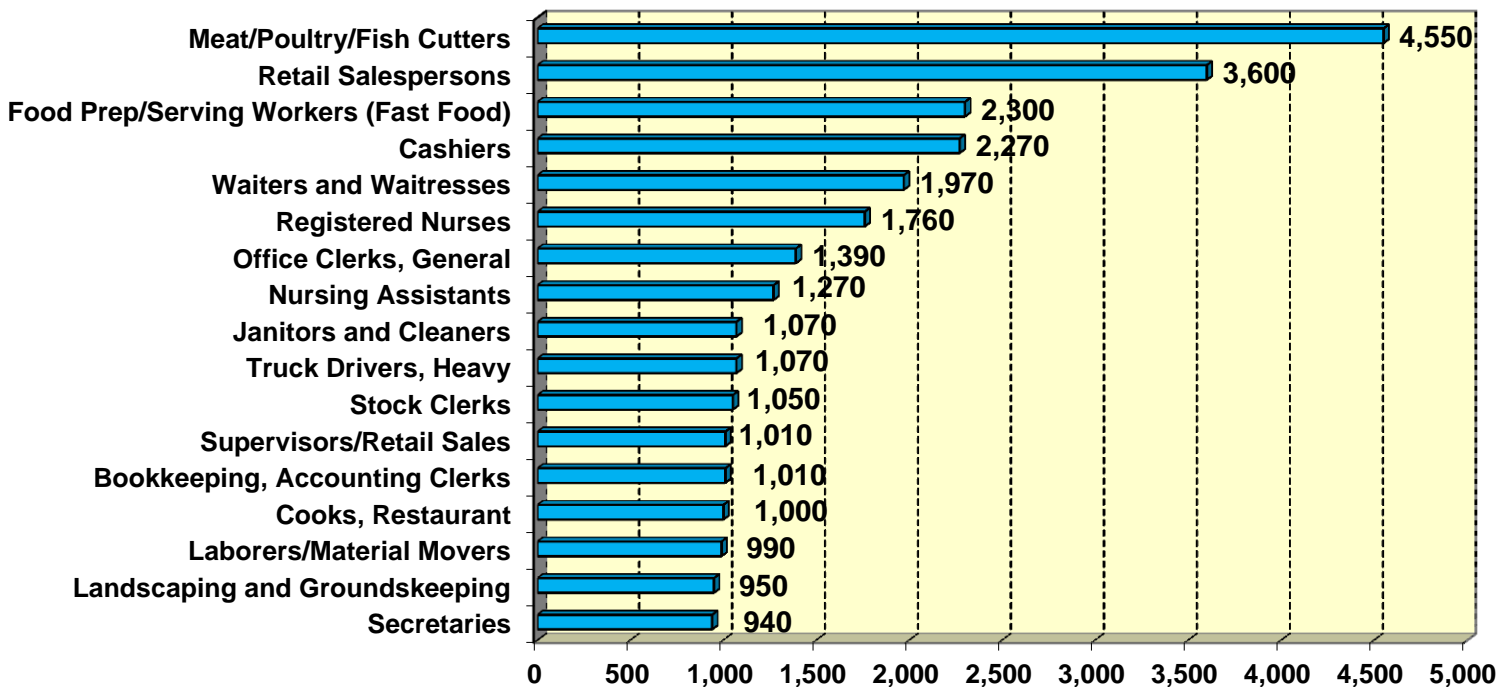
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Largest Specific Occupations – Sussex 2012

