

CHAPTER 2 – DEMOGRAPHICS

Although Rye Beach has its own Master Plan, Planning Board and Zoning Board of Adjustment, Chapter 2 Demographics pertains to the entire Town. According to the 2010 US Census, the Town of Rye had a population of 5,298, which reflected a growth rate of approximately 2.2% from 2000. The previous decade saw a growth of about 9%. The population of our town stayed near 1,000 for more than 100 years prior to the post WWII baby-boom era. The population grew rapidly during the 1940's, 50's and 60's, largely as a result of the growth of the Portsmouth Naval Shipyard and later Pease Air Force Base. While the closing of Pease Air Force Base and the downsizing of the Portsmouth Naval Shipyard, which both occurred in the 1990s, saw population growth slow, Rye still continued to experience double digit growth until the 2000 US Census as the Pease Tradeport was starting to come online and the region was beginning to rebuild its employment base. Now Rye appears to be growing at a much slower rate that it has not experienced since the 1880 US Census.

Table D-1 POPULATION CHANGES TOWN OF RYE			
1830 – 2010			
Year	Population	Change	Percent Change
1840	1,320	45	3.5%
1850	1,397	77	5.8%
1860	1,326	-71	-5.1%
1870	1,087	-239	-18.0%
1880	1,111	24	2.2%
1890	978	-133	-12.0%
1900	1,100	122	12.5%
1910	1,014	-86	-7.8%
1920	1,196	182	17.9%
1930	1,081	-115	-9.6%
1940	1,246	165	15.3%
1950	1,982	736	59.1%
1960	3,244	1,262	63.6%
1970	4,083	839	25.8%
1980	4,508	425	10.4%
1990	4,612	104	12.3%
2000	5182	570	9%
2010	5298	116	2.2%

Source: U.S. Census

The 2010 Census estimate for Rye was 5,298 residents, which ranked 63rd among New Hampshire's incorporated cities and towns. Population Density and Land Area, 2010 (US Census Bureau): 420.0 persons per square mile of land area. Rye contains 12.6 square miles of land area and 24.1 square miles of inland water area.

**TABLE D-2
Total Population**

Year	Rye	County
2010	5,298	295,223
2000	5,197	278,748
1990	4,461	246,744
1980	4,508	190,345
1970	4,083	138,951

Source: U.S. Census

1.0 GROWTH COMPARISON WITH OTHER MUNICIPALITIES

In Table D-3 Rye's rate of population growth is compared to our neighboring communities in the seacoast area. From 2000 to 2010, Rye's population growth rate was about one-third that of the county and state.

Table D-3 Population History: 16 Eastern Towns of Rockingham County

Town/Area	US Census Population Counts							change in population	
	1950	1960	1970	1980	1990	2000	2010	US Census	2000-2010 % change
East Kingston	449	574	838	1,135	1,352	1,784	2,357	573	32%
Exeter	5,664	7,243	8,892	11,024	12,481	14,058	14,306	248	2%
Greenland	719	1,196	1,784	2,129	2,768	3,208	3,549	341	11%
Hampton	2,847	5,379	8,011	10,493	12,278	14,937	14,976	39	0%
Hampton Falls	629	885	1,254	1,372	1,503	1,880	2,236	356	19%
Kensington	542	708	1,044	1,322	1,631	1,893	2,124	231	12%
New Castle	583	823	975	936	840	1,010	968	-42	-4%
Newfields	469	737	843	817	888	1,551	1,680	129	8%
Newington	494	2,499	798	716	990	775	753	-22	-3%
Newmarket	2,709	3,153	3,361	4,290	7,157	8,027	8,936	909	11%
North Hampton	1,104	1,910	3,259	3,425	3,637	4,259	4,301	42	1%
Portsmouth	18,830	25,833	25,717	26,254	25,925	20,784	21,233	449	2%
Rye	1,982	3,244	4,083	4,508	4,612	5,182	5,298	116	2%
Seabrook	1,788	2,209	3,053	5,917	6,503	7,934	8,693	759	10%
South Hampton	314	443	558	660	740	844	814	-30	-4%
Stratham	759	1,033	1,512	2,507	4,955	6,355	7,255	900	14%
CEDS Eastern Towns	39882	57869	65982	77505	88260	94481	99479	4,998	5%
Rockingham County	70,059	98,065	138,950	190,345	245,845	277,359	295,223	17,864	6%
New Hampshire	529,880	606,787	737,681	920,475	1,109,252	1,235,550	1,316,470	80,920	7%

