

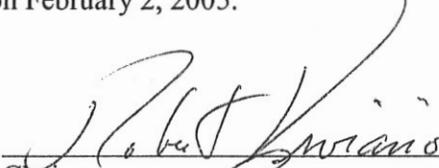
TOWN OF HAMPTON
MASTER PLAN
FEBRUARY 2005 REVISIONS
TO THE FOLLOWING CHAPTERS:

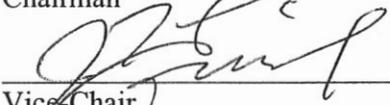
CHAPTER 1, SECTION 1.2 – COMMUNITY PROFILE
CHAPTER 2, SECTION 2.2 – FUTURE LAND USE

CERTIFICATE OF ADOPTION

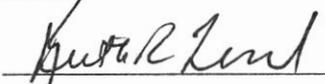
The Town of Hampton's Master Plan was amended by the adoption of the listed chapters and sections on February 2, 2005 by a majority vote of the Hampton Planning Board, in accordance with NH RSA 675:6, following a public hearing held on February 2, 2005.

Certified by the Hampton Planning Board:


Chairman


Vice-Chair


Clerk








Board of Selectman Representative

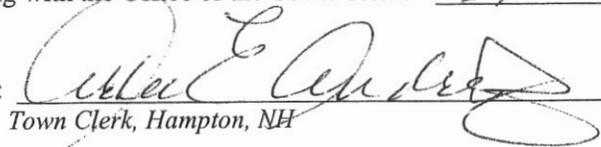
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CHAPTER 1 - VISION

1.1 GOALS AND OBJECTIVES

(Contained in *Hampton Master Plan: 1985*)

1.2 COMMUNITY PROFILE

The community profile is a collection of statistical information pertaining to general population, housing, income and employment characteristics of the Town of Hampton. In the context of the Master Plan, this profile is useful in two ways. First, it helps to place the Town in context with other communities in the region so that these selected characteristics can be gauged. Second, the information helps to identify important trends that may affect the future growth and development of the Town. These trends can be taken into account as the various local officials make policy decisions, and the data used to support those decisions and actions.

Following from these intended uses, the statistical information presented here takes two principal forms. Most of the tables contain information for Hampton and neighboring communities, as well as totals for the region, Rockingham County and the State overall. These tables place the Town's data in a regional context. The remainder of the tables shows data for Hampton covering a period of years, from which important trends can be identified.

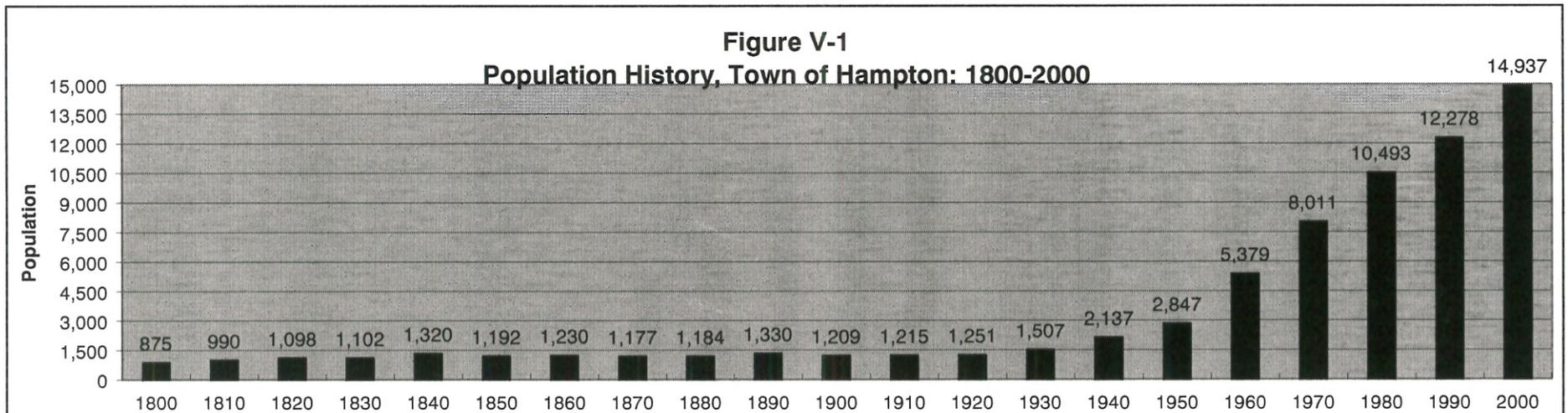
The information contained in this profile comes from a variety of sources including the U.S. Census Bureau, the New Hampshire Office of State Planning, the New Hampshire Department of Employment Security and the Town of Hampton. Some of this information is also found in other chapters of this Master Plan, but the data has been incorporated into this chapter in order to create a comprehensive profile of the Town.

1.2.1 Population History and Projections

Table V-1 and **Figure V-1** provide detailed information on the population history of Hampton. As shown in Figure V-1, the Town of Hampton has grown from a community of 875 residents in 1800 to a population of nearly 15,000 year-round residents by the year 2000. The period of most rapid growth occurred from 1950-1960, when the annual growth rate was over 6 percent. As far as more recent trends, Hampton's population grew from 12,278 residents in 1990 to a 14,937 residents in the year 2000, representing a total increase of nearly 22%, and an average annual growth rate of 2 percent. From 1970-1990, the Town's average annual population growth followed the same general trend as did the region, Rockingham County and the State, with higher growth through the '70s and a slight decrease in the rate of growth through the '80s. However, the Town's growth rate has increased over the past decade, while regionwide and statewide growth rates have continued to stabilize and/or decline.

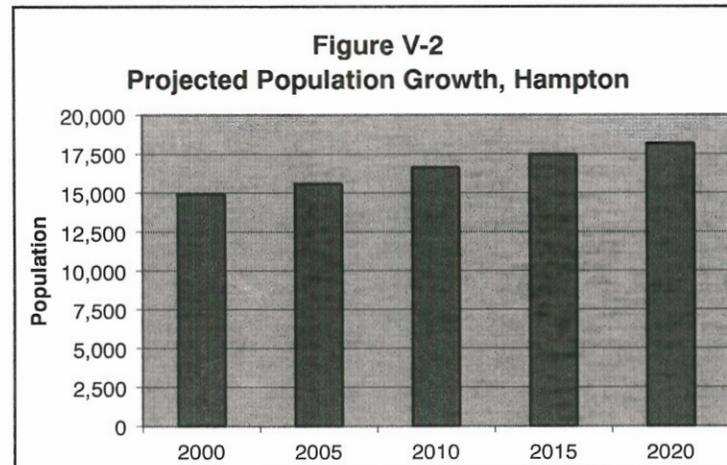
**Table V-1
Population History: 1950-2001**

Town/Area	Population History													Pop. Density	
	US Census Population Counts and OSP Estimates							Recent Growth		Avg. Annual Growth Rates				(person/sq. mi.)	
	1950	1960	1970	1980	1990	2000	2001	Chg 90-00	% Chg	'70 to '80	'80 to '90	'90 to '00	'80 to '00	1970	2000
Hampton	2,847	5,379	8,011	10,493	12,278	14,937	15,040	2,659	21.7%	2.7%	1.6%	2.0%	1.8%	587.2	1,094.9
Exeter	5,664	7,243	8,892	11,024	12,481	14,058	14,190	1,577	12.6%	2.2%	1.2%	1.2%	1.2%	456.4	721.6
Hampton Falls	629	885	1,254	1,372	1,503	1,880	1,920	377	25.1%	0.9%	0.9%	2.3%	1.6%	98.6	147.8
Kensington	542	708	1,044	1,322	1,631	1,893	1,930	262	16.1%	2.4%	2.1%	1.5%	1.8%	82.3	149.2
New Castle	583	823	975	936	840	1,010	1,022	170	20.2%	-0.4%	-1.1%	1.9%	0.4%	1,151.6	1,207.1
North Hampton	1,104	1,910	3,259	3,425	3,637	4,259	4,420	622	17.1%	0.5%	0.6%	1.6%	1.1%	232.0	303.1
Portsmouth	18,330	25,833	25,717	26,254	25,295	20,784	20,780	-4,511	-17.8%	0.2%	-0.4%	-1.9%	-1.2%	1,578.3	1,283.1
Seabrook	1,788	2,209	3,053	5,917	6,503	7,934	8,160	1,431	22.0%	6.8%	0.9%	2.0%	1.5%	336.8	875.2
South Hampton	314	443	558	660	740	844	860	104	14.1%	1.7%	1.2%	1.3%	1.2%	68.1	103.0
Stratham	759	1,033	1,512	2,507	4,955	6,355	6,530	1,400	28.3%	5.2%	7.1%	2.5%	4.8%	98.2	412.9
RPC Region	53,010	77,395	106,459	134,145	161,071	178,997	183,150	17,926	11.1%	2.3%	1.8%	1.1%	1.5%	279.2	469.4
Rockingham Co.	70,059	98,065	138,950	190,345	245,845	277,359	283,960	31,514	12.8%	3.2%	2.6%	1.2%	1.9%	193.6	386.5
New Hampshire	529,880	606,787	737,681	920,475	1,109,252	1,235,550	1,259,030	126,298	11.4%	2.2%	1.9%	1.1%	1.5%	79.7	133.6



