

1. CHICHESTER TODAY

Understanding how Chichester has developed requires a step back to assess or inventory what we know is happening – what the demographic trends and patterns of development are and what residents perceive as positive influences or challenges going forward. By analyzing data in combination with public outreach efforts such as the survey and visioning session, the story of Chichester Today emerges and sets the framework for identifying what needs to be addressed now and in the future. There are two main parts to telling the story: where we are today and where we want to be going. Once we have an understanding of the present, including data and trend analysis and what we heard from the public outreach efforts, we can look to the future with an understanding of our vision and what we want to accomplish.

Building the data profile for Chichester required the use of data from a variety of sources. Census 2010 and American Community Survey (ACS) are the main sources of data for much of the demographic information. Census data are collected every ten years by the US Census Bureau, gathering official counts of population at a variety of geographic levels, such as census tracts, blocks, and designated places. The ACS data supplements Census data by asking questions used to measure social and economic characteristics of the

population. The ACS is an ongoing survey that gathers trends from a smaller population sample annually, producing estimates on data originally only available in the decennial census. Smaller geographical areas are collected in three- or five-year samples, with ACS 2014-2018 being the most recent data available (December 2019). When available, statewide data from the NH Office of Strategic Initiatives (NH OSI) was used for the estimated 2018 population, population projections, and building permit information. It should be noted that the 2020 Census will be initiated in April of 2020 and the general population count will be available at the end of 2020. In addition to providing current population counts and updated demographic trends, this most recent Census data will contribute to updating many of the planning tools utilized in this plan that currently rely on 2010 Census data. This includes the population projections and housing needs assessment.

Data collected through Chichester’s Community Survey and the Visioning Session are also shown throughout the Master Plan, representing the views of residents. Survey results tallied 192 responses, focusing on a wide range of topics from local infrastructure to rural character.

POPULATION

RECENT TRENDS

This section summarizes past and projected population counts for Chichester, Merrimack County, and New Hampshire. The projected population values were published by NH OSI in 2016 and will need to be adjusted once the 2020 Census population is released.

New Hampshire experienced consistent, steady growth from the 1960s through the 1990s, increasing the number of residents approximately 50% by 2000. As seen in Table 1.1, New Hampshire is still growing, but at a slower rate. Population estimates for 2018 show New Hampshire only increasing, 40,009 residents since 2010, noticeably less compared to the 80,000 residents gained between 2000 and 2010. Projected populations continue to show a slower rate of growth compared to previous decades. It should be noted that NH's 2020 projected population is less than the estimated 2018 population, reinforcing the need for adjustment once the 2020 Census is completed.

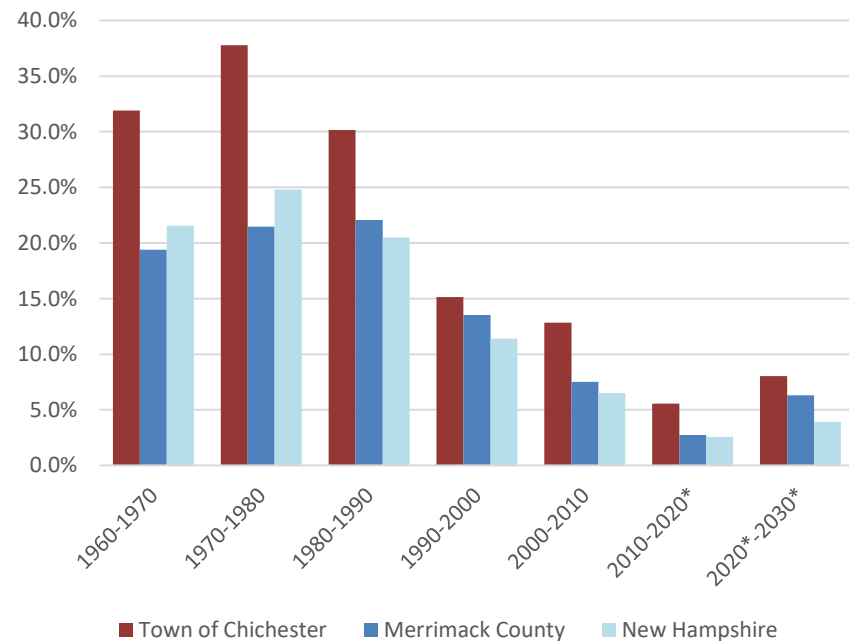
Merrimack County's population trends follow a similar path to the state's growth. The County began experiencing smaller increases in percent growth starting in the 2000's, and only gained 3,736 residents between 2010 and 2018. Projected populations also show a slower rate of growth, with only 253 additional residents between the 2018 estimates and the 2020 projected population.

