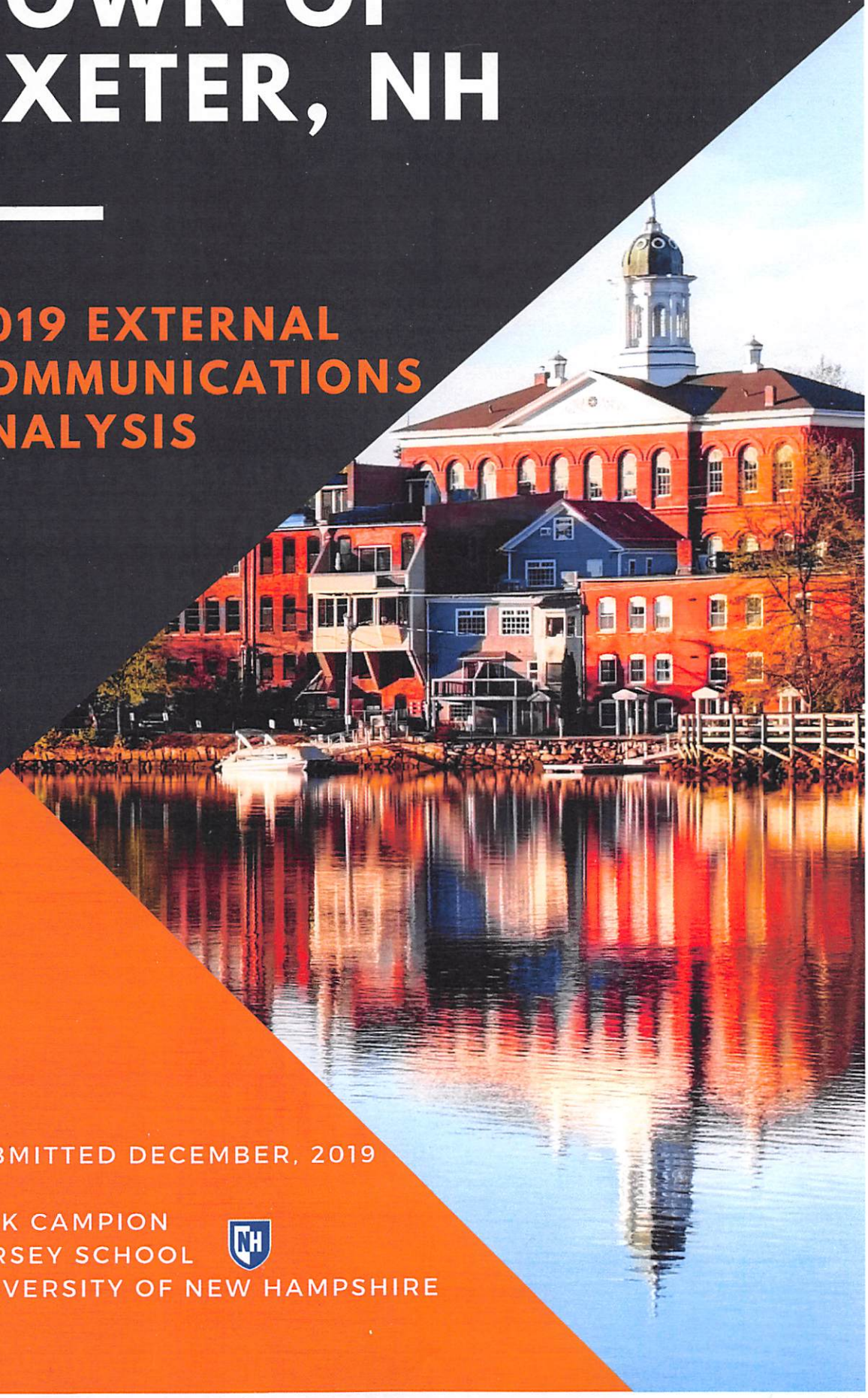
TOWN OF EXETER, NH

2019 EXTERNAL COMMUNICATIONS ANALYSIS



SUBMITTED DECEMBER, 2019

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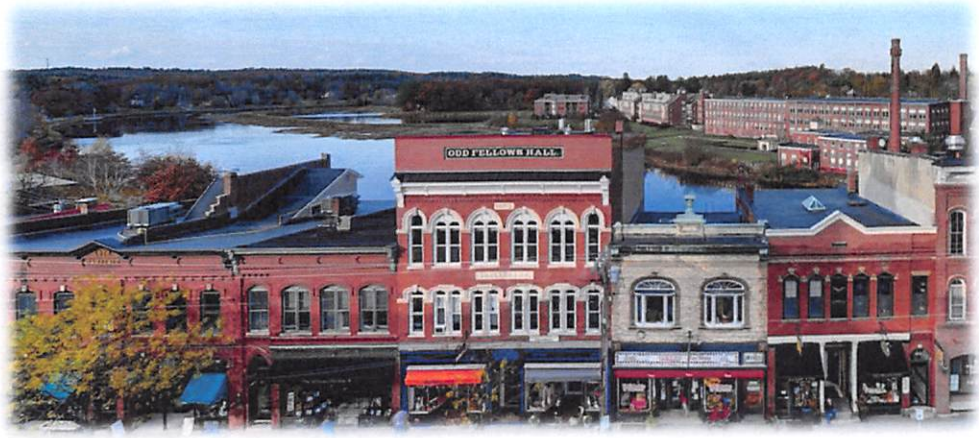
Introduction

The scope of this report focuses on an analysis of external communication by the Town of Exeter, NH. The analysis was conducted as a Capstone Project by Nick Campion, a graduate student with the University of New Hampshire's Carsey School of Public Administration. The Capstone Project is the final project of the Masters of Public Administration (MPA) experience at the University. The purpose of the Capstone Project is to use the skills the student has developed in the MPA program on a real-world problem that an organization may have encountered, is currently facing or anticipates encountering. Specifically, the purpose of this study was the following:

1.) To examine the public outreach efforts of the Town of Exeter, along with the resources and technology that each department within the organization is utilizing and/or failing to utilize.
2.) To assess the strengths and weaknesses of the external communication efforts and identify barriers to success along with identifying areas for improvement.
3.) To develop a set of recommendations that would allow the Town of Exeter to meet the priorities that have been identified throughout the study.

In addition to understanding the broad external communication strategies, the Town of Exeter had a specific interest in better understanding the organizational structure of communication along with an interest in current and anticipated future best practices in the municipal realm.