**Table V-2
Projected Population Growth, 2000-2020**

Town/Area	Population History								Population Density (persons/sq. mi.)	
						Projected Avg. Annual Growth Rates				
	2000	2005	2010	2015	2020	'00-'10	'10-'20	'00-'20	2000	2020
Hampton	14,937	15,580	16,630	17,460	18,180	1.1%	0.9%	1.0%	1,094.9	1,332.6
Exeter	14,058	14,680	15,430	16,100	16,680	0.9%	0.8%	0.9%	721.6	856.2
Hampton Falls	1,880	2,030	2,170	2,290	2,440	1.4%	1.2%	1.3%	148.0	192.1
Kensington	1,893	2,050	2,180	2,310	2,470	1.4%	1.3%	1.3%	149.2	194.7
New Castle	1,010	1,060	1,130	1,180	1,230	1.1%	0.9%	1.0%	1,207.1	1,537.5
North Hampton	4,259	4,570	4,870	5,110	5,310	1.3%	0.9%	1.1%	303.1	377.9
Portsmouth	20,784	21,220	22,210	23,280	24,380	0.7%	0.9%	0.8%	1,283.1	1,495.7
Seabrook	7,934	8,450	9,010	9,450	9,830	1.3%	0.9%	1.1%	875.2	1,084.3
South Hampton	844	890	950	990	1,040	1.2%	0.9%	1.0%	103.0	126.9
Stratham	6,355	6,780	7,280	7,700	8,060	1.4%	1.0%	1.2%	412.9	523.7
RPC Region	170,607	189,390	200,950	210,850	219,810	1.7%	0.9%	1.3%	447.4	576.5
Rockingham Co.	277,359	294,970	313,130	328,960	343,320	1.2%	0.9%	1.1%	386.5	478.4
New Hampshire	1,235,786	1,311,050	1,385,210	1,456,120	1,523,680	1.1%	1.0%	1.1%	133.6	164.7



Population density in Hampton increased from about 587 persons/sq. mi. in 1970 to 1,095 persons/sq. mi. in 2000. This maintains the Town's status as one of the most densely populated communities in the region, after Portsmouth and New Castle.

Future population trend data developed by the NH Office of State Planning predicts a slowing rate of population growth in Hampton over the next two decades. As seen in **Table V-2** and **Figure V-2**, the Town is projected to gain approximately 1,700 new residents by the year 2010 (an average annual growth rate of 1.1% from 2000 to 2010), and an additional 1,550 residents by the year 2020 (an average annual growth rate of 0.9% from 2010 to 2020). This would equate to a population density of 1,333 persons/sq. mi. in the year 2020.

A word of caution is in order regarding the Office of State Planning's town-level population projections. These numbers are heavily influenced by past growth history, which is not necessarily a reliable indicator of future growth. This is especially true for communities such as Hampton that are approaching "build-out" under existing zoning, or where growth policies have changed in response to rapid growth.

1.2.2 Characteristics of the Population

Age Distribution

Table V-3 summarizes the change in broad age range groups that occurred in Hampton between 1990 and 2000, while **Table V-4** provides detailed information on the age distribution of Hampton residents in 1990 and 2000, and offers a comparison to neighboring communities.

**Table V-3
Change in # and % of Residents by Age Range
Town of Hampton, 1990-2000**

Age range	# Residents, 1990	# Residents, 2000	% Change, '90-'00	As % of total population, 1990	As % of total population, 2000
<5	688	886	+ 29%	5.6%	5.9%
5-19	2,154	2,564	+ 19%	17.5%	17.2%
20-64	7,781	9,288	+ 19%	63.4%	62.2%
65+	1,655	2,199	+ 33%	13.5%	14.7%
<i>Total</i>	<i>12,278</i>	<i>14,937</i>	<i>+ 22%</i>		

**Table V-4
Age Distribution By Town: 1990 and 2000**

Age category >	1990										2000									
	<5	5-14	15-19	20-24	25-34	35-44	45-54	55-64	65-74	74+	<5	5-14	15-19	20-24	25-34	35-44	45-54	55-64	65-74	75+
Hampton	688	1,397	757	887	2,154	2,033	1,500	1,207	1,002	653	886	1,818	746	552	1,859	2,694	2,442	1,741	1,246	953
	5.6%	11.4%	6.2%	7.2%	17.5%	16.6%	12.2%	9.8%	8.2%	5.3%	5.9%	12.1%	5.0%	3.7%	12.4%	18.0%	16.3%	11.7%	8.3%	6.4%
Exeter	872	1,497	831	727	2,315	1,999	1,301	1,000	951	988	771	2,011	897	434	1,729	2,455	2,070	1,304	1,013	1,374
	7.0%	12.0%	6.7%	5.8%	18.5%	16.0%	10.4%	8.0%	7.6%	7.9%	5.5%	14.3%	6.4%	3.1%	12.3%	17.5%	14.7%	9.3%	7.2%	9.7%
Hampton Falls	103	181	102	63	176	300	222	171	113	72	128	287	97	47	168	341	355	216	146	95
	6.9%	12.0%	6.8%	4.2%	11.7%	20.0%	14.8%	11.4%	7.5%	4.8%	6.8%	15.3%	5.2%	2.5%	8.9%	18.1%	18.9%	11.5%	7.8%	5.1%
Kensington	106	228	118	105	284	295	193	156	90	56	144	313	102	63	193	412	326	154	120	66
	6.5%	14.0%	7.2%	6.4%	17.4%	18.1%	11.8%	9.6%	5.5%	3.4%	7.6%	16.5%	5.4%	3.3%	10.2%	21.8%	17.2%	8.2%	6.3%	3.5%
No. Hampton	210	454	212	208	516	629	527	432	293	156	194	641	232	115	402	766	802	498	366	243
	5.8%	12.5%	5.8%	5.7%	14.2%	17.3%	14.5%	11.9%	8.1%	4.3%	4.6%	15.0%	5.4%	2.7%	9.4%	18.0%	18.8%	11.7%	8.6%	5.8%
Seabrook	386	577	326	538	1,173	880	751	786	709	377	458	928	366	367	1,145	1,266	1,122	945	780	557
	5.9%	8.9%	5.0%	8.3%	18.0%	13.5%	11.5%	12.1%	10.9%	5.8%	5.8%	11.7%	4.6%	4.6%	14.4%	16.0%	14.1%	11.9%	9.8%	7.1%
So. Hampton	49	97	48	34	107	158	79	83	57	28	46	135	40	25	88	154	165	77	60	54
	6.6%	13.1%	6.5%	4.6%	14.5%	21.4%	10.7%	11.2%	7.7%	3.8%	5.5%	16.0%	4.7%	3.0%	10.4%	18.2%	19.5%	9.2%	7.1%	6.4%
Stratham	423	771	258	196	967	1,062	571	343	253	111	432	1,145	393	144	689	1,369	1,125	494	342	222
	8.5%	15.6%	5.2%	4.0%	19.5%	21.4%	11.5%	6.9%	5.1%	2.2%	6.8%	18.0%	6.2%	2.3%	10.8%	21.5%	17.7%	7.8%	5.4%	3.5%
Rock. Co.	19,937	34,674	15,231	16,356	49,114	44,045	26,099	17,789	13,208	9,392	18,100	43,399	17,610	11,403	36,314	54,673	43,345	24,428	15,549	12,538
	8.1%	14.1%	6.2%	6.7%	20.0%	17.9%	10.6%	7.2%	5.4%	3.8%	6.5%	15.6%	6.3%	4.1%	13.1%	19.7%	15.6%	8.8%	5.6%	4.5%
New Hampshire	84,565	152,366	76,464	82,962	204,823	182,632	112,215	88,196	71,471	53,558	75,685	181,792	86,688	68,766	160,061	221,179	183,986	109,659	78,327	69,643
	7.6%	13.7%	6.9%	7.5%	18.5%	16.5%	10.1%	8.0%	6.4%	4.8%	6.1%	14.7%	7.0%	5.6%	13.0%	17.9%	14.9%	8.9%	6.3%	5.7%

Source: U.S. Census Bureau

The comparison of 1990 and 2000 Census data in Tables V-3 and V-4 shows that the actual number of Hampton residents in each age group increased, due to the overall increase in the Town’s population. However, the percentage of the population in each age group has also changed. Over the past ten years, the Town of Hampton saw an increase in the percentage of population under 5 years of age, as well as an increase in the percentage of the population aged 65 years and older. Both of these age ranges increased at a rate greater than that of the Town overall. The growth in population in the youngest and the oldest age groupings was paralleled by a slight decrease in the percentage of the total population in the middle age ranges of 5-19 and 20-64 years of age.

Smaller family sizes and more childless households may account for the reduced school age population (5-19 years of age). However, the increase in the number of pre-schoolers (<5 years of age) indicates that the school population will probably grow modestly in the future.

Hampton has a higher percentage of residents over the age of 44 than does Rockingham County overall. The growth in the elderly segments of the population is likely due in part to the significant amount of senior housing developments that have been constructed in the last decade. While these units have created housing options and allowed existing Town residents to stay in Hampton, they have also attracted new residents to Town.