Similar to county and statewide trends, Chichester experienced consistent, steady growth from 1960 to 1990. Due to its initial small population, Chichester showed dramatic gains, increasing the population by nearly 137% over the thirty year period. During the 2000s, Chichester's rate of growth dropped significantly, only increasing 15.1%. Population projections show a slowed rate of growth over the next two decades, and a small population increase was experienced in 2018. Chichester is projected to gain 49 residents between 2018 and 2020, a total growth of 1.9%.

Table 1.1: Historic and Projected Population Trends

	Town of Chichester		Merrimack County		New Hampshire	
	Population	% Change	Population	% Change	Population	% Change
1960	821	N/A	67,785	N/A	606,921	N/A
1970	1,083	31.9%	80,925	19.4%	737,681	21.5%
1980	1,492	37.8%	98,302	21.5%	920,610	24.8%
1990	1,942	30.2%	120,005	22.1%	1,109,252	20.5%
2000	2,236	15.1%	136,225	13.5%	1,235,786	11.4%
2010	2,523	12.8%	146,445	7.5%	1,316,256	6.5%
2018*	2,614	3.6%	150,181	2.6%	1,356,265	3.0%
2020*	2,663	1.9%	150,434	0.2%	1,349,908	-0.5%
2025*	2,779	4.4%	154,459	2.7%	1,374,702	1.8%
2030*	2,877	3.5%	159,899	3.5%	1,402,878	2.0%

Figure 1.1: Percent Change in Population, 1970-2030*



Source: U.S. Census Bureau; NH Office of Strategic Initiatives

* NH Office of Strategic Initiatives Population Estimates 2018

* NH Office of Strategic Initiatives Population Projections September 2016

DEMOGRAPHIC DETAILS

NATURAL INCREASE

Natural Increase, the difference between births and deaths per year, is shown for Chichester over the past ten years. Following trends experienced throughout New Hampshire, it can be seen that natural increase has decreased in recent years, as the annual number of births declines and the annual number of deaths remains steady or continues to climb.

Table 1.2: Births and Deaths in Chichester, 2009-2018

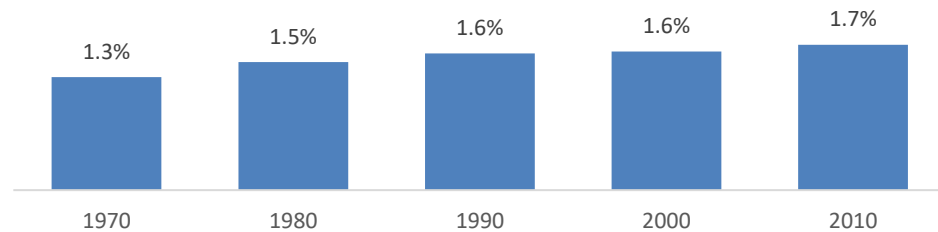
Statistic	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Births	19	19	12	12	15	15	10	8	12	14
Deaths	15	15	9	7	17	17	11	14	19	15
Natural Increase	4	4	3	5	-2	-2	-1	-6	-7	-1

Source: Chichester Annual Reports

RELATIVE SHARE OF POPULATION, MERRIMACK COUNTY

Chichester's relative share has grown since 1970, to the most recent share of 1.7% in 2010. With a relative share 1.3% in 1970, the Town's largest share increase occurred in 1980 with 1.5%. The relative share did not have an increase in 2000, where it remained at 1.6%.