Data Sources: US Census and NH Office of Energy and Planning

2.0 HOUSING GROWTH AND HOUSEHOLD SIZE

According to the U.S. Census data from 2000 to 2010 Rye's housing units grew from 2645 to 2852 units. During the previous decade, the number of housing units grew from 2,434 to 2,645. (See Table H-2, Chapter 4- Housing). Thus, according to census data Rye has added an average of 20 units per year over each of the last two decades.

The census data for the past decade is suspect when compared with the records kept by the Rye Building Inspector. As indicated in Table D-4, during the last decade new housing construction in Rye averaged only 8.6 units per year. It appears that the building inspector's report for 2010 did not include the 22 new units at White Birches of Rye. If those units are added, the average increases to 10.2 units per year over the last decade. Since 2010, five (5) new units were built in 2011 and four (4) in 2012.

**TABLE D-4
NEW HOMES PER BUILDING INSPECTOR'S ANNUAL REPORT**

<u>Year</u>	<u>New Homes</u>	<u>Year</u>	<u>New Homes</u>
2001	10	2006	12
2002	12	2007	2
2003	6	2008	4
2004	23	2009	3
2005	11	2010	3

Total 2001-2010 = 86 or 8.6/yr.

Household size has decreased in Rye during the past 20 years. In 1980, the average household size in Rye was 2.61 persons. This figure decreased to 2.40 persons per household in 1990. Since 1990 the number of persons per household has remained relatively stable at 2.35 in 2000 and 2.34 in 2010. (Additional information on household size may be found in Table H-5, of Chapter 4 – Housing).

3.0 POPULATION PROJECTIONS

The NH Office of Energy and Planning (OEP) Fall 2013 population projections for the 16 municipalities of eastern Rockingham County are shown in Table D-5. An explanation of the methodology used by the OEP is provided in Appendix _____. The OEP estimates project a slight decline in Rye's population by 2020 and an overall increase of only 193 persons by 2030. The projected growth rate for Rye is half of the projected growth rate for Rockingham County.

**TABLE D-5
POPULATION ESTIMATES
16 EASTERN TOWNS OF ROCKINGHAM COUNTY**

Municipality	2010 Population	2020 Projection	2030 Projection	Projected Change 2010-2030	
				No.	%*
East Kingston	2,357	2,926	3,042	685	29%
Exeter	14,306	14,187	14,751	445	3%
Greenland	3,549	3,829	3,981	432	12%
Hampton	14,976	14,607	15,188	212	1%
Hampton Falls	2,236	2,568	2,670	434	19%
Kensington	2,124	2,321	2,413	289	14%
New Castle	968	895	930	(-38)	(-4%)
Newfields	1,680	1,777	1,847	167	1%
Newington	753	708	736	(-17)	(-2%)
Newmarket	8,936	9,696	10,081	1145	13%
North Hampton	4,301	4,229	4,397	96	2%
Portsmouth	21,233	21,146	21,986	753	4%
Rye	5,298	5,281	5,491	193	4%
Seabrook	8,693	9,294	9,663	970	11%
South Hampton	814	758	789	(-25)	(-3%)
Stratham	7,255	8,051	8,371	1116	15%
16 Municipalities	99,479	102,273	106,336	6857	7%
Rockingham County	295,223	306,867	319,065	23,842	8%

Data Source: NH Office of Energy & Planning Fall 2013 Estimates.