Income

Two measures of income are median household income¹ and per capita income². While both measures are useful in developing a picture of a community, median household income is generally considered to be a better measure as it ties income to a household or dwelling unit. Hampton’s median household income of \$54,419 in 1999 was lower than most of the abutting communities, as well as lower than the County overall. This is an indirect reflection of the diversity of housing types available in Hampton. Communities

**Table V-5
Household and Per Capita Income, 1989 and 1999**

	1989		1999			% of Individuals below poverty level, 1989	% of Individuals below poverty level, 1999
	Median Household Income	Per Capita Income	Median Household Income	Per Capita Income	1999 PCI rank, Rock. Co		
Hampton	\$40,929	\$18,371	\$54,419	\$29,878	10	7.1	5.9
Exeter	\$36,121	\$18,531	\$49,618	\$27,105	17	5.2	5.4
Hampton Falls	\$55,682	\$23,736	\$76,348	\$35,060	4	3.7	2.9
Kensington	\$44,773	\$17,645	\$67,344	\$29,625	11	4.3	4.6
North Hampton	\$47,072	\$23,672	\$66,696	\$34,187	5	2.9	3.3
Seabrook	\$28,237	\$14,515	\$42,874	\$20,992	35	5.2	8.6
South Hampton	\$47,813	\$24,837	\$63,750	\$28,287	16	0.1	2.7
Stratham	\$51,567	\$23,104	\$76,726	\$33,270	6	2.1	1.2
Rockingham Co.	\$41,881	\$17,694	\$58,150	\$26,656		4.4	4.5
New Hampshire	\$36,329	\$15,959	\$49,467	\$23,844		6.4	6.5

Source: U.S. Census Bureau

1 The U.S. Census Bureau defines a household as including all persons, related or unrelated, who occupy a housing unit as their usual place of residence. Household income is that earned by all members of a household.
 2 Per capita income is obtained by dividing aggregate income by the total population.

with housing stocks comprised predominantly of single-family homes are not as affordable to populations of varying income levels, and naturally have higher household incomes.

In 1989 7.1% of Hampton's population was categorized as being below poverty level, higher than both the County and the State percentages. By 1999 the percentage of individuals below poverty level dropped to 5.9%, which was higher than the County but less than the State figure. This trend can be explained, at least in part, by changes in housing policy and construction locally. First, with a general shortage of housing in the region, housing prices have increased dramatically. Much of the new construction has been high-end condominium and multi-family apartment units, thus drawing households with larger incomes. Second, the Town began a certificate of occupancy program which restricts the winter rental of seasonal housing, and requires inspection of rental residential units. These changes have likely had the effect of increasing housing costs overall and reducing the transient population, thus lowering the percentage of individuals below poverty level.

1.2.3 Housing

Hampton clearly has a diverse population and offers a variety of housing options for residents of all ages and income levels. As shown in **Table V-6** and **Figure V-3**, the Town's housing supply includes a mix of single-family, multi-family and manufactured homes. One noticeable trend over the past decade, however, has been a decrease in the percentage of the total housing stock in the form of multi-family and manufactured housing units. According to data from the NH Office of Energy & Planning, the total number of multi-family units³ increased between 1992 and 2002, but the percentage share of the total housing stock decreased from 43.7% to 41.4%. Theoretically, multi-family and manufactured housing contribute to a community's supply of affordable housing, therefore the loss in percentage share is significant in light of the region's current shortage of housing affordable to moderate- and low-income individuals and families. However, 41.4% of the Town's housing supply remains in the form of multi-family units. This compares to a County average of 28.3% and a State average of 30.5%. Manufactured housing comprises approximately 3% of the Town's housing stock, as compared to nearly 7% at both the County and State levels.

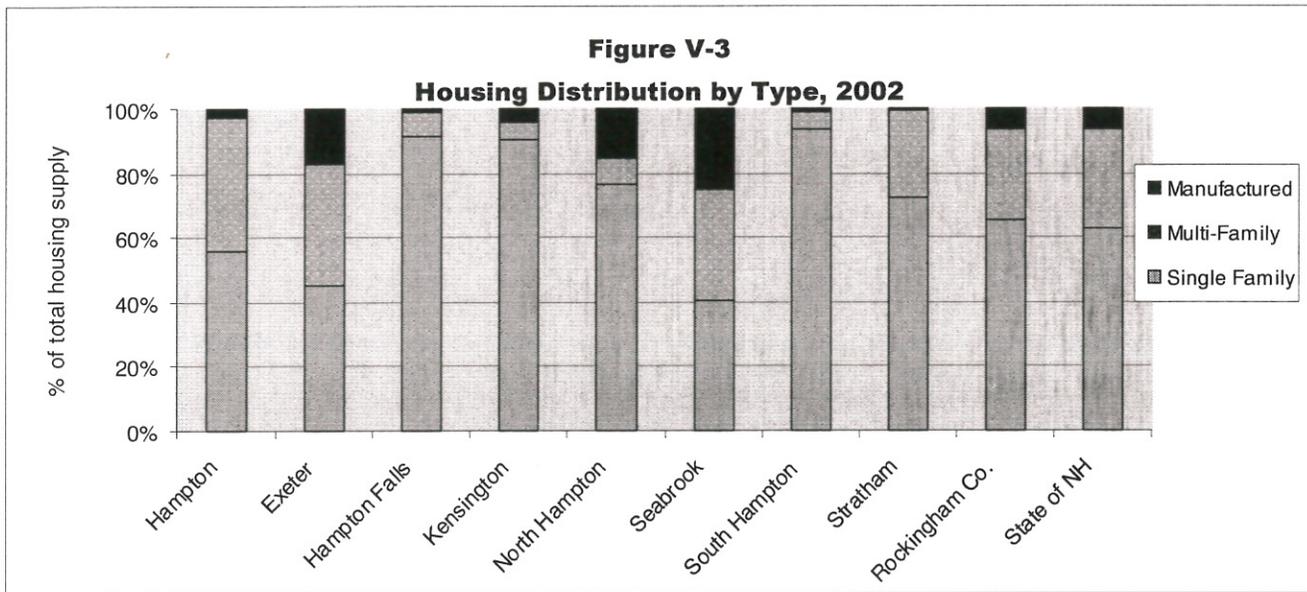
³ NHOEP data categorizes single-family attached dwellings (condominiums) as multi-family.

**Table V-6
Housing Distribution by Type
1992-2002**

TOWN/AREA	1992							2002							1992-2002		
	Total	Single Family		Multi-Family*		Manufactured		Total	Single Family		Multi-Family*		Manufactured		Units added	Percent Growth	
		number	%	number	%	number	%		number	%	number	%	number	%		Total	Avg. Annual
Hampton	8,553	4,517	52.8%	3,735	43.7%	301	3.5%	9,566	5,334	55.8%	3,958	41.4%	274	2.9%	1,013	11.8%	1.25%
Exeter	5,414	2,328	43.0%	1,964	36.3%	1,122	20.7%	6,275	2,829	45.1%	2,383	38.0%	1,063	16.9%	861	15.9%	1.65%
Hampton Falls	635	578	91.0%	44	6.9%	13	2.0%	771	707	91.7%	54	7.0%	10	1.3%	136	21.4%	2.18%
Kensington	581	517	89.0%	22	3.8%	42	7.2%	716	647	90.4%	40	5.6%	29	4.1%	135	23.2%	2.35%
North Hampton	1,514	1,136	75.0%	127	8.4%	251	16.6%	1,876	1,436	76.5%	146	7.8%	294	15.7%	362	23.9%	2.41%
Seabrook	3,510	1,250	35.6%	1,275	36.3%	985	28.1%	4,298	1,749	40.7%	1,479	34.4%	1,077	25.1%	788	22.5%	2.28%
South Hampton	269	250	92.9%	18	6.7%	1	0.4%	321	300	93.5%	18	5.6%	3	0.9%	52	19.3%	1.98%
Stratham	1,943	1,230	63.3%	668	34.4%	45	2.3%	2,518	1,816	72.1%	687	27.3%	15	0.6%	575	29.6%	2.92%
Rockingham Co	105,036	63,758	60.7%	32,232	30.7%	9,046	8.6%	118,249	77,064	65.2%	33,418	28.3%	7,767	6.6%	13,213	12.6%	1.33%
New Hampshire	516,349	307,450	59.5%	165,935	32.1%	42,964	8.3%	569,946	358,840	63.0%	173,793	30.5%	37,313	6.5%	53,597	10.4%	1.10%

Source: NH Office of Energy & Planning

*Single-family attached dwellings (condominiums) are categorized by NH OEP as "Multi-Family"



1.2.4 Employment

Tables V-7 through V-10 compare the changes in manufacturing and non-manufacturing⁴ establishments, employment, and wages in Hampton from 1980-2000. It is important to note that employment data in this section refers to employment establishments located in Hampton, and the jobs and wages they generate. These jobs are held by both Town residents and residents of other communities who commute to Hampton. Some of the data is suppressed in smaller towns or where a single employer makes up more than 80% of the collected data; however the County and State totals do account for the suppressed data. The New Hampshire Department of Employment Security is the source of this information; it should be noted that beginning with the 2001 data, the Department modified its employment classification format. Table V-10 presents wage data using the new employment classifications, but cannot be compared at a detailed level to wage data in Table V-9.

As evidenced in **Tables V-7** and **V-8**, Hampton has seen a continuous growth in the number of employment establishments located in town, and employment (jobs) generated by those establishments, since 1980. However, growth has occurred at a slightly decreasing rate, and the growth in both has been at a slower rate than both the County and the State overall.