Figure 1.2: Chichester's Relative Share of Population, Merrimack County

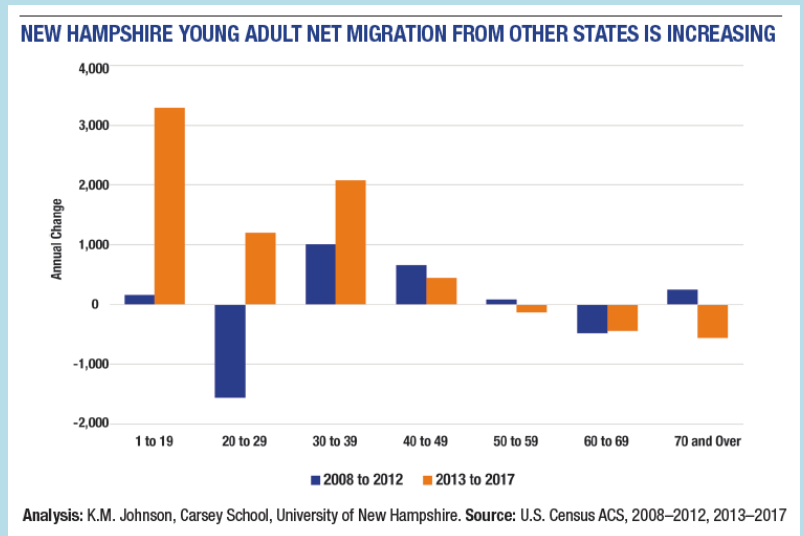


Source: U.S. Census Bureau and CNHRPC calculations

MIGRATION

Migration, the difference of people moving in and out of an area, has historically accounted for the large increase in statewide population during the 1970s and 1980s. Many moved from Massachusetts, which added to the attainment level of education in the workforce, stimulated the economy, and provided employment opportunities. During the 2000s, the net migration into New Hampshire began to noticeably decrease, affecting the overall population growth in state. More recent data from the U.S. Census Bureau show an increase in net migration, specifically of those under the age of 40. According to Dr. Johnson, “these recent domestic and immigrant migration gains are considered modest, but they provide additional human and social capital to a state challenged by an aging workforce and population.”

Source: More Young Adult Migrants Moving to New Hampshire from Other U.S. Locations. Published by the New Hampshire Center for Public Policy Studies, written by Kenneth Johnson, December 6, 2018.



CHICHESTER AND SURROUNDING COMMUNITIES

PAST AND PROJECTED POPULATIONS

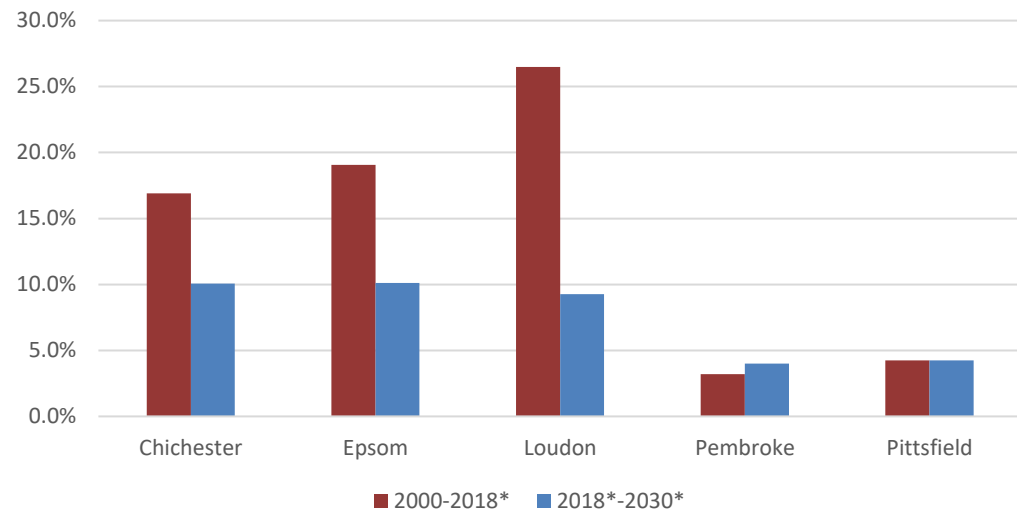
Compared to its neighbors, Chichester’s overall increase in population from 2000 to 2018 was in the mid-range when compared with abutting communities, with 378 new residents. The percent changes in population for Chichester follows this trend, with 16.9%, as demonstrated in Figure 1.3. Epsom had the most similar percent increase in population, with 19.1%, while Loudon had the highest with 26.5% between 2000 and 2018.