*Rounded to nearest whole number.

4.0 AGE OF RYE'S POPULATION

For several decades Rye's population has been getting increasingly older. As Table D-7 indicates our population is composed of a higher percentage of older residents than either the state or county. Further, the gap between the median age of the state's population and Rye's population is widening. For planning purposes, trends in age distribution are important to note. The needs of the population shift as its age characteristics shift. As a result of these trends, Rye can expect less need for school capacity than in the past and more need for senior housing and senior services.

TABLE D-6
AGE DISTRIBUTION
RYE 2010 POPULATION

	Number	Percentage
Total Population	5,298	100.0
Under 5 years	207	3.9
5 to 9 years	294	5.5
10 to 14 years	349	6.6
15 to 19 years	297	5.6
20 to 24 years	157	3.0
25 to 29 years	173	3.3
30 to 34 years	174	3.3
35 to 39 years	260	4.9
40 to 44 years	353	6.7
50 to 54 years	499	9.4
55 to 59 years	445	8.4
60 to 64 years	305	5.8
65 to 69 years	243	4.6
70 to 74 years	211	4.0
75 to 79 years	134	2.5
80 to 84 years	134	2.5
85 years and over	153	2.9
Median age (years)	48.8	

SOURCE: 2010 U.S. CENSUS

TABLE D-7
2010 AGE DISTRIBUTION BY PERCENT
TOWN, COUNTY, STATE

GROUP	STATE	COUNTY	RYE
16 years and over	81.0%	40.9%	82.7%
18 years and over	78.2%	39.4%	79.7%
21 years and over	73.8%	38.0%	77.8%
62 years and over	17.1%	8.9%	24.7%
65 years and over	13.5%	7.0%	19.7%
Median age (years)	41.1	43.0	48.8

SOURCE: 2010 U.S. CENSUS

5.0 HOUSEHOLD AND FAMILY STATUS

The following are data about the household and family status of Rye's population. It is important to note that the U.S. Census defines:

- a **household** as all persons who occupy a housing unit (whether related or not);
- a **family** as persons living in the same housing unit who are related by birth, marriage or adoption. Thus, a family is a subset of a household.

These data show that most of Rye's population lives in families, as do most of the populations of Rockingham County and New Hampshire. However, in keeping with the trends in our society, the portion of Rye's population living in families has declined from 91% in 1970 to 82% in 2010.