As shown in **Table V-10**, employment levels and wages generated by Hampton business establishments held up reasonably well in the 2001 totals, despite the weakening economy nationwide and the shock of the September 11 terrorist attacks. While the number of employers in Hampton dropped by 2.3% (a loss of 12 employment establishments) between the years 2000 and 2001, total reported employment (jobs) increased by 2.2% over the same period.

⁴ Manufacturing employment includes the manufacturing of foods, beverages, chemicals, plastics, metal, electrical and other hard goods. Non-manufacturing includes all other types of employment with the exception of Government.

**Table V-7
Manufacturing and Non-Manufacturing Employment*, 1990 and 2000**

	# Employed, 1980			# Employed, 1990			# Employed, 2000				Avg. Annual Change, Total Employment	
	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Gov't.	Total	1980-'90	1990-'00
Hampton	541	2,507	3,048	1,006	3,942	4,948	1,222	4,088	976	6,286	5.0%	2.4%
Exeter	1,743	3,624	5,367	1,267	5,039	6,306	1,523	6,494	1,259	9,276	1.6%	3.9%
Hampton Falls	na	na	202	na	na	558	38	479	75	592	10.7%	0.6%
Kensington	na	na	41	na	na	na	0	230	22	252	na	na
North Hampton	na	na	615	27	1,404	1,431	74	1,960	69	2,103	8.8%	3.9%
Seabrook	1,822	5,132	6,954	811	3,512	4,323	1,132	3,786	293	5,211	-4.6%	1.9%
South Hampton	na	na	170	na	na	80	na	na	27	137	-7.3%	5.5%
Stratham	na	na	580	na	na	1,453	850	1,854	267	2,971	9.6%	7.4%
Rockingham Co. New Hampshire	17,917	38,051	55,968	14,479	62,686	82,085	18,764	97,995	12,800	129,559	3.9%	4.7%
	116,595	206,632	323,227	105,608	323,922	429,530	106,337	423,397	76,870	606,604	2.9%	3.5%

* Average annual employment

**Table V-8
Manufacturing and Non-Manufacturing Establishments, 1990 and 2000**

	# Establishments, 1980			# Establishments, 1990			# Establishments, 2000			Avg. Annual Change in Total # of Establishments	
	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	1980-'90	1990-'00
Hampton	19	248	267	16	370	386	20	507	527	3.8%	3.2%
Exeter	26	306	332	16	411	427	25	509	534	2.5%	2.3%
Hampton Falls	na	na	37	na	na	70	5	90	95	6.6%	3.1%
Kensington	na	na	7	na	na	na	0	36	36	na	na
North Hampton	na	na	88	4	169	173	7	234	241	7.0%	3.4%
Seabrook	19	103	122	25	168	193	34	254	288	4.7%	4.1%
South Hampton	na	na	6	na	na	11	na	na	na	6.2%	na
Stratham	na	na	55	na	na	132	6	216	222	9.1%	5.3%
Rockingham Co. New Hampshire	304	3,348	3,652	397	5,305	6,322	536	8,699	9,235	5.6%	3.9%
	1,918	19,144	21,062	2,284	27,946	30,230	2,635	45,774	48,409	3.7%	4.8%

Source: NH Dept of Employment Security

Table V-9
Average Weekly Wages Paid to Employees
Manufacturing and Non-Manufacturing Establishments

Town	1980			1990			2000				Avg. Annual % Growth		
	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Gov't.	Total	Manuf.	Non-Manuf.	Total
Hampton	\$528	\$168	\$231	\$639	\$446	\$485	\$933	\$700	\$629	\$734	3.9%	4.6%	4.2%
Exeter	\$276	\$205	\$228	\$770	\$433	\$501	\$1,906	\$626	\$619	\$835	9.5%	3.7%	5.2%
Greenland	na	na	\$306	\$506	\$339	\$395	\$819	\$612	\$466	\$642	4.9%	6.1%	5.0%
Hampton Falls	na	na	\$163	na	na	\$379	\$895	\$809	\$575	\$785	na	na	7.5%
Kensington	na	na	\$185	na	na	na	\$0	\$699	\$197	\$656	na	na	na
North Hampton	na	na	\$180	\$537	\$308	\$312	\$1,905	\$705	\$587	\$743	13.5%	8.6%	9.0%
Rye	na	na	\$160	na	na	\$396	\$363	\$479	\$477	\$477	na	na	1.9%
Seabrook	\$275	\$312	\$302	\$623	\$502	\$525	\$760	\$723	\$622	\$725	2.0%	3.7%	3.3%
South Hampton	na	na	\$311	na	na	\$541	na	na	\$401	\$711	na	na	2.8%
Stratham	na	na	\$206	na	na	\$360	na	\$576	\$562	\$1,003	na	na	10.8%
Rockingham Co.	\$293	\$205	\$233	\$623	\$385	\$429	\$1,080	na	\$599	\$689	5.7%	na	4.9%
New Hampshire	\$278	\$211	\$236	\$569	\$388	\$432	\$893	na	\$600	\$668	4.6%	na	4.4%

na = not available

Source: NH Department of Employment Security

Table V-10
Employment and Weekly Wages, 2000-2001

Town	Private Employers, 2001			Change in Employers, 2000-'01		Number of Employees, 2001				Change in Total Employment, 2000-2001		Avg. Weekly Wage		Change in Avg. Wage 2000-'01
	Goods produc.	Service	Total	#	%	Goods produc.	Service	Gov't.	Total	Total	Manuf.	2000	2001	
Hampton	52	463	515	-12	-2.3%	1,293	4,104	1,029	6,426	140	2.2%	\$734	\$771	5.0%
Rockingham Co.	1,506	7,620	9,126	178	2.0%	23,734	92,695	13,663	130,092	533	0.4%	\$689	\$705	2.3%
New Hampshire	6,735	33,349	40,084	2,530	6.7%	126,720	403,752	79,220	609,692	3,058	0.5%	\$668	\$682	2.1%

na = not available

Source: NH Department of Employment Security

COMMUNITY

PROFILE

CHAPTER



COMMUNITY PROFILE

INTRODUCTION

The community profile is a collection of statistical information pertaining to general population, housing, income and employment characteristics of the town. In the context of the master plan, a statistical profile is useful in two ways. First, it helps to place the town in context with other communities in the region so that certain characteristics can be gauged - these characteristics determine the unique features of hampton and set it apart from many of it's neighbors. Second, important trends which may affect the future growth and development of the community can be identified and analyzed. If necessary, these may be taken into account in the making of policy decisions.

Following from these intended uses, the statistical information presented here takes two principal forms. Most of the tables contain information for Hampton and ten other communities in the surrounding region, as well as totals for the region, Rockingham County, and New Hampshire. These tables provide a regional context for the data presented. Most of the remaining tables show data for Hampton covering a period of years, from which important trends can be identified.

The information contained in this profile comes from a variety of sources, including the Town of Hampton, the N.H. Department of Employment Security, the N.H. Office of State Planning, and the 1980 and 1990 U.S. Census of Population and Housing.

CURRENT SITUATION

Hampton's current situation is partly the result of long-term trends (discussed in the master plan's Introduction: History) and partly the result of events that are new and unique to our current time. Wise planning recognizes and promotes the most desirable aspects of what may be inevitable directions of history, discouraging what is both undesirable and dispensable. The 1990's will be a decade of decision for the Town.

CONTINUING TRENDS

1. Loss of manufacturing jobs, increase of service industries.
2. More commuters, fewer people who both live and work in town.
3. Conversion of residences along the beach from seasonal to year round use.

4. Continuing suburban-type development with pressure for precipitous expansion of road and sewer networks.
5. Expansion of auto-oriented strip development along Route 1.
6. Influx of young families with children because of good schools and services, and affordable rental housing.
7. Loss of open space, wildlife habitat, woodland and other natural resources.

NEW DEVELOPMENTS

1. Economic downturn of 1990, causing real estate foreclosures and a collapse of the condominium market.
2. End of the 99 year beach lease, causing business uncertainties in Hampton Beach.
3. Closure of the Town landfill with its yet-to-be determined cost, causing speculations about the future use of it and its surrounding area.
4. Storm drainage, flooding, and aquifer recharge problems.
5. Increasingly costly infrastructure repairs, resulting from the aging of our water, sewer, road and drainage systems.
6. Aging of our town's population; the relative rapid growth of the oldest segment of our population.
7. Growth in the lowest and highest income groups in Hampton.
8. Growth in home offices and in-home employment, resulting from communication and computer advances.
9. Pressure for access to and use of General and Industrial zoned land in Hampton.