Examining the population projections shown in Table 1.3, Chichester is expected to gain approximately 263 new residents between 2018 and 2030, which is one of highest rates in comparison to abutting communities with 10.1%. In addition, Pittsfield and Pembroke are expected to experience the smallest percent growth of the abutting communities between 2018 and 2030, with 4.2% and 4.0%. Epsom is projected to have the same percent increase as Chichester, with 10.1%. It should be again noted here that these most recent population projections were published in 2016 and it is expected that updated projections will be released once the 2020 Census is completed.

Table 1.3: Past and Projected Populations for Chichester and Abutting Communities

Community	2000	2010	2018*	2020*	2025*	2030*
Chichester	2,236	2,523	2,614	2,663	2,779	2,877
Epsom	4,021	4,566	4,788	4,861	5,093	5,272
Loudon	4,481	5,317	5,668	5,671	5,982	6,193
Pembroke	6,931	7,115	7,118	7,089	7,150	7,402
Pittsfield	3,931	4,106	4,098	4,084	4,126	4,272

Figure 1.3: Percent Change in Population, 2000-2030*



Source: U.S. Census Bureau; NH Office of Strategic Initiatives

*NH Office of Strategic Initiatives Population Estimates 2018

*NH Office of Strategic Initiatives Population Projections September 2016

WHAT THE COMMUNITY SURVEY SAID...

“How long have you been living in Chichester?”

25.7%
5 years or less.

8.6%
6-10 years.

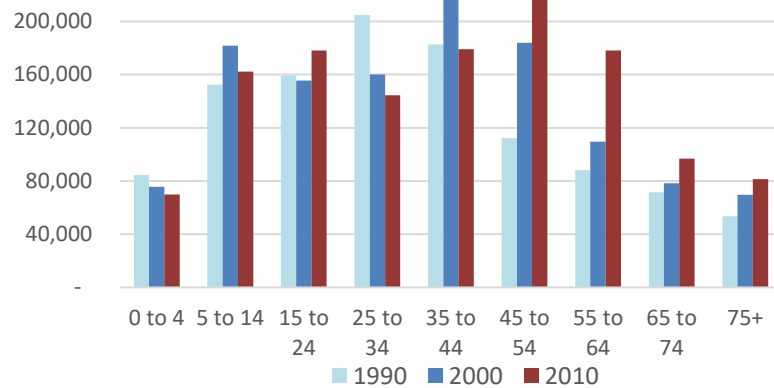
26.2%
11-20 years.

39.6%
21 years or more.

AN AGING POPULATION

New Hampshire’s population is growing older, and Chichester is no exception. In the past decade, the number of residents forty-five and over has seen a steady increase, compared to the modest changes in the younger population. New Hampshire, along with much of the U.S., experienced a large increase in births due to the baby boom

