

IV. POPULATION AND ECONOMICS

Chapter IV

POPULATION AND ECONOMICS

Introduction

This chapter contains a collection of statistical information pertaining to the general population, housing, and employment characteristics of the Town. The purpose of the Population and Economics Chapter is to present population and economic data in order to establish trends in comparison with surrounding Towns, County and State. This data is useful in determining the future development needs of the Town.

The information in this chapter comes from the United States Census Bureau Census Data, the New Hampshire Office of State Planning, as well as from official Town records.

Chapter Summary

Warner experienced a steady decline in population from 1830 to 1960. The primary reason for the decline was the decrease in railroad activity, with the last passenger train ceasing in 1955. However, from 1960 to 1980, the Town experienced a dramatic increase in population. This significant increase was due to the construction of Interstate 89 in the late 1960's. As Warner became easily accessible by automobile, it has developed into a bedroom community for the City of Concord. By 1990, the population had grown to an all time high of 2,250 people. With the current population estimated at 2,460, the future population is projected to steadily increase at a moderate rate.

Along with the population increase comes an increase in the age of the population. A comparison of the median age numbers shows that the Town's median age in 1980, was 31.3 years, and in 1990, it was 34.8 years. This trend is likely to continue. The population is also becoming more educated with the number of college educated people increasing dramatically since 1980.

Population Data

The population of a town is an important component of the Master Plan. A look at population figures over past decades will describe the history of growth and decline within the community and can assist in making projections for the future. Planning for community facilities, schools, housing, transportation and other land use depends heavily on a town's projected population.

Population Growth

Between 1980 and 1990, Warner's population increased by 14.6 percent from a count of 1,963 to 2,250. During this same ten-year period, the State grew 20.5 percent and Merrimack County grew by 22.1 percent. Table 4-1 presents the population figures for the Town since its incorporation in 1773.

Warner has surpassed its historic population high point of 2,246 people for the year 1820. The most recent population estimate for the Town is 2,460, a figure prepared by the Office of State Planning, for the year 1997.

Table 4-1
Population in Warner, 1773-1997

<u>Year</u>	<u>Population</u>	<u>Year</u>	<u>Population</u>
1773	213	1900	1,358
1790	863	1910	1,226
1800	1,569	1920	1,051
1810	1,838	1930	1,062
1820	2,246	1940	1,113
1830	2,222	1950	1,080
1840	2,139	1960	1,004
1850	2,038	1970	1,441
1860	1,970	1980	1,963
1870	1,667	1990	2,250
1880	1,537	1997*	2,460*
1890	1,383		