The philosophy and approach in engaging with the Town of Exeter and undertaking the study was one of "holding up a mirror" and reflecting back to the Town of Exeter what was heard during the data collection process. The results and recommendations presented in this report are a direct reflection of the data that was collected during the study. While the recommendations were rooted in the curriculum of the MPA program, all recommendations were informed by the data gathered during the extensive research and interview process with the Town of Exeter's departments. The research, development and interview process included the following activities:

1. Background and information gathering related to each department's resources in Exeter;
2. Methodology for conducting the study;
3. Observations and Themes from Interviews;
4. Key Findings and Data Analysis.

All interviews were qualitative in nature and designed to elicit broad engagement and input into the process. Copies of the interview instrument, as well as the demographic profile for the Town of Exeter compiled by the Economic Profile System are included in the Appendix of this report.

Study Components

The following sections provide the data analysis and interpretation for the research and interview activities of the project. A concerted effort was made to capture the key themes and patterns generated by each of the project activities. The integration of the key ideas and themes across project activities will be discussed in the "Recommendations" section of this study. The various outreach platforms that this study focused on analyzing, along with the amount of usage each platform received from the various Town of Exeter departments can be seen below:

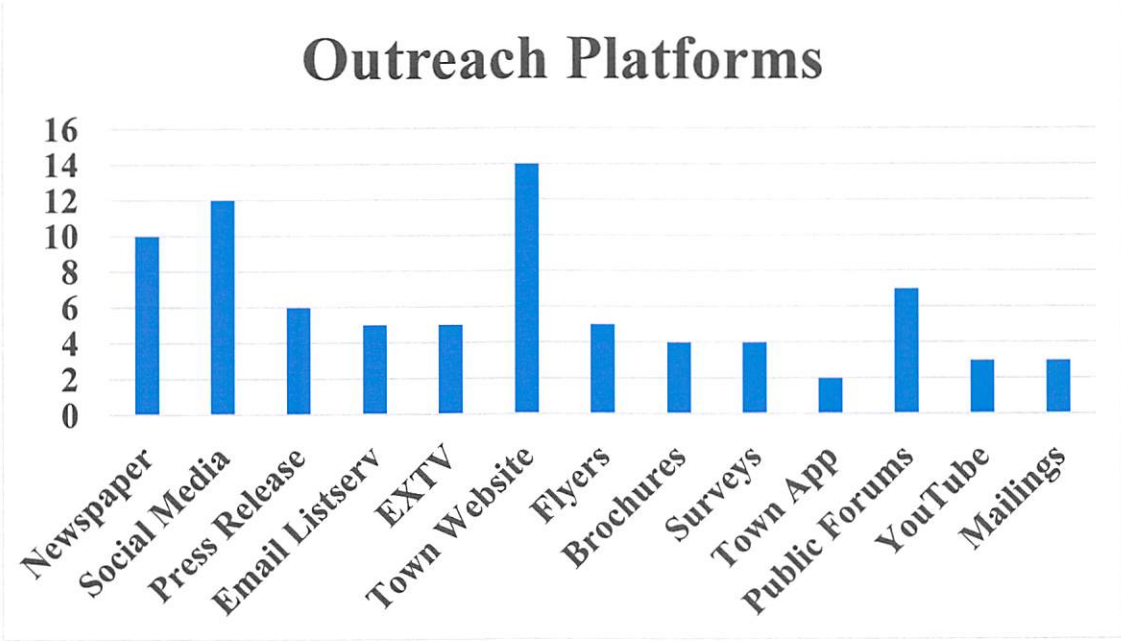
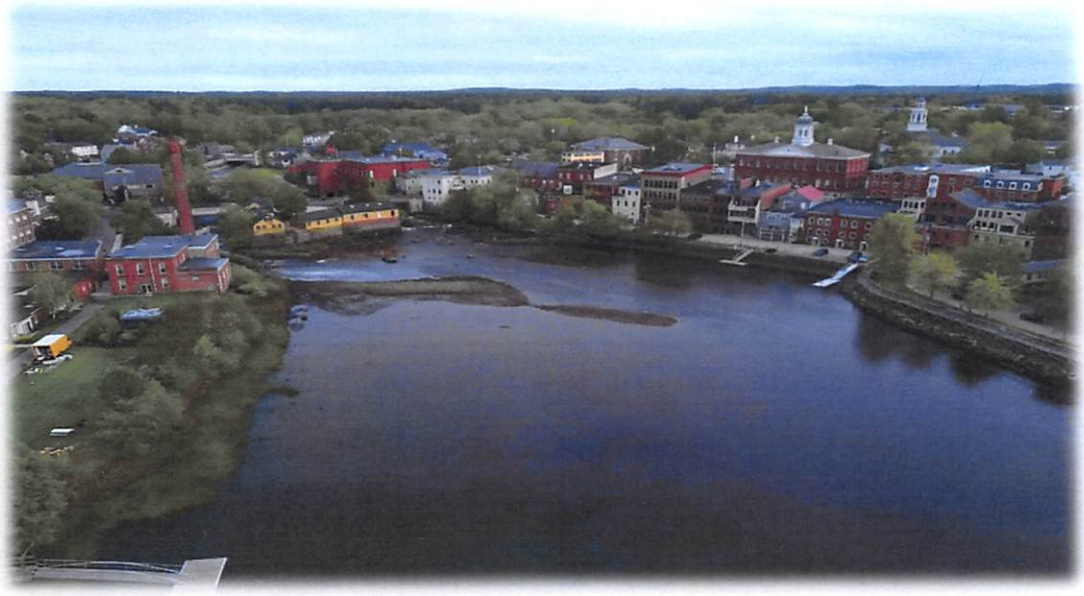


Chart 1: Outreach Platforms

1. Background and Information Gathering

The Town of Exeter has a population of 14,734 with a median age of 46.1 years old (A Demographic Profile, Headwaters Economics' Economic Profile System, 2019). Exeter is located in the seacoast region of New Hampshire, located just a few miles to the west of the Atlantic Ocean and the U.S. Route 95 highway corridor. The NH Route 101 highway, connecting Hampton to Manchester, runs directly through Exeter, making Exeter easily accessible by motor vehicle. Train service to Boston, MA or Brunswick, ME is also available in Exeter by way of the Downeaster on Amtrak Railways. The community is 21.76 mi^2 and features a historic downtown that is thriving economically, along with excellent rated public and private schools, a full-service hospital and the Exeter and Squamscott Rivers that connect with the Great Bay estuary.