Figure D-1

Population in Family Households

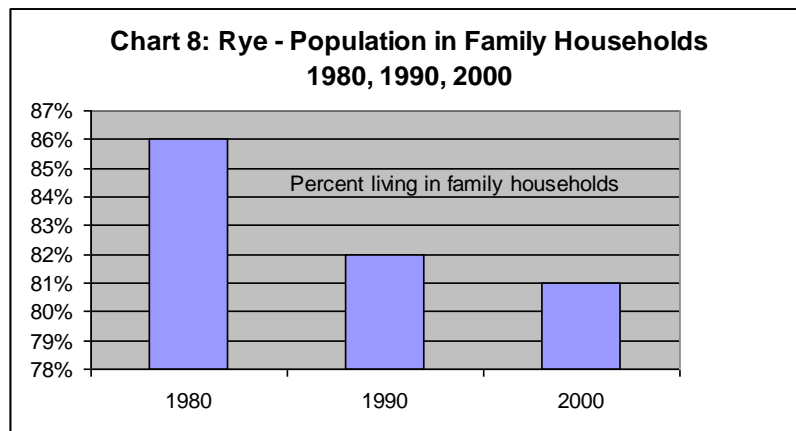
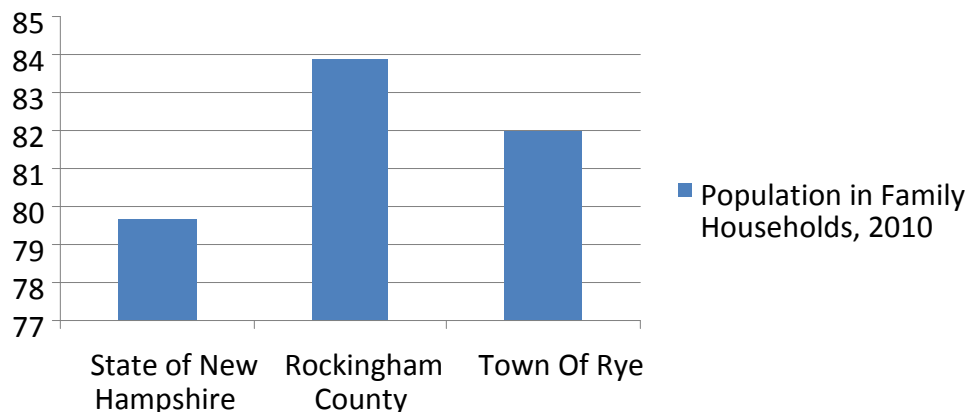
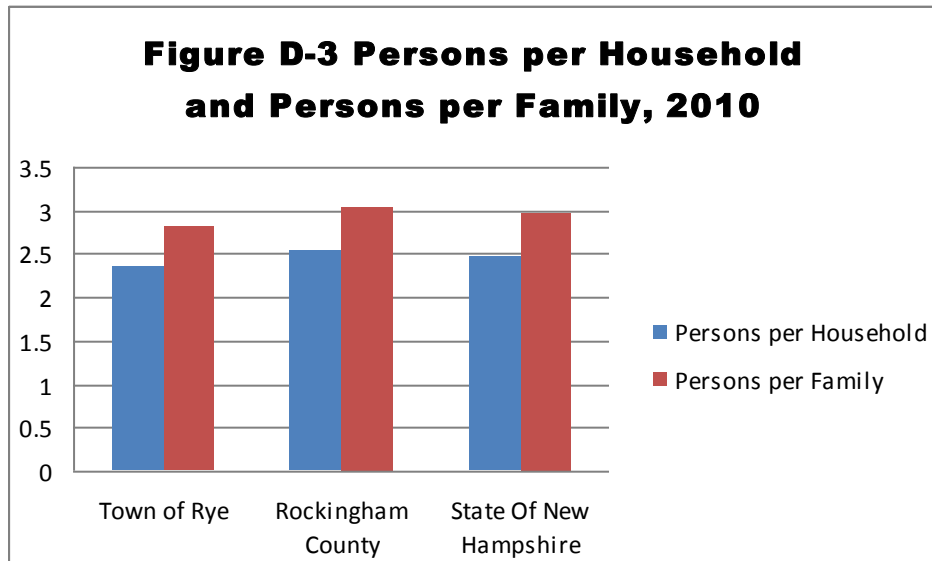


Figure D-2

Population in Family Households 2010



The next chart shows characteristics of persons per household and persons per family for Rye, Rockingham County, and New Hampshire. This chart indicates that the figure for persons per household is smaller for Rye than for the county and the state. However, Rye is fairly even with the state in persons per family, but slightly below the county.