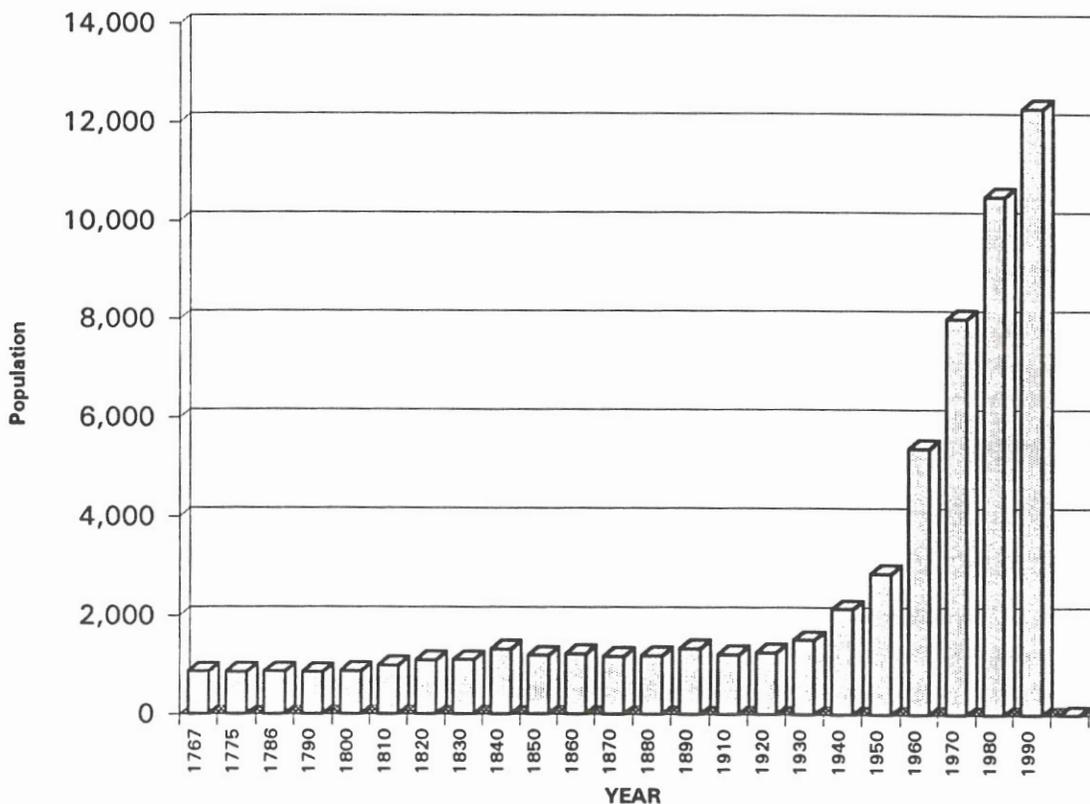
POPULATION

The 1993 population of Hampton was estimated by the NH Office of State Planning to be 12,466 persons. This is equivalent to 959 persons per square mile, or 0.67 acres per person. While this density is greater than some surrounding towns, it is still low by urban standards. The earliest standardized population record for the Town indicates that the

HAMPTON'S POPULATION HISTORY							
YEAR	POPULATION	PERSONS PER		YEAR	POPULATION	PERSONS PER	
		SQUARE MILE*				SQUARE MILE*	
1767	866	66.6		1880	1,184	91.1	
1775	862	66.3		1890	1,330	102.3	
1786	867	66.7		1900	1,209	93.0	
1790	853	65.6		1910	1,215	93.5	
1800	875	67.3		1920	1,251	96.2	
1810	990	76.2		1930	1,507	115.9	
1820	1,098	84.5		1940	2,137	164.4	
1830	1,102	84.8		1950	2,847	219.0	
1840	1,320	101.5		1960	5,379	413.8	
1850	1,192	91.7		1970	8,011	616.2	
1860	1,230	94.6		1980	10,493	807.2	
1870	1,177	90.5		1990	12,278	944.5	
Area of Town: 13 square miles							

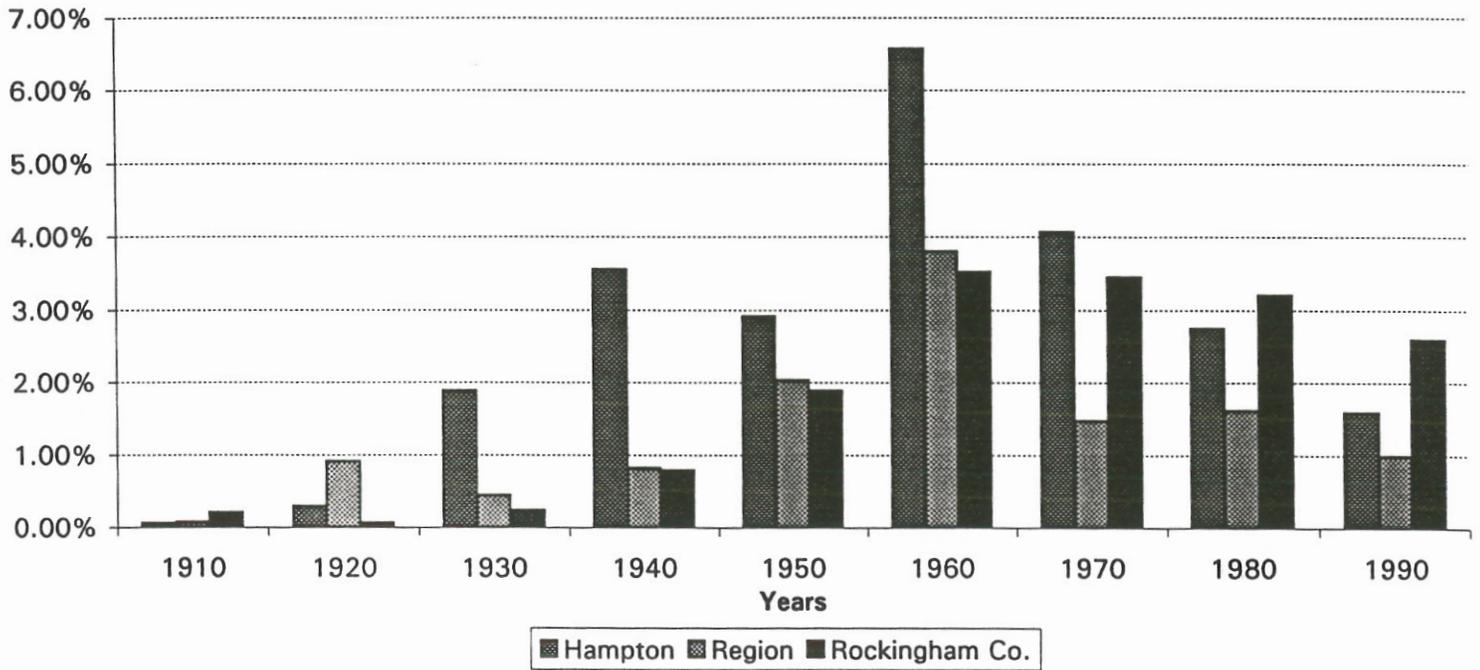
*Sources: 1767-1940, Unpublished report, N.H. Office of State Planning.
 1940-1990, U.S. Bureau of the Census.
 1993, N.H. Office of State Planning.

**FIGURE CP-1
 HAMPTON'S POPULATION HISTORY**



POPULATION HISTORY Town of Hampton and Area Communities 1900-1990										
TOWN	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990
Hampton	1,209	1,215	1,251	1,507	2,137	2,847	5,379	8,011	10,493	12,273
Exeter	4,922	4,897	4,604	4,872	5,398	5,664	7,243	8,892	11,042	12,481
Greenland	607	575	623	577	696	719	1,196	1,784	2,129	2,768
Hampton Falls	560	552	483	481	493	629	885	1,254	1,372	1,503
Kensington	524	417	383	438	458	542	708	1,044	1,322	1,631
New Castle	581	624	728	378	542	583	823	975	936	840
North Hampton	812	783	677	695	818	1,104	1,910	3,259	3,425	3,637
Portsmouth	10,637	11,269	13,569	14,495	14,821	18,830	26,900	25,717	26,254	25,925
Rye	1,142	1,014	1,196	1,081	1,246	1,982	3,244	4,083	4,508	4,612
Seabrook	1,497	1,425	1,537	1,666	1,782	1,788	2,209	3,053	5,917	6,503
Stratham	718	602	542	552	634	759	1,033	1,512	2,507	4,955
TOTAL	23,209	23,373	25,593	26,742	29,025	35,447	51,530	59,584	69,905	77,128
Rockingham Co.	51,118	52,188	52,498	53,750	58,142	70,059	99,029	138,951	190,345	245,845
Source: U.S. Census Bureau - 1900-1990.										

Annual Population Growth Rates By Decade - 1910 -1990



population in 1767 was 866 persons, or 10 acres per person (see Table CP-1). The Town has grown more than 14-fold since then. The period of most rapid growth occurred between 1950 and 1960 when the annual growth rate was over 6 percent. The population has more than doubled between 1960 and today (see Figure CP-1). Since the 1930's, the Town's growth rate has been consistently higher than that of the 11 town region and, until the 1970's, the county (see Figure CP-2 and Table CP-2).

The relatively large stock of winter rental properties, plus the excellent school system (with its equally excellent special education programs) attracts a large transient population to the Hampton Beach area during the winter. Many of these winter tenants are low income and/or single parent families living on public assistance of various sorts. This adds a substantial burden to the school systems, Town services, and the taxpayers who support them. It also adds to the burden of trying to make accurate and realistic plans for the future growth of Hampton. Due to the transient nature of this population, it is difficult to obtain accurate information about the number of winter tenants and their impact on the Town.