The Town of Exeter has just under 20 departments that include Police, Fire, Public Works, Parks and Recreation, and Planning to name a few. There are 144 full time employees. That number balloons to around 300 when including part-time and seasonal employees. Along with a robust website (www.exeternh.gov), the Town of Exeter hosts a variety of social media pages. These pages are shown in the following table:

Social Media		
Page	Platform	Number of Followers
Exeter NH Health Department	Facebook	57
Exeter Energy Committee, NH	Facebook	90
Recreation Park Renovation and Expansion	Facebook	156
Exeter Town Clerk	Facebook	192
Exeter, NH Public Works	Instagram	210
ExeterTV98	Twitter	259
Exeter Parks & Rec	Instagram	321
Exeter TV98	Instagram	588
Exeter NH Conservation Commission	Facebook	629
Danel R Healy Outdoor Pool	Facebook	693
ExeterFire	Twitter	752
Exeter Public Library, Children's Room	Facebook	782
Exeter Fire Department	Facebook	891
Exeter Public Library NH	Facebook	1,133
Exeter, NH Public Works	Facebook	1,511
ExeterNHPD	Twitter	1,674
Exeter TV	Facebook	2,555
Exeter Parks and Recreation	Facebook	3,407
Exeter (NH) Police Department	Facebook	4,502
Town of Exeter, NH	Facebook	5,214

Table 1: Social Media Platforms

2. Methodology for Conducting the Study

The framework for the study was developed in collaboration with the Town Manager for Exeter, Russell Dean. Town Manager Dean identified an issue that would be worth investigating, particularly as we reflect upon the societal shift we have seen first hand over the past few years with communication. The methods of communication along with the

frequency and ease of use with current communication tools that society has been provided has left municipalities and other public facing organizations racing to keep up as they strive to connect with their constituencies.

The development of a qualitative interview instrument was designed to elicit broad engagement and input into the process. The instrument included 16 questions (Appendix A). Prior to rolling out the study and engaging the Town of Exeter in the study, Town Manager Dean invited Nick Campion to a department head leadership meeting, where the project concept was rolled out to department heads. Questions and feedback on the process going forward was handled in this forum. The study quickly launched from here.

Before conducting the interviews with Exeter, a review of current trends across the municipal landscape with external communications was conducted, including interviews with other communities, as well was a review of literature on the topic. Best practices were analyzed, and recommendations were anticipated. Once a baseline understanding of the communication methods that are vibrant in society today and the assurance of Town administration to move forward with the project, the interviews were launched.

Campion reached out to all department heads and set up a formal interview with each department in the Town of Exeter. In total, 17 departments were interviewed. The interviews ranged from 20 minutes to a few exceeding over an hour in length. Themes and patterns in responses were evident rather quickly. The data was bountiful, with many colorful and insightful ideas and assessments. This led to a considerable amount of data cleaning, detecting and correcting inaccurate and irrelevant records from the report. Once the data was cleaned, it was then aggregated to provide summaries of the findings from the interviews.

3. Observations and Themes

Each department was very gracious in accommodating the interview and welcoming Campion into their facilities. Department heads that claimed they weren't the point of contact for external communications were welcomed to invite the key personnel on their staff who is tasked with external communications.

Key observations and themes that emerged from the interviews include the following:

1. No department has embraced the MyExeterNH app yet. There is potential with this mobile technology, yet too many of the departments are not comfortable utilizing it yet. The app is capable of providing informative and powerful analytics on the backend, should it start seeing more usage.
2. Too many tools to communicate with.
    - 27% of departments report having too many options to communicate with the public as one of their weaknesses. These tools can be seen on Chart 1: Outreach Platforms, Page 5.
3. Finding the time to efficiently and effectively communicate with the public is challenging.
    - 53% of departments report not having enough time as a barrier to their success in communicating with the public.
4. The generational divide that technology is creating is pervasive.
    - Over half of the departments (56%) discussed generational differences without prompting from the interview instrument.

These observations and themes, along with an overwhelming positive buzz about EXTV and the initiative they are undertaking with livestreaming meetings, resonated throughout the interview process.

4. Key Findings and Data Analysis

The general purpose of external communications ranged from informative/public service announcements (63%), to promotional (25%), and regulatory (12%).

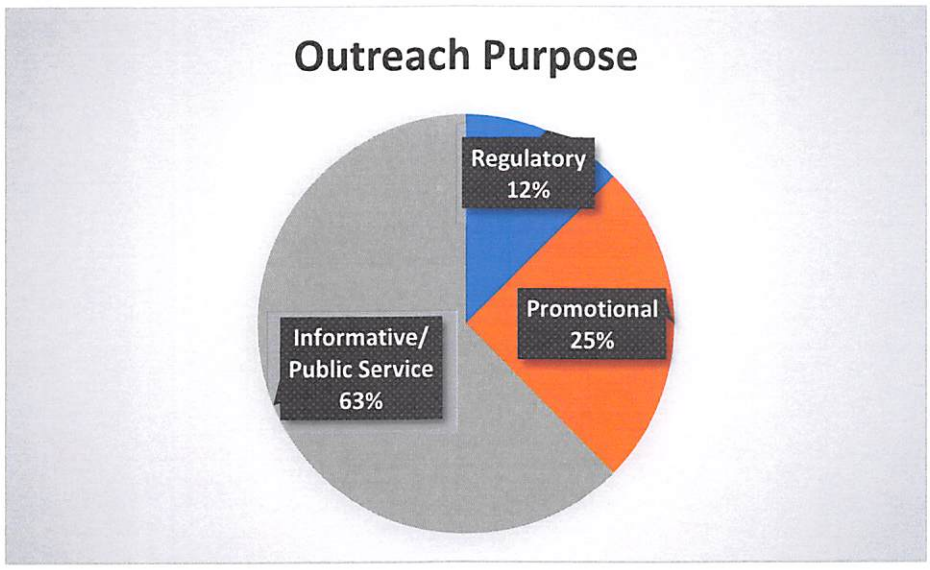


Chart 2: Outreach Purpose

Of all the communication platforms available, the preferred method of communication was largely reported as Facebook (53%), with Email services such as MailChimp and Constant Contact following (27%). Communication via website (13%) and press releases/newspapers (7%) rounded out the preferred methods of communication.

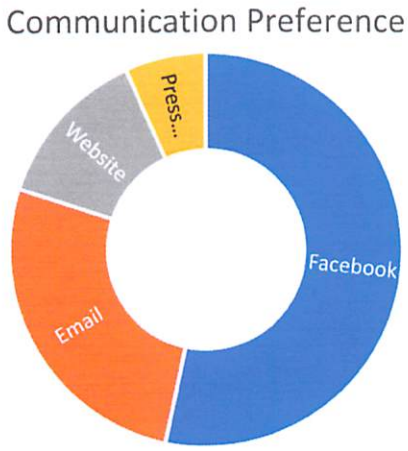


Chart 3: Communication Preference

Departments for the large part spend less than 1% of their operating budgets on their communication efforts (64% of departments). Utilization of free and inexpensive services drove this number, rather than a lack of departments failing to outright communicate externally. 14% of departments spend between 2 and 10% of their operating budget on external communication. These costs were driven by direct mailings, email listserv services, and brochure productions.