Figure 1.4: New Hampshire’s Population by Age



Source: US Census Bureau

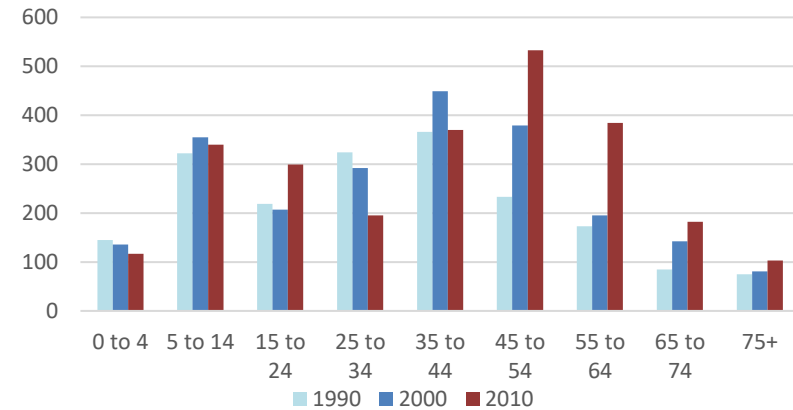
CHALLENGES DUE TO CHANGING DEMOGRAPHICS

Day-to-day living for an aging population is becoming more of a concern as many retirees are remaining in rural areas to be close to family or to enjoy the scenic and recreation amenities available in the Central New Hampshire Region. Recreational, housing and transportation needs change as the population ages. Providing accessible year-round outdoor and indoor recreation opportunities to older residents as they age in place is important, especially as the pattern of retiring to the South fades.¹ The demand for smaller houses for downsizing families will likely continue to increase as the average household size continues to decrease statewide. Transportation, and the need for public transportation as the population ages, could be especially problematic for those who must utilize different sources of transportation for everyday needs.

¹ New Hampshire Demographic Trends in the Twenty-First Century, written by Kenneth M. Johnson. Published by the Carsey Institute at the University of New Hampshire, 2012.

post-World War II. The baby boom now contributes to a larger adult population as baby boomers start to reach their fifties and sixties. This large age group is also expected to continue to increase as the over sixty-five population grows with aging baby boomers in the next two decades.

Figure 1.5: Chichester’s Population by Age



Source: US Census Bureau

THE WORKFORCE

One of the advantages of having a strong middle aged population is a strong workforce population, with many in the peak of their careers and earning potential. This also means a large portion of New Hampshire’s workforce will be retiring soon, potentially causing a shortfall of qualified workers available to fill their positions.

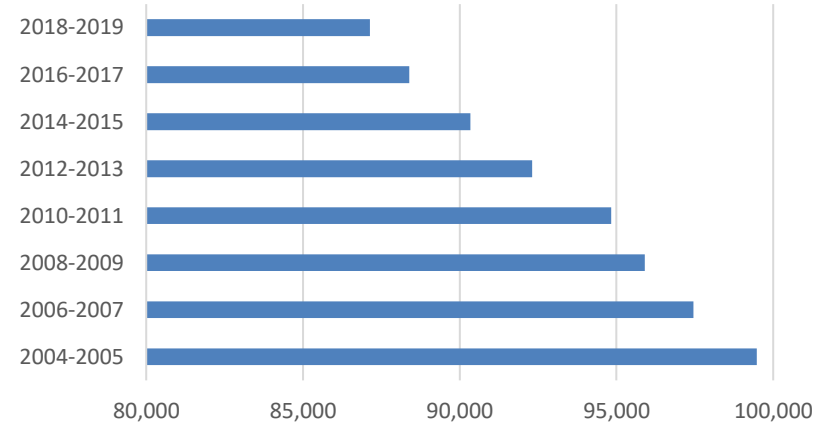
SCHOOL ENROLLMENT

ENROLLMENT TRENDS

In addition to a growing senior population, the trends also show a decrease in elementary school aged children. Statewide, elementary school enrollments have decreased greatly over the past fourteen years (Figure 1.6), with an enrollment decrease of over 12,350 students. This trend is expected to continue, especially as the percent change in population growth slows and the percent of population above sixty-five rises.

This statewide decrease can be seen in Figure 1.6 to the right.