Recent growth trends for the region and county indicate that population growth has declined somewhat from the pace set in the 60's and early-to-mid 70's. Since 1980, Hampton's average annual growth rate has fallen below 2%. Growth rates are, however, relative. Since Hampton is larger than most towns in the region, a smaller growth rate still means significant growth is occurring. For example, Stratham -- one of the fastest growing communities -- added 3,712 persons from 1970 to 1993, while Hampton added 4,455 persons.

A significant portion of Hampton Beach is owned by the Hampton Beach Improvement Company (HBIC), a private company that has leased the land to businesses and residents. One can only wonder what will happen when the HBIC leases expire in 1997. One scenario has much of the property being sold to a few large hotel chains for hotels with possibly casino gambling. Another is that it will be sold as individual lots with the use remaining much the same but with a more stable population of year-round homeowners. Because the population and demographics are unpredictable after 1997, the Town has an opportunity to plan.

PROJECTIONS

Projections provided by the New Hampshire Office of State Planning indicate a decrease in the population of the region (see Table CP-3). Projected growth rates for 1990 to 2015 show Stratham, Seabrook, Greenland and Kensington with the highest rates in the region. The region's population is projected to decline dramatically by 2000 and then slowly increase thereafter. The population of Hampton is forecast to decrease to 12,008 by 2000

POPULATION PROJECTIONS - 1990-2015

Hampton and Area Communities

TOWN/AREA	1990 (actual)	2000	2005	2010	2015	Average Annual Percent Change			
						1990-2000	1990-2005	1990-2010	1990-2015
HAMPTON	12,273	12,008	12,028	12,094	12,641	-0.22%	-0.13%	-0.07%	0.12%
Exeter	12,481	11,901	11,943	11,916	12,017	-0.47%	-0.29%	-0.23%	-0.15%
Greenland	2,768	2,929	3,085	3,201	3,402	0.57%	0.73%	0.73%	0.83%
Hampton Falls	1,503	1,438	1,443	1,482	1,529	-0.44%	-0.27%	-0.07%	0.07%
Kensington	1,631	1,624	1,698	1,719	1,842	-0.04%	0.27%	0.26%	0.49%
New Castle	840	825	849	860	874	-0.18%	0.07%	0.12%	0.16%
North Hampton	3,637	3,009	2,858	2,757	2,903	-1.88%	-1.59%	-1.38%	-0.90%
Portsmouth	25,925	23,349	24,112	24,840	25,033	-1.04%	-0.48%	-0.21%	-0.14%
Rye	4,612	3,621	3,396	3,172	3,371	-2.39%	-2.02%	-1.85%	-1.25%
Seabrook	6,503	6,869	7,245	7,499	7,959	0.55%	0.72%	0.72%	0.81%
Stratham	4,955	7,055	8,066	8,863	9,395	3.60%	3.30%	2.95%	2.59%
Region Total	77,128	62,620	64,695	66,309	68,325	-2.06%	-1.17%	-0.75%	-0.48%
Rockingham Co.	245,845	266,218	282,972	296,418	312,103	0.80%	0.94%	0.94%	0.96%
New Hampshire	1,109,252	1,175,262	1,233,157	1,281,541	1,335,817	0.58%	0.71%	0.72%	0.75%

SOURCE: N.H. POPULATION PROJECTIONS- TOTAL POPULATION FOR CITIES AND TOWNS 1990-2015
N.H. OFFICE OF STATE PLANNING, OCTOBER 1993.

and increase by only 368 persons by 2015. Generally the projections appear to be too low for Hampton and many of the other communities in the region. Given Hampton's desirable location on the Seacoast and the large number of vacant house lots in Hampton, it is hard to imagine that Hampton will decrease in population. The Planning Board anticipates that population growth over the next ten years will be comparable with the historic growth from 1980 to today, which was between 1 and 2 percent a year.

AGE DISTRIBUTION

According to 1980 and 1990 Census results, the following change in broad age groups occurred in Hampton between 1980 and 1990:

	1980 to 1990
<u>Age Distribution</u>	<u>Percent Change</u>
0 - 4	+ 21%
5 - 17	-12%
18 - 64	+ 22%
65 +	<u>+35%</u>
TOTAL	+ 17%

The comparison of distributions for 1980 and 1990 show some unusual trends for the town. Pre-school and adult populations grew slightly faster than the overall population. The school age population decreased significantly and the elderly population grew at more than twice the rate of the town as a whole.

Smaller family sizes, more two income families and more childless households may account for the reduced school age population. However, the increased number of pre-schoolers indicates that the school population will probably stabilize and grow modestly in the future.

The growth in the adult and elderly segments indicate that Hampton is in for a dramatic change in the make up of its population in the next decades. The Town's population is going to age rapidly.

One should not assume from the table that each age group progresses unchanged from lower to high levels. Families are moving in and out of Hampton with relatively high frequency, and the Town is particularly attractive to certain population groups. For example:

1. Good schools and good recreation programs make the Town attractive to families with young children.

HAMPTON MASTER PLAN

1980-1990 AGE DISTRIBUTION

6/9/93

Town	1980										1990									
	<5	5-13	14-19	20-24	25-34	35-44	45-54	55-64	65-74	74+	<5	5-13	14-19	20-24	25-34	35-44	45-54	55-64	65-74	74+
HAMPTON	534	1357	1139	957	1784	1241	1130	1094	709	548	688	1257	897	887	2154	2033	1500	1207	1002	653
	5.1%	12.9%	10.9%	9.1%	17.0%	11.8%	10.8%	10.4%	6.8%	5.2%	5.6%	10.2%	7.3%	7.2%	17.5%	16.6%	12.2%	9.8%	8.2%	5.3%
Exeter	618	1407	1217	838	1724	1295	1094	1069	969	793	872	1497	831	727	2315	1999	1301	1000	951	988
	5.6%	12.8%	11.0%	7.6%	15.6%	11.7%	9.9%	9.7%	8.8%	7.2%	7.0%	12.0%	6.7%	5.8%	18.5%	16.0%	10.4%	8.0%	7.6%	7.9%
Greenland	148	337	247	156	339	303	225	215	92	67	173	311	208	220	441	502	408	248	162	95
	7.0%	15.8%	11.6%	7.3%	15.9%	14.2%	10.6%	10.1%	4.3%	3.1%	6.3%	11.2%	7.5%	7.9%	15.9%	18.1%	14.7%	9.0%	5.9%	3.4%
Hampton Falls	71	180	174	75	188	189	198	148	92	57	103	164	119	63	176	300	222	171	113	72
	5.2%	13.1%	12.7%	5.5%	13.7%	13.8%	14.4%	10.8%	6.7%	4.2%	6.9%	10.9%	7.9%	4.2%	11.7%	20.0%	14.8%	11.4%	7.5%	4.8%
Kensington	88	226	137	87	217	176	168	116	66	41	106	207	139	105	284	295	193	156	90	56
	6.7%	17.1%	10.4%	6.6%	16.4%	13.3%	12.7%	8.8%	5.0%	3.1%	6.5%	12.7%	8.5%	6.4%	17.4%	18.1%	11.8%	9.6%	5.5%	3.4%
New Castle	25	71	92	107	127	109	118	123	102	62	30	57	41	68	125	121	104	120	102	72
	2.7%	7.6%	9.8%	11.4%	13.6%	11.6%	12.6%	13.1%	10.9%	6.6%	3.6%	6.8%	4.9%	8.1%	14.9%	14.4%	12.4%	14.3%	12.1%	8.6%
No. Hampton	168	484	446	214	484	489	428	391	208	133	210	416	250	208	516	629	527	432	293	156
	4.9%	13.5%	13.0%	6.2%	14.1%	14.3%	12.5%	11.4%	6.1%	3.9%	5.8%	11.4%	6.9%	5.7%	14.2%	17.3%	14.5%	11.9%	8.1%	4.3%
Portsmouth	2042	3387	2702	3662	4998	2513	2193	2070	1527	1160	2071	2763	1514	2561	6167	3783	2051	1863	1666	1486
	7.8%	12.9%	10.3%	13.9%	19.0%	9.6%	8.4%	7.9%	5.8%	4.4%	8.0%	10.7%	5.8%	9.9%	23.8%	14.6%	7.9%	7.2%	6.4%	5.7%
Rye	200	547	451	338	701	518	528	561	446	213	222	394	299	209	654	758	610	559	518	389
	4.4%	12.1%	10.0%	7.5%	15.6%	11.5%	11.7%	12.5%	9.9%	4.7%	4.8%	8.5%	6.5%	4.5%	14.2%	16.4%	13.2%	12.1%	11.2%	8.4%
Seabrook	329	668	526	594	1070	622	651	780	474	203	386	528	375	538	1173	880	751	786	709	377
	5.6%	11.3%	8.9%	10.0%	18.1%	10.5%	11.0%	13.2%	8.0%	3.4%	5.9%	8.1%	5.8%	8.3%	18.0%	13.5%	11.5%	12.1%	10.9%	5.8%
Stratham	162	382	313	157	446	386	261	211	129	60	423	718	311	196	967	1062	571	343	253	111
	6.5%	15.2%	12.5%	6.3%	17.8%	15.4%	10.4%	8.4%	5.1%	2.4%	8.5%	14.5%	6.3%	4.0%	19.5%	21.4%	11.5%	6.9%	5.1%	2.2%
Region	3852	7670	6306	6228	10296	6601	5865	5685	4108	2789	4597	7056	4088	4896	12820	10321	6739	6676	4858	3802
	6.5%	12.9%	10.6%	10.5%	17.3%	11.1%	9.9%	9.6%	6.8%	4.7%	7.1%	10.8%	6.3%	7.5%	19.8%	15.9%	10.4%	9.8%	7.5%	5.8%
Rock. Co.	13542	28326	20117	18231	35886	24425	18220	15789	10986	6823	19937	31647	18258	16356	49114	44045	26099	17789	13208	9392
	7.1%	14.9%	10.6%	8.5%	18.9%	12.8%	9.6%	8.3%	5.8%	3.6%	8.1%	12.9%	7.4%	6.7%	20.0%	17.9%	10.6%	7.2%	5.4%	3.8%
N. H. State	62512	128767	103769	83624	157396	107028	90121	84426	61788	41179	84565	139157	89673	82962	204823	182632	112215	88196	71471	53558
	6.8%	14.0%	11.3%	9.1%	17.1%	11.6%	9.8%	9.2%	6.7%	4.5%	7.6%	12.5%	8.1%	7.5%	18.5%	16.5%	10.1%	8.0%	6.4%	4.8%