The frequency with which departments communicate with the public didn't vary too much. 67% of departments are communicating multiples times a week through their social media pages, press releases, productions on EXTV, through public forums, and more. Only 8% of departments communicate daily on these platforms. Control of external communications in each department is primarily done by 1 person (55%). 2-person control departments were the minority in the study (9%), while departments with 3+ people in control of external communications fell in the middle (36%).

The strengths and weaknesses found in the data offer compelling insight into external communication strategies. The primary strengths of the departments found from the survey data were utilizing social media platforms at 45% and public forums and newspapers (including Seacoast Online) at 18% each. Conversely, the primary weaknesses of the departments were consistent engagement at 44% and having too many tools at 27%. Tied in closely with the weaknesses, it was found that 53% of departments identified a lack of time as their number one barrier to success. Not having consistent engagement due to a lack of time leads to a recommendation found later in this study.

The perception of external communications creates an interesting storyline, open for interpretation. On a scale of 1 to 10, with 1 being poor and 10 being excellent, the average score for the department's perception of their external communication efforts was 7.27. While on the other hand, when asked to evaluate the Town as a whole on the same scale, the scores averaged out to 6.09. Based upon these statistics, it is fair to say that there is room for improvement on both fronts, yet departments themselves think they are doing better than their peers collectively.

When evaluating communication trends from a broader landscape, outside of Exeter, there are some shocking statistics that are important to be mindful of as this report is considered. Of particular note, according to Pew Research Center (2019):

- 300 hours of video is uploaded to YouTube every minute.
- 500 million tweets are sent per day on Twitter.
- 2.7 billion people use Facebook monthly (2.1 billion daily).
- 69% of United States adults use Facebook.

Furthermore, when considering the main platforms with the way Exeter communicates with the public it is important to consider how the public communicates with Exeter.

How Consumers Speak Out, By Age Group

Contact Method	Under 25 Years	25 - 34	35 - 54	Over 55
Social Media	32.3	15.8	1.7	0.8
Mobile Application	27.1	22.3	5.8	0.8
Instant Messaging	18.1	20.4	5.4	0.5
Telephone	10.3	15.8	51.1	90.0
Email	6.6	22.6	34.2	6.6
Virtual Assistant/AI	5.6	3.1	1.8	1.4

Dimension Data's 2019 Global Customer Experience Benchmarking Report

Table 2: How Consumers Speak Out, By Age Group

Of particular attention in this graph, the highest percent of how a particular age group speaks out is highlighted. It is clear to see that email and phone calls are the top choices for the majority of adults, while those under 25 embrace social media.

Recommendations

Analyzing the data and comparing with best practices resulted in clear recommendations for the Town of Exeter, both in the short term and long-term ranges. The short-term recommendations are recommendations that can happen in the immediate future, whereas the long-term recommendations may require continued dialogue across the leadership team and the Select Board. The intention of both sets of recommendations is to provide actionable options for the Town of Exeter to consider.

The short-term recommendations are as follows:

1. Celebrate the Town's successes more frequently. These successes may include programs, events, initiatives, capitol projects, public safety efforts, and more. An example of where celebrating the successes of Town initiatives could be celebrated would be after the installation of the kayak boat launch on the river; after the capitol project that occurred at the waste water treatment plant; and/or during a public safety official's visit to a classroom to educate and inform the students on their role in the community. Invite the press, get the word out on social media, and make the successes a highlight of the department and the Town of Exeter overall.
2. Consolidate redundancies. With 20 social media platforms, the message going out to the public becomes strained. It would be shrewd for departments with multiple pages (i.e. Exeter Parks & Recreation; Exeter Public Library) to reduce their online presences to a single page. See social media pages below, with number of follows:

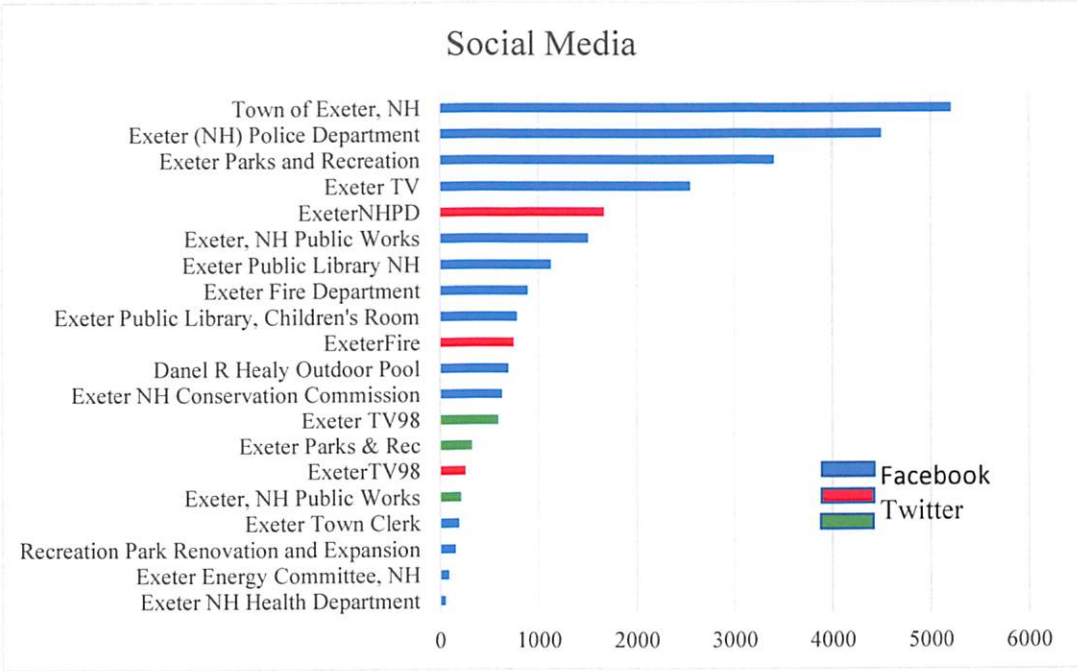


Chart 4: Social Media Followers

3. Seek internal experts. The Town of Exeter is fortunate to have some highly skilled professionals that utilize a variety of different platforms. If a particular platform is an obvious self-assessed weakness for a department, connect with a department who is performing well with that platform and seek insight. Of particular note, the IT/EXTV Department wields a significant amount of subject matter expertise with external communications and may be a great starting point for seeking internal experts. They also are privy to analytics with various platforms that may point them more clearly in the direction of a department who is utilizing a tool at an exceptional level.