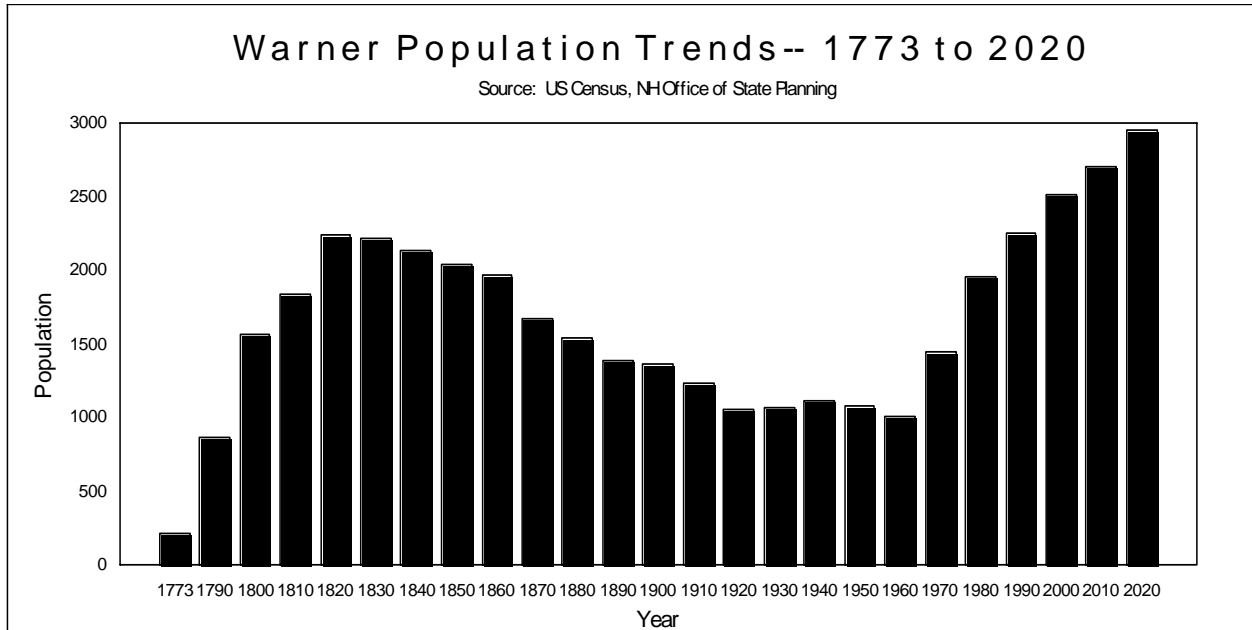
Source: US Census Bureau

* The information presented for the year 1997 is based on an OSP population estimate and not census data *

Table 4-2 shows the projected growth of Warner and surrounding Towns, as well as the County and State, through the year 2020. The figures are Office of State Planning projections, which estimate that the Town's population will increase 31.6 percent by 2020.

Figure 4-1 shows Warner's historic population trends.

Figure 4-1



**Table 4-2
Population Projections**

	1990	2000	2005	2010	2015	2020
Warner	2,250	2,522	2,641	2,710	2,830	2,962
Bradford	1,405	1,462	1,545	1,593	1,678	1,772
Hopkington	4,806	5,105	5,385	5,545	5,829	6,144
Henniker	4,151	4,235	4,484	4,628	4,885	5,170
Merrimack Cnty County C	120,005	130,476	137,322	141,326	148,328	156,115
New Hampshire	1,109,117	1,228,794	1,306,638	1,358,750	1,441,668	1,527,973
Sutton	1,457	1,525	1,615	1,667	1,762	1,867

Source: NH Office of State Planning

Table 4-3 presents a breakdown of the population by age and gender for both 1980 and 1990. During this ten-year period, the Town's population grew slightly older, from a median age of 31.3 in 1980 to 34.8 in 1990. This compares with the State's change from 30.1 to 32.8 years and the County from 30.8 to 33.5 years.

Persons 65 and over represented 10.9 percent of the Town's population in 1980 and a similar 10.4 percent in 1990. The largest increases occurred in the ages between 35 and 44. The school age groups, under 18 years of age, experienced a slight drop in percentage trends, from 29.0 percent of population in 1980 to 26 percent in 1990, although this age group grew slightly in total numbers, from 569 to 584.

Figure 4-2 shows the breakdown of the 1990 population by age and gender as a percent of population. The graph shows that the population between the ages of 30-34 made up the largest segment of the total population, while those between the ages of 70-74 made up the smallest. By the year 2010, when this age group will be the 50-54, they will be a large percentage of the expected elderly population.

With the aging of the “Baby Boom” generation, the elderly population in Warner will become a much greater percentage of the population by 2020. The Town should plan appropriate public services and facilities to accommodate such growth.

Table 4-3
Warner - Count of Persons by Age and Gender

<u>AGE</u>	<u>TOTAL</u>			<u>MALE</u>			<u>FEMALE</u>		
	1980	1990	Change	1980	1990	Change	1980	1990	Change
<5	145	191	46	76	104	28	69	87	18
5	23	33	10	15	20	5	8	13	5
6	18	39	21	10	26	16	8	13	5
7-9	87	104	17	42	48	6	45	56	11
10-13	149	122	-27	86	64	-22	63	58	-5
14	33	24	-9	20	14	-6	13	10	-3
15	45	25	-20	23	9	-14	22	16	-6
16	37	19	-18	22	13	-9	15	6	-9
17	32	27	-5	21	13	-8	11	14	3
18	24	28	4	16	9	-7	8	19	11
19	26	18	-8	12	9	-3	14	9	-5
20	26	24	-2	15	14	-1	11	10	-1
21	17	19	2	7	12	5	10	7	-3
22-24	96	60	-36	41	29	-12	55	31	-24
25-34	362	414	52	183	204	21	179	210	31
35-44	256	400	154	122	203	91	134	197	63
45-54	212	267	55	116	132	16	96	135	39
55-59	87	112	25	40	55	15	47	57	10
60-61	32	39	7	12	22	10	20	17	-3
62-64	42	62	20	22	35	13	20	27	7
65-74	132	140	8	63	59	-4	69	81	12
>74	82	93	11	28	36	8	54	57	3

Source: U.S. Census Bureau

Figure 4-2



Source: U.S. Census Bureau

Table 4-4 illustrates changes during the 1980-1990 period in household types according to the number of persons in the household, one person or two or more persons. The occupants of a dwelling unit are defined collectively as a household, while a family is composed of those persons living in a unit who are related by blood. A householder is the person identified on the census questionnaire as the head of the household or family. In 1980, 73 percent of all households were made up of families, in 1990 the percentage was 74. Family households grew by 20.3 percent during the decade, which exceeded the growth in population as a whole (12.8 percent). Non-family households decreased by 13.5 percent.