Figure 1.6: State Elementary School Enrollments



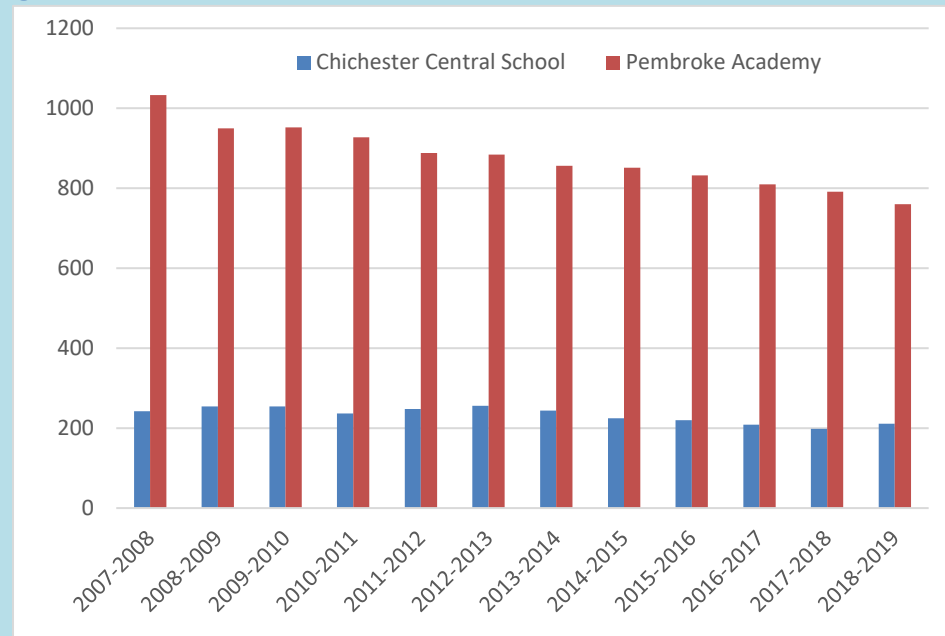
Source: NH Department of Education

CHICHESTER SCHOOL AGED CHILDREN

School aged children who live in Chichester are able to attend Chichester Central School for grades 1-8 and then Pembroke Academy for grades 9-12. Chichester students are also joined by students from Allenstown, Deerfield, Epsom, and Pembroke at Pembroke Academy.

Figure 1.7 shows that both schools have experienced a decrease in enrollment in recent years, following the trends experienced statewide. Over the time period presented, Chichester Central School has experienced a decrease of 12.8% while Pembroke Academy has experienced a decrease of 26.4%. It should be noted that Pembroke's Academy enrollment presented in Figure 1.7 is the total enrollment of the school, not just students who reside in Chichester.

Figure 1.7: School Enrollment of Chichester Central School & Pembroke Academy



Source: NH Department of Education

EDUCATION ATTAINMENT, INCOME, AND POVERTY LEVEL

EDUCATION ATTAINMENT

According to ACS data, 94.8% of residents in Chichester have a high school diploma or higher post-secondary education.

Nationally, New Hampshire is well known for having a high percentage of educated residents. Though many New Hampshire natives choose to stay in state, a large percent of the state’s education attainment is gained through migrants moving to New Hampshire.

Table 1.4: Education Attainment for Chichester and Surrounding Communities

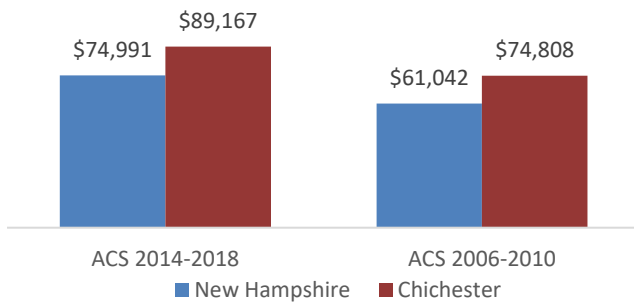
Community	Population Aged 25+	Less than 9th Grade	9th to 12th (no diploma)	HS Diploma or GED	Some College (no degree)	Associate’s Degree	Bachelor’s Degree	Graduate Degree
Chichester	1,874	2.1%	3.3%	31.1%	16.0%	14.4%	22.9%	10.4%
Epsom	3,490	1.7%	4.3%	33.4%	17.5%	10.5%	20.5%	12.1%
Loudon	4,196	1.2%	3.0%	40.2%	21.6%	14.9%	11.8%	7.3%
Pembroke	5,161	1.0%	4.0%	32.3%	24.4%	12.7%	16.6%	9.0%
Pittsfield	2,786	1.5%	7.3%	38.7%	21.6%	9.7%	14.2%	7.0%