The long-term recommendations are as follows:

1. Develop a communication strategies master plan and ensure it highlights mobile technology. As technology continues to evolve and communication platforms follow suit, aligning the Town of Exeter personnel in a unified and shared vision with external communications is critical, and a master plan would provide this roadmap. This year, 2019, for the first time ever people are forecasted to spend 3 hours and 22 minutes on their smartphone every day, beating time spent on a computer (World Advertising Research Center (WARC), 2019). Furthermore, it is projected that 72.6% of internet users will be accessing the web solely by their phone in the year 2025 (WARC, 2019). These two statistics highlight the importance of shifting to mobile friendly technology for external communication.
2. Appoint or hire a Communications Director, or Public Information Officer. These positions have been emerging across the northeast municipal landscape and are providing immediate satisfaction with their communities. It was identified earlier in this study that consistent engagement and a lack of time were the number one

weaknesses and barriers to success in public outreach. Having a dedicated employee to focus on public outreach would minimize this problem. A few communities with positions that Exeter may want to take a deeper dive into for comparisons include:

- Concord, NH – Public Information Officer
    - Works closely with Economic Development Director
- Manchester, NH – Public Information Officer
    - Works in the Police Department
- Portsmouth, NH – Public Information Officer
    - Manager of Marketing and Public Information
- Lexington, MA – Public Information Officer
    - Works closely with Assistant Town Managers
- Danvers, MA – Director of Communications
    - Also serves as Assistant Town Manager

The Town of Exeter's Select Board is wise to be in the midst of updating their social media policy. This revision will provide guidance for boards, committees and commissions and should also provide guidance for town employees charged with overseeing these pages. In regard to Facebook, in particular, it is of informed opinion that the Town should focus on utilizing the "Town of Exeter, NH" page as the central page for communication, with one town employee managing the page, rather than having a page for every board, committee, and commission. Having one page for communication and one-point person would clearly establish a sense of control and prevent boards, committees and commissions from posting strained information and the potential for control to spiral. After all, the "Town of Exeter, NH" Facebook

page has the most followers on social media compared to all other town social media accounts and streamlining external communication through this page will add to the credibility and also build the followership.

On a municipal level, it is fair to say that the Town of Exeter is ahead of the curve with external communication and with policy making on social media. The town is innovative, and willing to embrace new platforms while also striving for transparency and engagement. This is a noble and challenging task. Should Exeter embrace these recommendations, greater civic participation should be expected on many levels of involvement with the Town of Exeter, including public input at meetings and participation with boards, committees and commissions. It is time now for the Town of Exeter to assess the landscape, prepare for the future of external communications, and get everyone including town employees, boards, committees, commissions and the greater community to buy in.

Appendix A: Qualitative Analysis Survey Questions – Exeter Department Heads

Name: Department: Position:

1. What methods of outreach does your department currently utilize?
2. What is the general purpose of your external communication? Regulatory, promotional, service announcements, informative (i.e. safety)?
3. What is the preferred communication method for your department?
4. Is there a cost associated with your efforts? What percent of your budget is spent (<1%; 2-10%; more)?
5. How often does your department make use of communication tools to communicate externally? (Average weekly; monthly)
6. Does the department have a point person for external communications?
7. What has been a strength with your department's efforts?
8. What has been a weakness with your department's efforts?
9. Does your department use the app?
10. Does your department employ a formal communication strategy? Is it effective?
11. Are there any barriers/challenges to your success? If so, what are they?
12. Is your department doing a good job with external communications?
13. Is the Town of Exeter as an organization doing a good job with external communications?
14. What communication strategies could your department improve?
15. How do you handle feedback to your external communication?
16. Could your department benefit from more direction or training?

General Observations

Appendix B: Qualitative Analysis Survey Questions – External Survey

Name: Department: Position:

1. What was the vision of the Town/City in creating this job?
2. Who manages the social media pages – Facebook, twitter, etc.
3. What are the day to day operations?
4. Reactionary vs. Promotional – what percentage?
5. What are the expectations w/ emergencies – Are you the face behind the news camera? Is it the chief?
6. What media platforms do you use? Press releases/social media/local access tv
7. Is there emerging technology you are looking to embrace? Hootsuite? TweetDeck? Boosting of Posts?
8. What's the future? More social media? Live streaming?
9. Can you speak to virtual identities – people who are all over social media, yet never involved publicly?
10. What are your expenses? Do you incur a lot of charges for your efforts? i.e. monthly subscriptions, etc.
11. What are your challenges or barriers to success?

    General Observations

HEADWATERS
ECONOMICS

A Demographic Profile

Selected Geographies:

Exeter town, Rockingham Co, NH

Benchmark Geographies:

U.S.

Produced by
Headwaters Economics'
Economic Profile System (EPS)
https://headwaterseconomics.org/eps
December 10, 2019

About the Economic Profile System (EPS)

EPS is a free web tool created by Headwaters Economics to build customized socioeconomic reports of U.S. counties, states, and regions. Reports can be easily created to compare or aggregate different areas. EPS uses published statistics from federal data sources, including the U.S. Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics.

The Bureau of Land Management and Forest Service have made significant financial and intellectual contributions to the operation and content of EPS.

See https://headwaterseconomics.org/eps for more information about the capabilities of EPS. For technical questions, contact Patty Gude at eps@headwaterseconomics.org or telephone 406-599-7425.

HEADWATERS ECONOMICS

headwaterseconomics.org

Headwaters Economics is an independent, nonprofit research group. Our mission is to improve community development and land management decisions.

NATIONAL SYSTEM OF PUBLIC LANDS
U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

www.blm.gov

The Bureau of Land Management, an agency within the U.S. Department of Interior, administers 249.8 million acres of America's public lands, located primarily in western states. It is the mission of the Bureau of Land Management to sustain the health, diversity, and productivity of public lands for the use and enjoyment of present and future generations.

FOREST SERVICE
U S
DEPARTMENT OF AGRICULTURE

www.fs.fed.us

The Forest Service, an agency of the U.S. Department of Agriculture, administers national forests and grasslands encompassing 193 million acres. The Forest Service's mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

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Note to Users:

This is one of 14 reports that can be created and downloaded from EPS. Topics include land use, demographics, specific industry sectors, the role of non-labor income, the wildland-urban interface, the role of amenities in economic development, and payments to county governments from federal lands. The EPS reports are downloadable as Excel or PDF documents. See https://headwaterseconomics.org/eps.