When the total number of households is considered, the growth between 1980 and 1990 was 17.7 percent, a rate that was significantly less than the previous decades 53 percent growth rate, but still greater than the overall population increase for the decade. The trend toward smaller family units and households, a trend that is repeated in other parts of the state and the nation can explain this difference. Since each occupied housing unit contains fewer people on average, more housing units and consequently more residential land are required to provide shelter. In 1980, the average household size in Warner was 2.81 persons per unit and in 1990 it was 2.65 persons. The decline in Merrimack County was from 2.82 persons per unit to 2.63 and in the state, the change was from 2.75 to 2.62.

Table 4-4
Warner Family and Household Composition

	1980	1990	Change
Count of Families	519	627	108
Count of Households	699	845	146
Persons in Household and Household Type - Count of Households			
One Person:			
Male Householder	55	70	15
Female Householder	73	103	30
TOTAL	128	173	45
Two or More Persons:			
Married Couple Family	453	545	92
Male Householder, no Wife	19	24	5
Female Householder, no Husband	47	58	11
Non-family Household	52	45	-7
TOTAL	571	672	101

Source: 1990 Census

Table 4-5 presents counts of persons according to the type of household in which they live. In 1980, 86.4 percent of all persons in town lived in family households, and in 1990 the percentage was 85.6.

Population Mobility

The mobility of the population in Warner changed only slightly from 1980 to 1990. According to the comparative figures in Table 4-6, 49.4 percent of persons 5 years and over lived in the same house as they did in 1975. In 1990 49.9 percent of persons lived in the same house as 5 years earlier. When a comparison is made for persons living in the same county as 5 years prior to the census, 75 percent of those persons lived in the same county in 1980, as compared with 74.7 percent in 1990.

**Table 4-5
Warner-Persons by Household Type**

	1980	1990	Change
Household Type and Relationship Count of Persons			
In Family Household:			
Householder (Head)	519	627	108
Spouse	453	545	92
Other Relative	725	753	28
TOTAL	1,697	1,925	228
In Non-Family Household:			
Male Householder	88	99	11
Female Householder	92	119	27
Non-Relatives	60	51	-9
TOTAL	240	269	29

Source: US Census

**Table 4-6
Residence 5 Years Ago (County)
Count of Persons 5 Years and Over**

	1980	1990	Change
Same House	886	1,027	141
Different House:			
Same County	466	511	45
Different County / Same State	62	203	141
Different State:			
Northeast	252	214	-38
North Central	44	29	-15
South	58	37	-21
West	15	28	13
Different Country	9	10	1
Total	1,792	2,059	267

Source: 1990 Census

Economic Data

This section is a snapshot of the economic health of Warner. It is important to review the characteristics of the workforce, business and industry, and the community in order to gain an understanding of what assets Warner currently has to work with, and what the Town should be aware of in planning for future economic development.

Labor Force

Education

The educational level of the workforce is a good starting point to show the quality of Warner's working population. With more information-based technologies demanding more highly-skilled employees, it is important to know the education trends in the community and whether the community can meet the future demand.

Table 4-7 presents years of school completed for persons 25 years old and over. In ten years, a tremendous change is evident in post-secondary education. The number of persons with some college education rose from 555 to 854, an increase of 53.9 percent, and those with a degree grew by 54 percent.

Table 4-7
Years of School Completed - Count of Persons 25 Years Old and Over

	1980	1990	Change
Elementary (0-8 years)	153	77	-76
High School:			
1-3 years	142	152	10
4 or more years	355	442	87
College:			
1-3 years	281	432	51
4 or more years	274	422	148

Source: US Census

The State of New Hampshire Department of Resources and Economic Development estimates that in 1990, 85 percent of the labor force in Warner had high school degrees or higher and 27.8 percent of the labor force had a bachelor's degree or higher. The trend of higher education appears to be continuing with more people enrolled in school for more advanced degrees.

Table 4-8 shows a comparison of 1980 and 1990 persons enrolled in school. The Table shows that overall school enrollment has remained consistent over the decade. However, the number enrolled in primary school decreased significantly while the number enrolled in college and nursery school increased.