Source: 1980 and 1990 U.S. Census of Population and Housing

2. Ample affordable, single family homes in stable, child-safe neighborhoods make Hampton desirable to newly married couples.
3. Inexpensive winter rentals of formerly seasonal beach housing make Hampton attractive to transient families.
4. Safe cohesive neighborhoods, access to cultural facilities, main transportation routes and availability of elderly services and hospitals make Hampton attractive to empty nesters and retirees.
5. Natural resources, beaches, entertainment and wildlife attract all residential age groups, but are also a plus for businesses locating in Town, particularly high-tech type businesses which do not require proximity to urban centers.

HOUSING: DISTRIBUTION BY TYPE

The housing counts conducted during the 1990 Census, and updated in 1992, indicated that 52.8% of housing units were single family, 43.7% were duplexes or other multi-family units, and 3.5% were manufactured homes (mobile homes). Figure CP-3 is a stacked bar graph that shows the proportion of housing types for each community in the region. Hampton's distribution is fairly close to the regional average except for the manufactured home category. Hampton's percentage of manufactured homes is less than one-half the regional average. The percentage of manufactured homes has increased from 2.1% in 1980. In the multi-family category, Hampton shows nearly the highest percentage, second only to Portsmouth. The number of multi-family units more than doubled between 1980 and 1991.

In comparing the size of a community with the type of housing available, it is generally observed that the greater the population, the higher the ratio of multi-family to single-family units.

The decade of the 1980's was an extremely active period for new home construction in Hampton. The pressure for land development has likewise been great. Overall, 4,116 new housing units were built between 1980 and 1991, according to Office of State Planning figures. This represents an increase of 93%, while during the same period, the population grew by only 16%. The discrepancy is explained by decreasing family and household sizes. Table CP-5 shows that the average number of persons per occupied housing unit decreased from 2.54 in 1980 to 2.4 in 1990.

Another characteristic of Hampton housing worthy of consideration is the conversion of beach rental units to year-round use. Rents fluctuate in the beach area from approximately

Housing Type Distribution - 1991

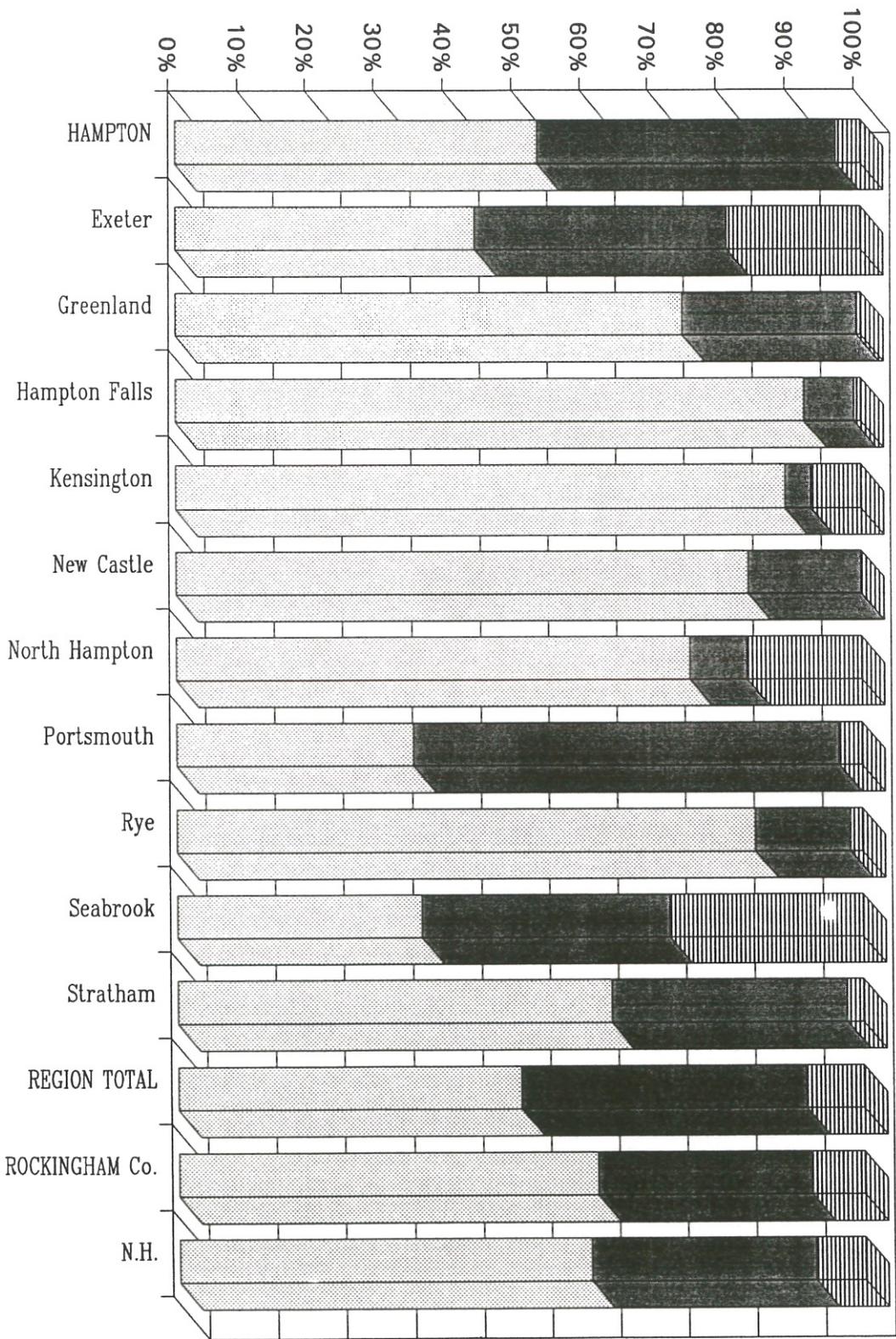


Figure CP-3

HOUSE91.XLC

Housing Units in Hampton and Area Communities 1980 & 1990

TOWN/AREA	Housing Units		Percent Increase 1980-1990	AAGR '80-'90	Persons Per Occupied Housing Unit	
	1980	1990			1980	1990
HAMPTON	4,437	8,599	94%	6.8%	2.54	2.40
Exeter	4,406	5,346	21%	2.0%	2.59	2.45
Greenland	728	1,082	49%	4.0%	3.02	2.74
Hampton Falls	483	591	22%	2.0%	2.97	2.82
Kensington	450	585	30%	2.7%	3.05	2.92
New Castle	357	399	12%	1.1%	2.36	2.11
North Hampton	1,255	1,495	19%	1.8%	2.83	2.62
Portsmouth	8,634	11,369	32%	2.8%	2.63	2.39
Rye	1,812	2,443	35%	3.0%	2.61	2.40
Seabrook	2,523	3,469	37%	3.2%	2.47	2.32
Stratham	844	1,917	127%	8.5%	3.10	2.73
Region Total/Avg.	25,929	37,295	44%	3.7%	2.74	2.54
Rockingham Co.	69,375	101,773	47%	3.9%	2.84	2.72
New Hampshire	349,001	503,541	44%	3.7%	2.75	2.62

Note: "AAGR" = Average Annual Growth Rate

Sources: "Current Estimates & Trends in New Hampshire's Housing Supply, 1980-1990"

N.H. Office of State Planning, January, 1992.

1990 Census of Population and Housing, Summary Population and Housing Characteristics - New Hampshire, 1990 CPH-1-31, Table 5.

1980 Census - STF-1, Table 35.

\$900 per week in the summer to as low as \$350 per month in the winter. With the inexpensive rent available during the school year, many families move to the beach during the winter months.

For a more complete analysis of Hampton's housing situation, the reader is referred to the Housing Chapter of the Hampton Master Plan.

INCOME AND POVERTY LEVELS

The median family income reported for Hampton in the 1990 Census (1989 incomes) was \$45,447 (see Table CP-6). This places the Town as the 179th highest statewide. Hampton's median income was lower than the County's (\$46,942), but higher than the state median of \$41,628. Table CP-6 also contains per capita income information. Hampton's per capita income of \$18,371 ranks only 199th in the state, but is fourth lowest in the region.