Demographics

Exeter town, Rockingham Co, NH

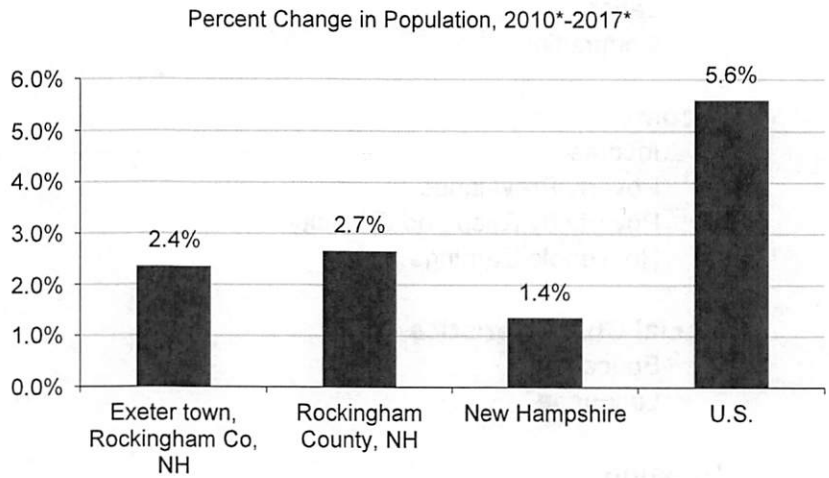
Population

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Population (2017*)	14,734	302,479	1,331,848	321,004,407
Population (2010*)	14,394	294,638	1,313,939	303,965,272
Population Change (2010*-2017*)	340	7,841	17,909	17,039,135
Population Pct. Change (2010*-2017*)	2.4%	2.7%	1.4%	5.6%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- From 2010* to 2017*, Exeter town, Rockingham Co, NH had the smallest estimated absolute change in population (340).

- From 2010* to 2017*, U.S. had the largest estimated relative change in population (5.6%), and New Hampshire had the smallest (1.4%).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Population

What do we measure on this page?

This page describes the total population and change in total population.[1, 2]

Data in this report comes from the U.S. Census Bureau's American Community Survey (ACS).[3] The ACS is conducted nationwide every year by the U.S. Census Bureau to collect demographic, social, economic, and housing information. For more information about ACS data and accuracy, see the Methods section at the end of this report.

Why is it important?

Population growth is generally an indication of a healthy economy. No growth or long-term decline generally occur when an area is struggling.

Growth can benefit the general population of a place, especially by providing economic opportunities, but it can also stress communities and lead to income stratification. When considering the benefits of growth, it is important to distinguish between standard of living (such as earnings per job and per capita income) and quality of life (such as leisure time, crime rate, and sense of well-being).

The size of a population and economy (metropolitan, micropolitan, or rural) can have an important bearing on economic activities as well as opportunities and challenges for area businesses.

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed.
The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Exeter town, Rockingham Co, NH

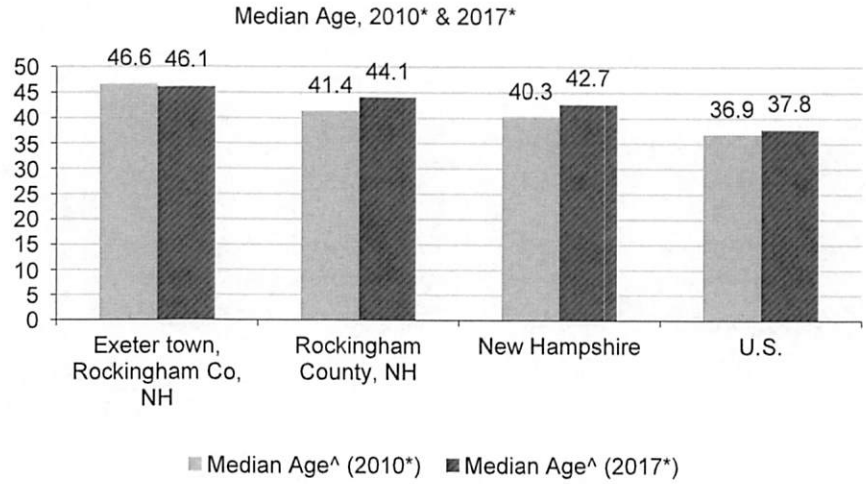
Age and Gender

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population, 2017*	14,734	302,479	1,331,848	321,004,407
Under 5 years	˙733	13,971	64,233	19,853,515
5 to 9 years	792	16,814	72,965	20,445,122
10 to 14 years	914	18,282	76,603	20,713,111
15 to 19 years	˙779	18,641	88,725	21,219,050
20 to 24 years	˙565	17,034	89,851	22,501,965
25 to 29 years	˙922	17,121	78,993	22,406,918
30 to 34 years	˙825	16,752	77,381	21,637,255
35 to 39 years	˙678	17,032	75,648	20,389,409
40 to 44 years	1,034	19,379	80,882	20,267,010
45 to 49 years	1,061	24,059	96,070	20,961,596
50 to 54 years	1,289	27,149	109,265	22,129,547
55 to 59 years	1,017	26,447	108,660	21,523,460
60 to 64 years	˙925	21,352	93,279	19,224,060
65 to 69 years	˙756	18,048	77,022	15,926,903
70 to 74 years	˙729	11,540	52,695	11,576,486
75 to 79 years	˙629	8,101	35,622	8,215,566
80 to 84 years	˙456	5,237	25,511	5,871,911
85 years and over	˙630	5,520	28,443	6,141,523
Total Female	8,049	152,701	672,717	162,985,654
Total Male	6,685	149,778	659,131	158,018,753
Change in Median Age, 2010*-2017*				
Median Age^ (2017*)	46.1	44.1	42.7	37.8
Median Age^ (2010*)	46.6	41.4	40.3	36.9
Median Age % Change	-1.1%	6.5%	6.0%	2.4%

^ Median age is not available for metro/non-metro or regional aggregations.

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- From 2010* to 2017* , the median age estimate increased the most in Rockingham County, NH (41.4 to 44.1, a 6.5% increase) and decreased the most in Exeter town, Rockingham Co, NH (46.6 to 46.1, a 1.1% decrease).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Age and Gender

What do we measure on this page?

This page describes population distribution by age and gender, and the change in median age.

Median Age: The age that divides the population into two numerically equal groups (half the people are younger than this age and half are older).

Why is it important?

Different locations have different age distributions. For example, in counties with a large number of retirees, the age distribution may be skewed toward categories 65 years and older.[4] In counties with universities, the age distribution will be skewed toward 18- to 29-year-olds. In many counties, the largest segment of the population is the Baby Boomer generation (people born between 1946 and 1964).