Source: US Census Bureau, American Community Survey 2014-2018

MEDIAN HOUSEHOLD INCOME

Nationally, New Hampshire ranks among one of the highest in the nation for a State’s median income.² According to the American Community Survey 2014-2018 data, New Hampshire had an estimated median household income of \$74,991, 22.9% more than the median household income reported in 2010. Within the State, trends point towards higher median household

Figure 1.8: Median Household Income



Source: US Census Bureau, American Community Survey 2006-2010 and 2014-2018

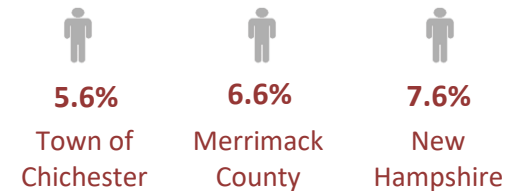
income in the southern portion of the state, similar to trends of education attainment and poverty. Chichester has a median household income of \$89,167 according to the American Community Survey 2014-2018 data, which was a 19.2% increase from the median household income reported in 2000.

²Granite State Future The Statewide Snapshot, Nashua Regional Planning Commission, June 2015.

POVERTY

Statewide, poverty levels are highest for children, predominantly in the North Country and along the border with Maine. This is most likely caused by lower education and income levels in these areas.

Figure 1.9: Percent Below Poverty



Source: US Census Bureau, American Community Survey 2014-2018

HOUSING

A PLACE TO CALL HOME

AVERAGE HOUSEHOLD SIZE

The need for housing statewide and throughout Central New Hampshire can be attributed to a modest population growth and decreasing household size. Unlike this statewide trend, Chichester’s average household size has increased since 2000, with a most recent average household size of 2.74 reported by the American Community Survey 2014-2018.

POPULATION DENSITY

Chichester’s persons per square mile increased from 51.1 in 1970 to 119.0 in 2010. Pembroke, which has the closest land area to Chichester, also experienced a dramatic increase in population density, with a most recent density of 314.8 persons per square mile.

BUILDING PERMITS

Building trends in the local area were generally steady between 2013 and 2018. In a comparison of local communities, Chichester saw a slight uptick in residential building permits in 2018, resulting in a total of 37 permits over the six year period. It should be noted that values represent the net change of dwelling units and includes any demolitions that year. Thus, any negative values represent a net loss of dwelling units.

HOUSING NEEDS OF THE AGING POPULATION

As the population continues to age, seniors will occupy a growing proportion of the state’s housing units. While trends show that seniors want to age in place, this desire is complicated by several factors, including high rates of disability, lower median income and savings, declining caregiver population and other factors. Trends show that senior residents often look to “down-size” to smaller living arrangements, yet housing units of 3+ bedrooms far outnumber one- and two-bedroom units throughout the state. This is additionally complicated by the home purchases of young, first-time buyers who enable those selling their homes to “downsize”, are increasingly less likely to be homeowners with inferior job prospects and high levels of student debt.

Housing Needs in New Hampshire. Published by the New Hampshire Housing Finance Authority, March 2014.