The percentage of persons below poverty level in Hampton is 7.1% -- above the county average of 4.4% and the state average of 6.4%. Hampton's poverty level is the highest in the eleven community region. This is partially driven by the availability of converted seasonal housing on the beach.

Table CP-6 shows changes in income between 1979 and 1989. Income levels have risen dramatically since 1979, but if these numbers were adjusted for inflation the increases would level off.

EMPLOYMENT

Hampton and the rest of the communities in the region have primarily employment that is in the non-manufacturing sector. Table CP-7 shows the number of employees broken into manufacturing and non-manufacturing categories. While only about 20% of employees in Hampton worked in manufacturing jobs, this is still higher than the region's average of 14%. The number of people working in Hampton increased by 5% from 1980 to 1990. This is higher than the region's increase of 2.3%, the county's increase of 3.9%, and the state's increase of 2.9%. Table CP-7 also has the number of business establishments divided into manufacturing and non-manufacturing categories. The number of manufacturing businesses actually decreased from 19 in 1980 to 16 in 1990. The growth in total businesses was less than that of the region and the county.

Weekly average wage information for manufacturing and non-manufacturing employees is presented in Table CP-8. As expected, the manufacturing jobs paid considerably higher wages. Hampton's average weekly wages of \$485 were the third highest in the region in

Income in Hampton and Area Communities Median and Per Capita - 1979 & 1989

TOWN/AREA	- 1979 -		- 1989 -		- 1989 -		Percent of Persons Below Poverty Level
	Median Family Income	Per Capita Income	Median Family Income	Per Capita Income	Median Fam. Income State Rank*	Per Capita Income State Rank*	
HAMPTON	\$21,547	\$8,299	\$45,447	\$18,371	179	199	7.1
Exeter	\$19,481	\$7,392	\$42,556	\$18,531	157	202	5.2
Greenland	\$23,973	\$7,588	\$48,467	\$19,367	200	214	6.9
Hampton Falls	\$25,474	\$9,516	\$58,814	\$23,736	225	224	3.7
Kensington	\$21,215	\$8,216	\$47,083	\$17,645	193	185	4.3
New Castle	\$28,571	\$10,905	\$58,815	\$24,726	226	227	2.6
North Hampton	\$22,705	\$9,433	\$53,873	\$23,672	217	223	2.9
Portsmouth	\$17,270	\$6,416	\$34,344	\$15,557	78	149	6.7
Rye	\$22,378	\$9,175	\$51,333	\$28,020	212	233	4.0
Seabrook	\$17,857	\$7,438	\$31,484	\$14,515	43	121	5.2
Stratham	\$23,664	\$8,272	\$57,350	\$23,104	223	221	2.1
Rockingham Co.	\$21,181	\$7,445	\$46,942	\$17,694	--	--	4.4
New Hampshire	\$19,724	\$6,966	\$41,628	\$15,959	--	--	6.4

* Total of 235 communities in state. The higher the rank, the higher the income.

Source: 1980/1990 STF3A, U.S. Bureau of the Census

Employment by Town, Manufacturing and Non-Manufacturing 1980 and 1990 - HAMPTON AND AREA COMMUNITIES

TOWN/AREA	1980			1990			Avg. Annual % Growth		
	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total
HAMPTON	541	2507	3048	1006	3942	4948	6.4%	4.6%	5.0%
Exeter	1743	3624	5367	1267	5039	6306	-3.1%	3.4%	1.6%
Greenland			308	630	1257	1887			19.9%
Hampton Falls			202			558			10.7%
Kensington			41			NA			NA
New Castle			201	102	0	102			-6.6%
North Hampton			615	27	1404	1431			8.8%
Portsmouth	3220	9540	12760	1498	15224	16722	-7.4%	4.8%	2.7%
Rye			470			653			3.3%
Seabrook	1822	5132	6954	811	3512	4323	-7.8%	-3.7%	-4.6%
Stratham			580			1453			9.6%
TOTAL	7326	20803	30546	5341	30378	38383	-3.1%	3.9%	2.3%
Rock. County	17917	38051	55968	14479	62686	82085	-2.1%	5.1%	3.9%
New Hampshire	116595	206632	323227	105608	323922	429530	-1.0%	4.6%	2.9%

Source: NH Dept of Employment Security

Business Establishments by Town, Manufacturing and Non-Manufacturing 1980 and 1990 - HAMPTON AND AREA COMMUNITIES

TOWN/AREA	1980			1990			Avg. Annual % Growth		
	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total
Hampton	19	248	267	16	370	386	-1.7%	4.1%	3.8%
Exeter	26	306	332	16	411	427	-4.7%	3.0%	2.5%
Greenland			28	8	86	94	NA	NA	12.9%
Hampton Falls			37			70			6.6%
Kensington			7			NA			NA
New Castle			11	0	14	14	NA	NA	2.4%
North Hampton			88	4	169	173	NA	NA	7.0%
Portsmouth	33	730	763	47	1055	1102	3.6%	3.8%	3.7%
Rye			67			100			4.1%
Seabrook	19	103	122	25	168	193	2.8%	5.0%	4.7%
Stratham			55			132			9.1%
TOTAL	97	1387	1777	116	2273	2691	1.8%	5.1%	4.2%
Rock. County	304	3348	3652	397	5305	6322	2.7%	4.7%	5.6%
New Hampshire	1918	19144	21062	NA	NA	NA	NA	NA	NA

Source: NH Dept of Employment Security

**Weekly Average Wages for Hampton and Area Communities
Manufacturing and Non-Manufacturing - 1980 and 1990**

TOWN/AREA	1980			1990			Avg. Annual % Growth		
	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total	Manuf.	Non-Manuf.	Total
HAMPTON	\$528	\$168	\$231	\$639	\$446	\$485	1.9%	10.3%	7.7%
Exeter	\$276	\$205	\$228	\$770	\$433	\$501	10.8%	7.8%	8.2%
Greenland			\$306	\$506	\$339	\$395	NA	NA	2.6%
Hampton Falls			\$163			\$379			8.8%
Kensington			\$185			NA			NA
New Castle			\$190	\$402	\$0	\$402	NA	NA	7.8%
North Hampton			\$180	\$537	\$308	\$312	NA	NA	5.7%
Portsmouth	\$239	\$197	\$207	\$564	\$421	\$434	9.0%	7.9%	7.7%
Rye			\$160			\$396			9.5%
Seabrook	\$275	\$312	\$302	\$623	\$502	\$525	8.5%	4.9%	5.7%
Stratham			\$206			\$360			5.7%
Rockingham Co.	\$293	\$205	\$233	\$623	\$385	\$429	7.8%	6.5%	6.3%
New Hampshire	\$278	\$211	\$236	\$569	\$388	\$432	7.4%	6.3%	6.3%

Source: NH Department of Employment Security

1990. The growth in wages averaged 7.7% annually, which was higher than the county (6.3%) and the state (6.3%).

UNEMPLOYMENT RATES

Unemployment rates for Hampton and selected areas from 1987 to 1993 are provided in Table CP-9. The increase in unemployment rates throughout the region are dramatic. Hampton's rate increased from 2.6% in 1987 to 8.1% in the first quarter of 1993. The unemployment rates in Hampton have generally been higher than in Exeter, Portsmouth, and Rye, but much lower than Seabrook's.

EMPLOYMENT COMMUTING PATTERNS

Employee commuting characteristics (Table CP-10) show that 75.8% of employed residents worked outside the Town. Also, 37% worked outside Rockingham County and 30% worked out of state. Commuting patterns in Hampton reflect virtually the same degree of dependence on automobiles as the state as a whole. Over 93% of the workforce are commuting by car; only 12.4% car pool. The most popular commuting destinations for Hampton workers other than Hampton are Portsmouth, Seabrook, Exeter, North Hampton, and Boston. The most common commuting travel time is 5 to 9 minutes, while 79 people travel 90 or more minutes.

Unemployment Rates for Hampton and Selected Areas 1987-1993 Annual Averages (%)

Area	1987	1988	1989	1990	1991	1992	1993**
Rockingham County	3.4	3.1	4.1	6.4	7.9	8.5	9.7
Ports/Dover/Roch MSA*	2.5	2.1	2.9	4.7	5.9	6.0	6.8
Lawrence/Haverhill PSMA	4.5	4.1	5.3	8.3	9.7	10.5	11.9
New Hampshire	2.6	2.5	3.4	5.7	7.2	7.5	8.5
Massachusetts	3.2	3.3	4.0	6.0	9.0	8.5	8.1
Maine	4.4	3.6	4.1	5.2	7.6	7.1	9.4
New England	3.3	3.1	3.9	5.7	8.0	8.0	8.5
Communities in Hampton Region where data is available							
HAMPTON	2.6	2.6	2.7	4.3	6.3	6.4	8.1
Exeter	2.9	2.6	3.3	4.7	5.1	5.4	6.6
Portsmouth	2.4	1.9	2.7	4.4	5.6	4.7	5.5
Rye	1.6	2.0	2.2	2.8	3.7	4.4	4.0
Seabrook	7.7	8.0	9.2	12.6	12.2	13.6	17.7

* N.H. portion only

** 1993 figures are for first quarter only.

(1991, 1992, and 1993 Figures are based on monthly averages)

Sources: Federal Reserve Bank of Boston, April 1993

Local Area Unemployment Statistics Report, N.H. Employment Security