The change in median age is one indicator of whether the population has gotten older or younger.[5]

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Exeter town, Rockingham Co, NH

Age and Gender

	2010*	2017*
Total Population, 2010*-2017*	14,394	14,734
Under 18	2,912	3,005
18-34	2,011	2,525
35-44	2,004	1,712
45-64	4,481	4,292
65 and over	2,986	3,200
Percent of Total		
Under 18	20.2%	20.4%
18-34	14.0%	17.1%
35-44	13.9%	11.6%
45-64	31.1%	29.1%
65 and over	20.7%	21.7%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
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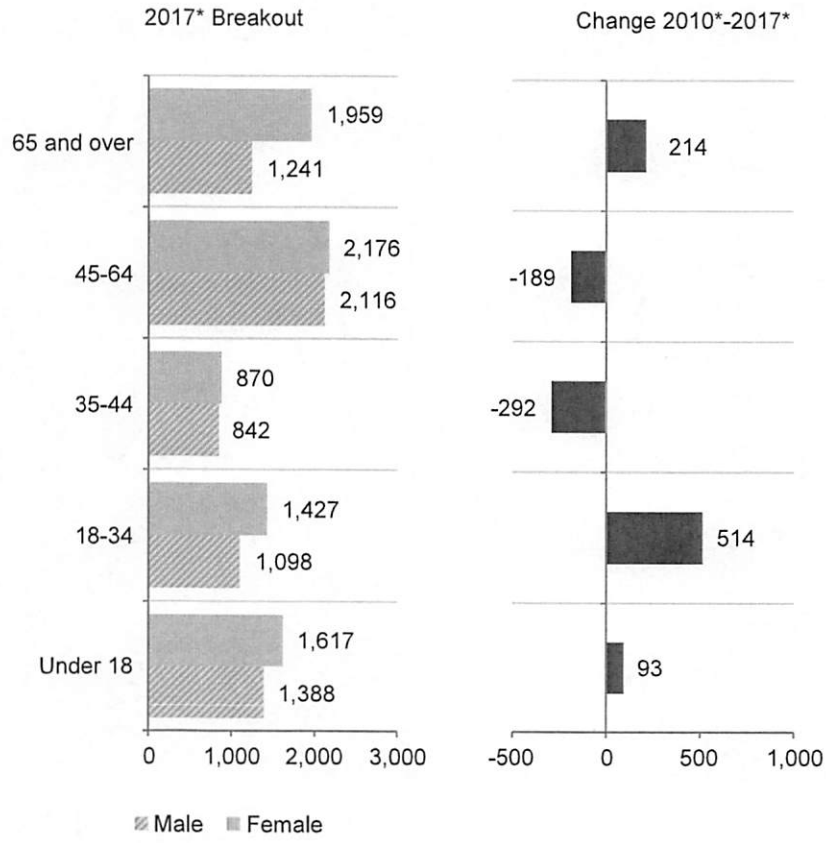
- In 2017*, the age category with the highest estimate for number of women was 45-64 (2,176), and the age category with the highest estimate for number of men was 45-64 (2,116).

- From 2010* to 2017*, the age category with the largest estimated increase was 18-34 (514), and the age category with the largest estimated decrease was 35-44 (-292).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Age and Gender

What do we measure on this page?

This page describes the change in age and gender distribution over time, and the change in age distribution, with five age-group categories.[6]

Why is it important?

Understanding the age distribution can help highlight whether policy changes and management actions might affect some age groups more than others. It also may highlight the need to understand the different needs, values, and attitudes of different age groups. If an area has a large retired population or soon-to-be-retired population, for example, the needs and interests of the public may differ than an area with a large number of minors or young adults.

For many locations, a significant development is the aging of the population, and in particular the retirement of the "Baby Boomer" generation (those born between 1946 and 1964).[7, 8, 9] As this generation continues to enter retirement age, their mobility, spending patterns, and consumer demands (for health care and housing, for example) can affect how communities develop economically.[10, 11, 12]

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Demographics

Exeter town, Rockingham Co, NH

Race

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population, 2017*	14,734	302,479	1,331,848	321,004,407
White alone	14,093	287,519	1,244,260	234,370,202
Black or African American alone	¨192	2,214	18,632	40,610,815
American Indian alone	¨0	˙384	2,148	2,632,102
Asian alone	˙140	5,808	33,313	17,186,320
Native Hawaii & Other Pacific Is. alone	¨0	¨0	˙289	570,116
Some other race alone	¨39	˙1,628	7,016	15,553,808
Two or more races	˙270	4,926	26,190	10,081,044
Percent of Total				
White alone	95.6%	95.1%	93.4%	73.0%
Black or African American alone	¨1.3%	0.7%	1.4%	12.7%
American Indian alone	¨0.0%	¨0.1%	0.2%	0.8%
Asian alone	˙1.0%	1.9%	2.5%	5.4%
Native Hawaii & Other Pacific Is. alone	¨0.0%	¨0.0%	0.0%	0.2%
Some other race alone	¨0.3%	0.5%	0.5%	4.8%
Two or more races	˙1.8%	1.6%	2.0%	3.1%

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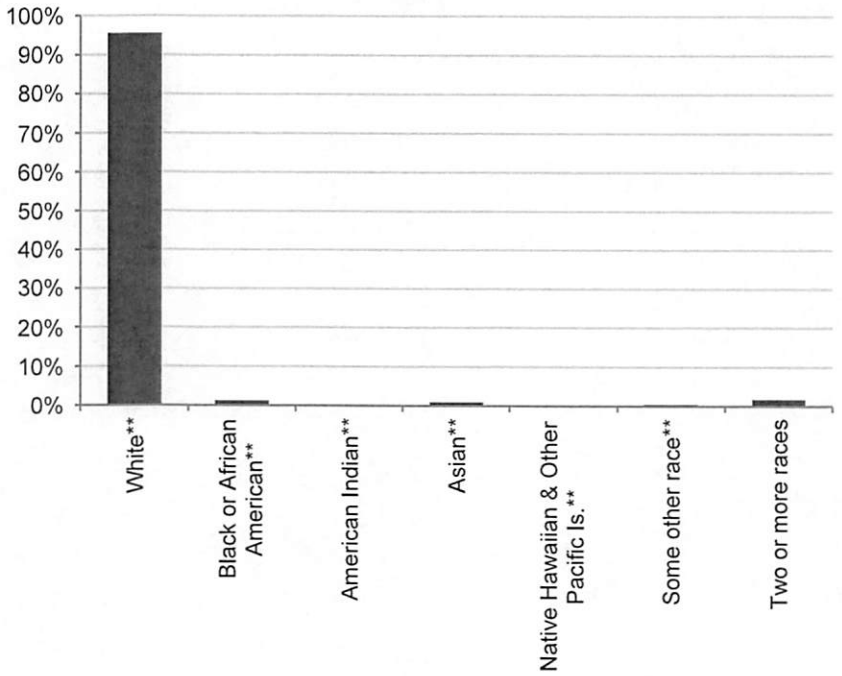
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2013-2017 period, the racial category with the highest estimated percent of the population in the Exeter town, Rockingham Co, NH was white alone (95.6%), and the racial category the lowest estimated percent of the population was american indian alone (0.0%).