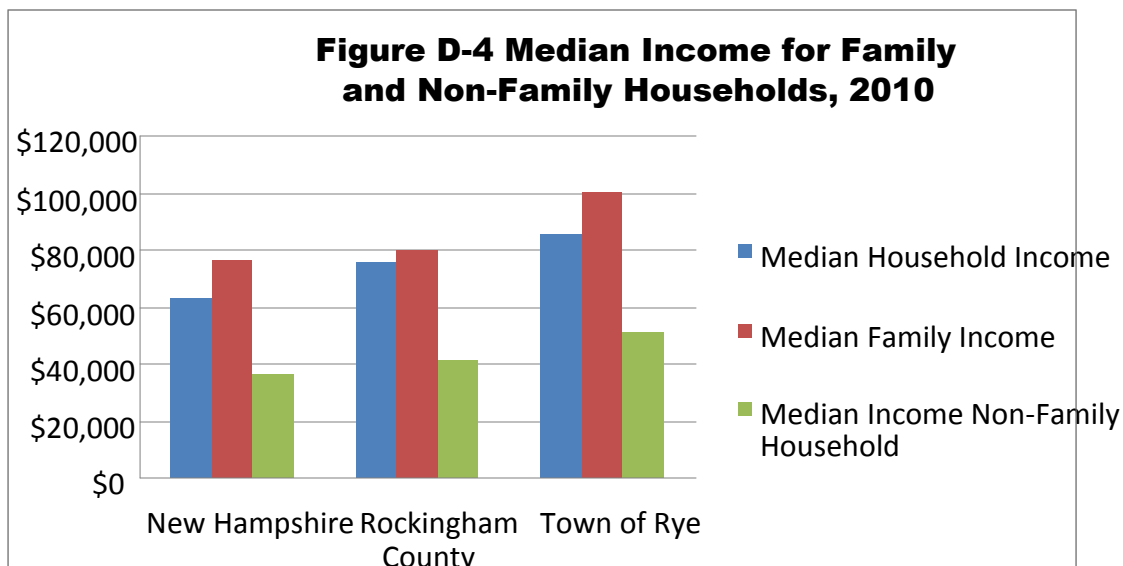


6.0 EDUCATION

Rye is a well educated community. According to the U.S. Census 97.5% of Rye's 2010 population had graduated from high school; 52.9% possessed at least a Bachelors Degree; and 20.2% had a graduate or professional degree. These are considerably higher percentages than found in both the county and state.

7.0 INCOME

The median household income in Rye rose from \$42,000 in 1990 to \$85,000 in 2010. This compares with the Rockingham County and New Hampshire median household incomes of \$76,000 and \$63,000, respectively in 2010. Rye's median incomes were above that of both the county and state during this time.



According to the 2010 U.S. Census, 3.2% of Rye's population lives in poverty, as defined by federal standards. None of these are persons under age 18. 2.5% of the population between 18 and 64 years old live in poverty, and 8.2% of the population 65 and older lives in poverty.

Tables D-8 and D-9 show how Rye's labor force is employed. Compared with the county and state labor forces, a higher percentage of Rye's labor force is composed of people in managerial and professional services. Paralleling these data are relatively low percentages of the labor force working in precision production, craft, repair, operator, fabricator and laborer occupations and in the manufacturing sector. To summarize, Rye's labor force has: (1) diminishing employment in the manufacturing sector; (2) increasing employment in the professional and services sectors; and (3) fluctuating government employment.

**TABLE D-8
2010 OCCUPATIONS
RYE LABOR FORCE 16 YEARS AND OLDER**

Occupations	Number	Percent
Employed > 16 years old	2845	100.0%
Management, business, science and arts	1289	45.3%
Services	389	13.7%
Sales and office	817	28.7%
Natural resources, construction, maintenance	176	6.2%
Production, transportation, material moving	174	6.1%

Source: 2010 U.S. Census

TABLE D-9
2010 EMPLOYMENT BY INDUSTRY
RYE LABOR FORCE 16 YEARS AND OLDER

Industry	Number	Percent
Employed > 16 years old	2845	100.0%
Agriculture, forestry, fishing, hunting, mining	67	2.4%
Construction	185	6.5%
Manufacturing	198	7.0%
Wholesale trade	138	4.9%
Retail trade	266	9.3%
Transportation, warehousing, utilities	182	6.4%
Information	71	2.5%
Finance, Insurance, real estate	366	12.9%
Professional, scientific, management, administrative	410	14.4%
Education, health care, social services	437	15.4%
Arts, entertainment, recreation, food services, lodging	385	13.5%
Public administration	64	2.2%
Other services	76	2.7%

Source: 2010 U.S. Census

This demographic discussion of Rye does not give all of the socio-economic details of the area, but gives a good indication of Rye's demographic characteristics.