Table 4-8
School Enrollment - Persons 3 yrs. Old and Over Enrolled in School

	1980	1990	Change
Nursery School	24	49	25
Kindergarten, Elementary & High School	405	363	-42
College	51	71	20
Total	480	483	3

Source: US Census

Occupations

Two major components in understanding the work force are what occupations people have and the type of industry in which they are employed. Table 4-9 shows the employment of Warner's labor force by occupation.

Table 4-9
Employment By Occupational Group

Executive/Administrative/Managerial:	171
Professional Specialty:	208
Technician/Related Support:	38
Sales Workers:	133
Administrative Support/Clerical:	164
Private Household:	0
Protective Service:	11
Services, Other:	101
Farming/Forestry/Fishing:	33
Precision Production/Craft/Repair:	167
Machine Operators/Assemblers:	63
Transportation/Material Moving:	58
Handlers/Helpers/Laborers:	49

Source: 1990 Census

A majority of Warner's workers are engaged in professional business services rather than agricultural or mechanical operations.

Table 4-10 shows the breakdown of persons employed by industry. The number of employed persons in Warner increased 30.7 percent from 1980 to 1990.

Table 4-10
Industry - Employed Persons 16 Years Old and Over

	1980	1990	Change
Agricultural, Forestry, Fisheries, Mining	25	35	10
Construction	94	124	30
Manufacturing:			
<i>Non-durable Goods</i>	44	34	-10
<i>Durable Goods</i>	162	168	6
Transportation	12	33	21
Communications & Other Public Utilities	24	39	15
Wholesale Trade	59	77	18
Retail Trade	111	154	43
Finance, Insurance, Real estate	59	87	28
Business & Repair Services	26	40	14
Personal, Entertainment, Recreational Services	34	17	-17
Professional Services:			
<i>Health</i>	62	116	54
<i>Education</i>	67	102	35
<i>Other Professional</i>	59	79	20
Public Administration	77	91	14
Total	915	1,196	281

Source: US Census

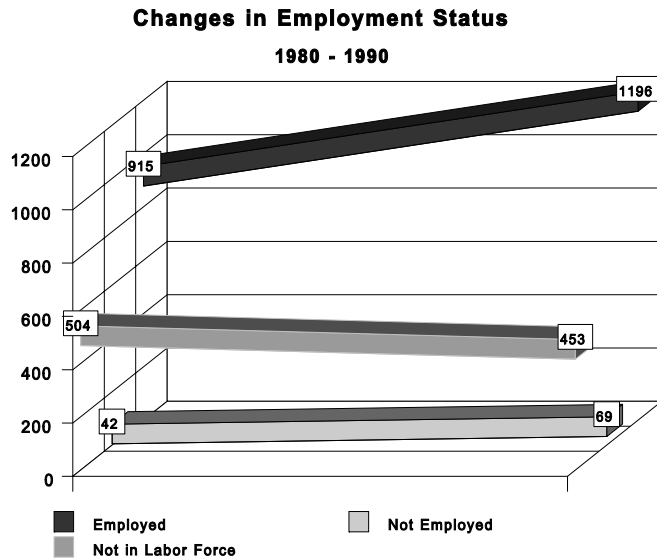
Labor Participation Rate

Another characteristic that is key in understanding the make-up of the work force is the labor participation rate. Table 4-11 shows the number of people in the work force who are employed, looking for work, or not in the labor force. It also shows the changes in labor force between the census years. In 1980, 43.9 percent of women 16 years old and over were employed or looking for work, and in 1990 this figure was 44.9 percent. For the total working age population, labor force as a percent of the total, increased from 66 percent to 73.6 percent. The New Hampshire Department of Resources and Economic Development estimate that Warner's overall labor force participation rate by gender is 83.2 percent male and 64.5 percent female.

Table 4-11
Gender by Labor Force Status - Count of Persons 16 Years Old and Over

	1980	1990	Change
Male Civilian Labor Force:			
Employed	511	656	145
Not Employed	26	41	15
Not in Labor Force	178	141	-37
Female Civilian Labor Force:			
Employed	404	540	136
Not Employed	16	28	12
Not in Labor Force	326	312	-14
Total:			
Employed	915	1,196	281
Not Employed	42	69	27
Not in Labor Force	504	453	-51

Source: US Census



Place of Work

It is important to note that Warner's labor force consists of all residents who are of working age, and not of all people working within the Town of Warner. Table 4-12 presents the changes from 1980 to 1990 in the place of work of Warner residents who are 16 years and over. The most significant change is in the number of residents commuting to Concord. The Town should prepare for this trend to continue, with its convenient distance from Concord, and relatively lower housing costs.