Table 1.5: Average Household Size

Year	Average Persons per Household
2000 (US Census)	2.71
2010 (US Census)	2.74
2018 (ACS 2014-2018)	2.74

Source: US Census Bureau, ACS 2014-2018

Table 1.6: Persons Per Square Mile

Community	1970	1980	1990	2000	2010
Chichester	51.1	70.4	91.6	105.5	119.0
Epsom	42.6	79.5	104.1	116.6	132.3
Loudon	37.1	62.8	80.5	85.5	115.6
Pembroke	188.5	215.1	290.3	305.2	314.8
Pittsfield	104.4	119.9	154.1	164.1	170.4

Source: NH Employment Security

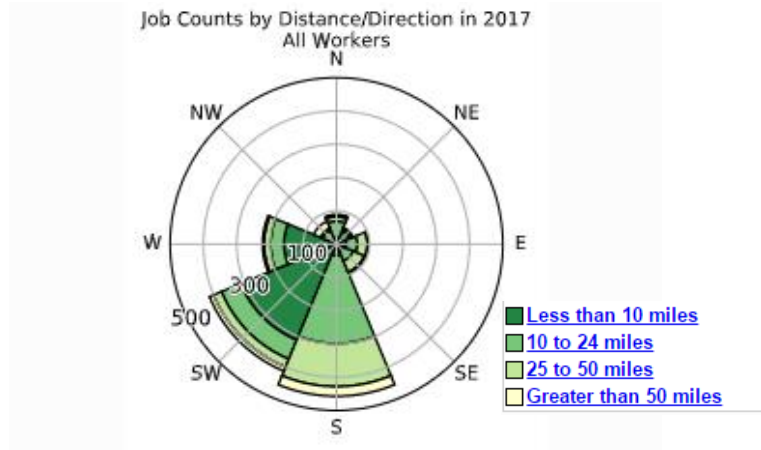
Table 1.7: Residential Building Permits

Community	2013	2014	2015	2016	2017	2018
Canterbury	4	4	2	5	5	6
Chichester	5	9	3	3	7	10
Epsom	14	13	18	13	11	3
Loudon	22	22	24	38	30	16
Pembroke	2	10	1	5	-2	1
Pittsfield	2	1	3	-1	3	6

Source: NH Office of Strategic Initiatives

COMMUTING PATTERNS

Figure 1.10: Job Counts by Distance and Direction, 2017

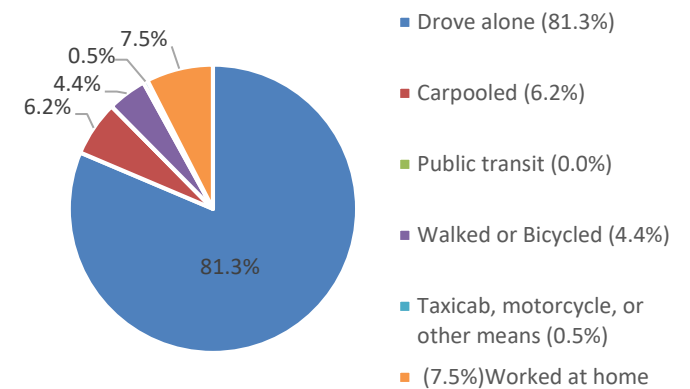


Source: US Census Bureau, Center for Economic Studies

PLACE OF WORK

As shown in Figure 1.10 above, residents of Chichester work in various locations across the state. Most residents work in Concord, Manchester and Hooksett. Residents of Chichester had a mean travel time to work of 27 minutes according to the American Community Survey 2014-2018, which is the same as New Hampshire's mean travel time of 27.2 minutes.

Figure 1.11: Means of Transportation to Work



Source: US Census Bureau, American Community Survey 2014-2018

MEANS OF TRANSPORTATION TO WORK

According to ACS 2014-2018, the majority (81.3%) of residents drive alone to work. Please refer to the Transportation Chapter for additional information.

WHERE DO WORKERS OF CHICHESTER LIVE?

According to the U.S. Census Bureau Center for Economic Studies, approximately 700 people in 2017 were employed in Chichester. Of this, approximately 8.3% were Chichester residents while the remaining 91.7% lived in another community. Of those commuting into Chichester, the majority commuted from Concord, Manchester, Epsom, and Barnstead.