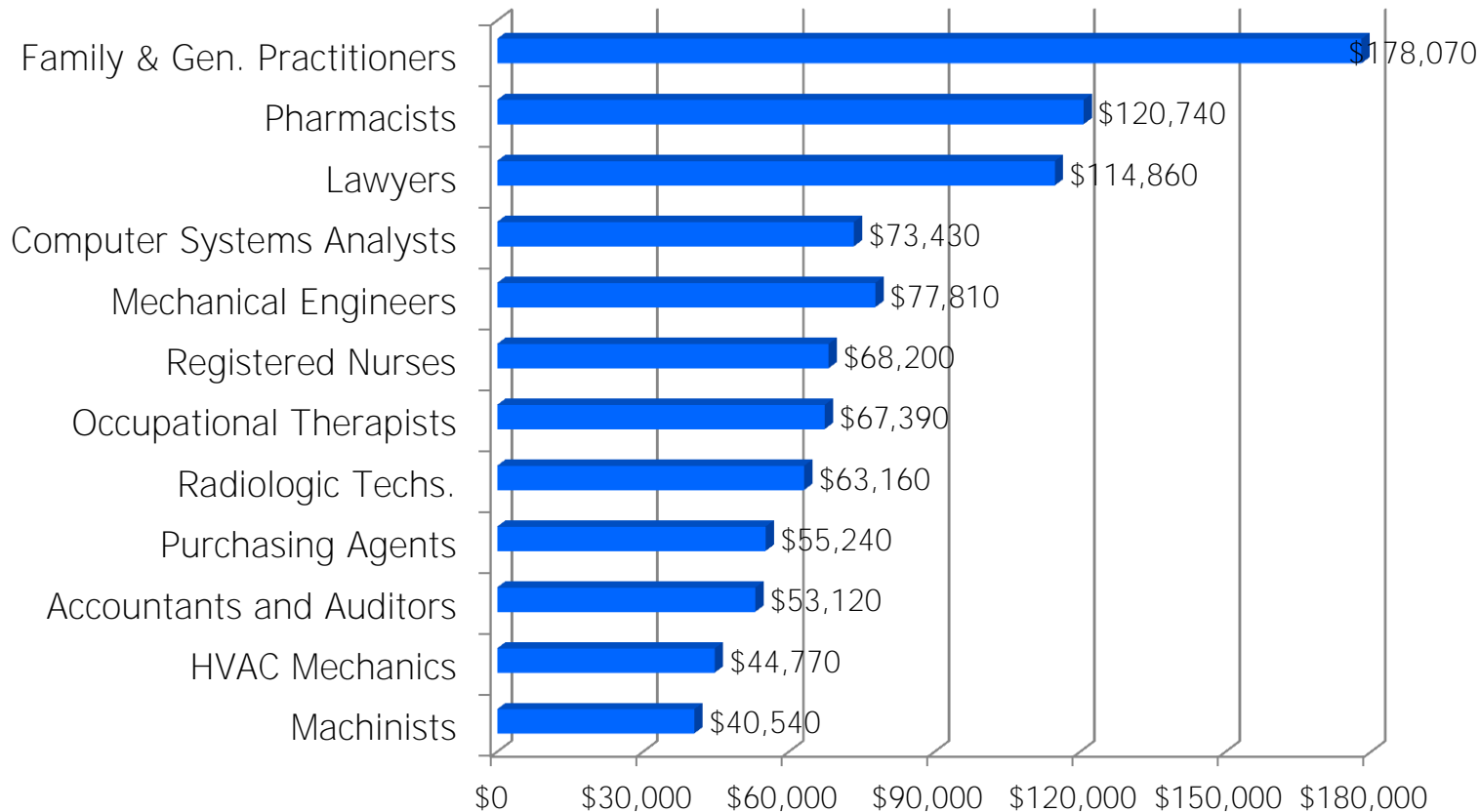
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Source: U.S. Dept. of Labor, Bureau of Labor Statistics

Ann. Wages for Selected Occupations – Sussex 2012



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 rebound in the real estate sector and the continuation of the influx of retirees.
- 74,000 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+.
- 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.

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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 33.9% of jobs and 22.5% of total payroll.
- In 2012, job growth in Sussex was led by Health Services, 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 2009 the number of jobs have declined in most areas. But Sussex, in 2011 and 2012, has had 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 (\$34,500, Sussex vs. \$51,800, Del.)
- Industries that have above average annual wages include:
Manufacturing (non-food), \$52,080; Transportation/ Utilities, \$47,137; Healthcare, \$46,890; Education, \$42,845; Information, \$42,547; Finance, Insurance & Real Estate, \$42,066 Government, \$39,702; Construction, \$39,185; and Professional & Bus. Services, \$39,013.

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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 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 – 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 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 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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