Table 4-12
Places of Work - 1990

	1980	1990	Change
Warner	232	309	77
Bradford	21	16	-5
Concord	234	360	124
Henniker	24	18	-6
Hopkinton	118	71	-47
New London	17	21	4
Sutton	26	22	-4
Webster	8	2	-6

Source: US Census

Income

Personal income is another piece in the snapshot to determine Warner's economic health. It is important to know the per capita income of other towns in the region to show how Warner compares. This comparison can be seen in Table 4-13.

In 1990, Warner had the second highest per capita income, compared with its neighbors and the third highest median household income, but only the fifth-highest weekly wage. This could be due to paying jobs within the industrial base of Warner offsetting the higher-paying jobs commuting to lower- Concord.

**Table 4-13
Personal Income**

Town	Per Capita Income	Median Household Income	Average Weekly Wage
Warner	\$18,088	\$37,917	\$357
Bradford	\$17,234	\$36,667	\$310
Henniker	\$14,005	\$36,951	\$320
Hopkinton	\$23,872	\$46,810	\$495
Salisbury	\$13,993	\$36,771	\$408
Sutton	\$17,887	\$35,536	\$414
Webster	\$14,790	\$40,043	\$521
Wilmot	\$15,766	\$37,000	\$309

Source: 1990 Census

Business and Industry

Warner has a thriving business community. The Warner Business Association is active in promoting Warner businesses and industries. The current Warner Business Directory lists 49 different businesses that provide a variety of services, from auto repair and artisans to restaurants and wholesale pottery.

The major businesses and industries in Warner are listed in Table 4-14.

Although the businesses listed in Table 4-14 are major employers, the other businesses in Town, which make up the majority of total businesses, consist of smaller businesses and home-based occupations.

Currently, home occupations are permitted in Warner as an accessory use to the principal use of the dwelling as a residence. As technology advances and it becomes easier to be connected to the world through computers, more people are likely to work out of the home. Although the 1997 Master Plan Survey showed that people favored keeping the definitions of home business the same, the Town should prepare to accommodate more “telecommuting” business and home occupations. Using performance standards, such as noise, neighborhood impact, lighting, environment, traffic and hours of operation, are one way to deal with the increase of home occupations.

The Town should also plan for the expansion of home businesses, determine appropriate areas and zoning regulations for such businesses, such as in the Village Center or at the I-89 Exits, and encourage businesses to relocate, but remain in Town.

**Table 4-14
Major Business/Industry**

Business	Product/Service	Number of Employees	Established
WPI	Transformers & power supplies	195	1948
Techni-Cut Inc.	Precision cutting center	8	
R.C. Brayshaw & Co., Inc.	Commercial printing center	8	1979
MESA International	Glassware & accessories	40	1993
Pine Rock Manor	Assisted Living Facility	40	1986
McDonald's	Restaurant	40	1990
Evans	Fuel mart/Convenience store	12	1982
Mobile	Fuel mart/Convenience store	12	1983
Market Basket	Groceries	100	1995

Source: NH Department of Resources and Economic Development

Community Characteristics

Property Taxes

The Town's major source of revenue is the property tax. The Town of Warner's tax rate has fluctuated by ten dollars per thousand over the past five years, from a high of \$42.86 in 1993 to \$32.42 in 1997. Table 4-15 shows the property tax rates for the Town of Warner from 1993-1997.

**Table 4-15
Warner Property Tax Rates 1993-1997**

Year	Municipal Rate Per Thousand	County Rate Per Thousand	School Rate Per Thousand	Total Rate Per Thousand
1997	\$8.83	\$2.15	\$21.44	\$32.42
1996	\$8.86	\$1.97	\$20.54	\$31.37
1995	\$9.40	\$2.25	\$19.75	\$31.40
1994	\$9.01	\$1.72	\$22.40	\$33.13
1993	\$11.32	\$3.00	\$28.16	\$42.86

Source: Town of Warner Annual Reports

A capital improvements program will help to stabilize the fluctuations in the tax rate. By planning ahead for large capital expenditures for the Town, the cost can be spread over several years instead of using taxes to pay for such expenditures in a single year. The Planning Board should maintain this program and Town Departments should make every effort to assist in planning ahead.