Population by Race, Percent of Total, Exeter town, Rockingham Co, NH, 2017*



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

** Percentages are by an individual race alone unless otherwise noted

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Race

What do we measure on this page?

This page describes the number of people who self-identify as belonging to a particular race.

Race: Race is a self-identification data item in which respondents choose the race or races with which they most closely identify. In 1997 the U.S. Office of Management and Budget (OMB) revised the standards for how the federal government collects and presents data on race and ethnicity.[13]

Race Alone Categories: The minimum five race categories required by the OMB, plus the some-other-race-alone categories included by the U.S. Census Bureau with the approval of the OMB. The categories are: White alone, Black or African-American alone, American Indian or Alaska Native alone, Asian alone, Native Hawaiian or Other Pacific Islander alone, and Some Other Race alone.

Some Other Race: All other responses not included in the "White," "Black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian or Other Pacific Islander" race categories described above. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) in the Some Other Race write-in space are included in this category.

Two or More Races: People may have chosen to provide two or more races either by checking two or more race response check boxes, by providing multiple write-in responses, or by a combination of check boxes and write-in responses.

Race categories include both racial and national-origin groups. The concept of race is separate from the concept of Hispanic origin, which is discussed elsewhere in this report.[14] Percentages for the various race categories add to 100 percent and should not be combined with the percent Hispanic.

Why is it important?

The United States hit a tipping point in 2015 in its racial and ethnic make-up: more toddlers under the age of five are now minorities than non-Hispanic whites.[15] The racial composition of a place can indicate different needs, values, and attitudes sometimes held by different racial groups.

Federal agencies use information on race and ethnicity to implement a number of programs and to promote and enforce equal opportunities, such as in employment or housing, under the Civil Rights Act.

According to the U.S. Census Bureau, many federal programs are put into effect based on Census race data (i.e., promoting equal employment opportunities; assessing racial disparities in health and environmental risks).[16]

It is important to consider whether proposed policies and management actions could have disproportionately high and adverse effects on minority populations. This consideration, broadly referred to as "environmental justice," is a requirement of Executive Order 12898.[17] The Social Science Research Council hosts a useful resource on the health and welfare of racial and ethnic groups.[18]

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed.
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Demographics

Exeter town, Rockingham Co, NH

Ethnicity

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population, 2017*	14,734	302,479	1,331,848	321,004,407
Hispanic or Latino (of any race)	¨293	8,054	45,266	56,510,571
Not Hispanic or Latino	14,441	294,425	1,286,582	264,493,836
White alone	13,894	281,776	1,211,110	197,277,789
Black or African American alone	¨119	1,983	16,167	39,445,495
American Indian alone	¨0	¨314	1,850	2,098,763
Asian alone	˙140	5,808	33,048	16,989,540
Native Hawaii & Oth.Pacific Is. alone	¨0	¨0	˙234	515,522
Some other race	¨18	˙182	˙1,524	715,432
Two or more races	˙270	4,362	22,649	7,451,295
Percent of Total				
Hispanic or Latino (of any race)	¨2.0%	2.7%	3.4%	17.6%
Not Hispanic or Latino	98.0%	97.3%	96.6%	82.4%
White alone	94.3%	93.2%	90.9%	61.5%
Black or African American alone	¨0.8%	0.7%	1.2%	12.3%
American Indian alone	¨0.0%	¨0.1%	0.1%	0.7%
Asian alone	˙1.0%	1.9%	2.5%	5.3%
Native Hawaii & Oth.Pacific Is. alone	¨0.0%	¨0.0%	0.0%	0.2%
Some other race	¨0.1%	0.1%	0.1%	0.2%
Two or more races	˙1.8%	1.4%	1.7%	2.3%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
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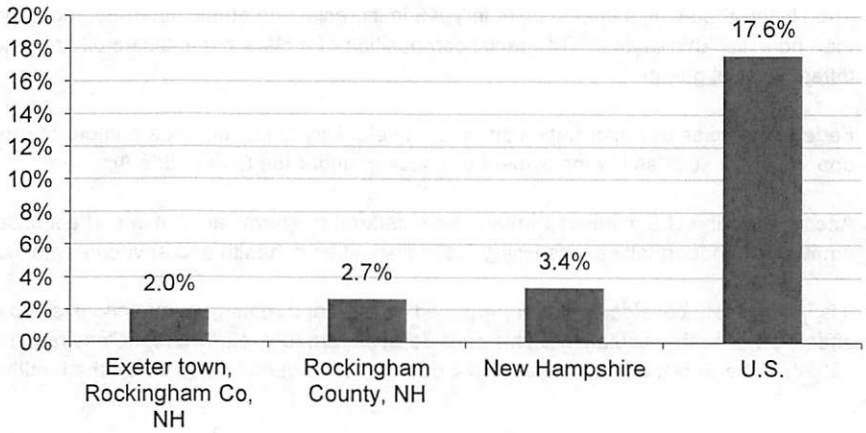
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2013-2017 period, the U.S. had the highest estimated percent of the population that self-identify as Hispanic or Latino of any race (17.6%), and Exeter town, Rockingham Co, NH had the lowest (2.0%).

Hispanic Population, Percent of Total, Exeter town, Rockingham Co, NH, 2017*



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Ethnicity

What do we measure on this page?

This page describes the number of people who self-identify as Hispanic. The information also is presented according to race. The term "Hispanic" refers to a cultural identification; Hispanics can be of any race.

Ethnicity: There are two minimum categories for ethnicity: Hispanic or Latino, and Not Hispanic or Latino. The federal government considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.[13, 19]

Hispanic or Latino Origin: People who identify with the terms "Hispanic" or "Latino" are those who classify themselves in one of the specific Hispanic or Latino categories listed on the U.S. Census Bureau questionnaire (Mexican, Puerto Rican, or Cuban, as well as those who indicate that they are "other Spanish, Hispanic, or Latino"). Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Spanish, Hispanic, or Latino may be of any race.[14]

Why is it important?

Hispanics are one of the fastest growing segments of the U.S. population. The U.S. Census Bureau reported that 17.3 percent of the population in the U.S. self-identified as being Hispanic in 2016. The Census Bureau predicts that 28.6 percent of the population in the U.S. will be Hispanic by 2060.[20] The ethnic composition of a place can indicate different needs, values, and attitudes sometimes held by different ethnic groups.

According to the Census Bureau: "Data on ethnic groups are important for putting into effect a number of federal statutes (i.e., enforcing bilingual election rules under the Voting Rights Act; monitoring and enforcing equal employment opportunities under the Civil Rights Act). Data on Ethnic Groups are also needed by local governments to run programs and meet legislative requirements (i.e., identifying segments of the population who may not be receiving medical services under the Public Health Act; evaluating whether financial institutions are meeting the credit needs of minority populations under the Community Reinvestment Act)."

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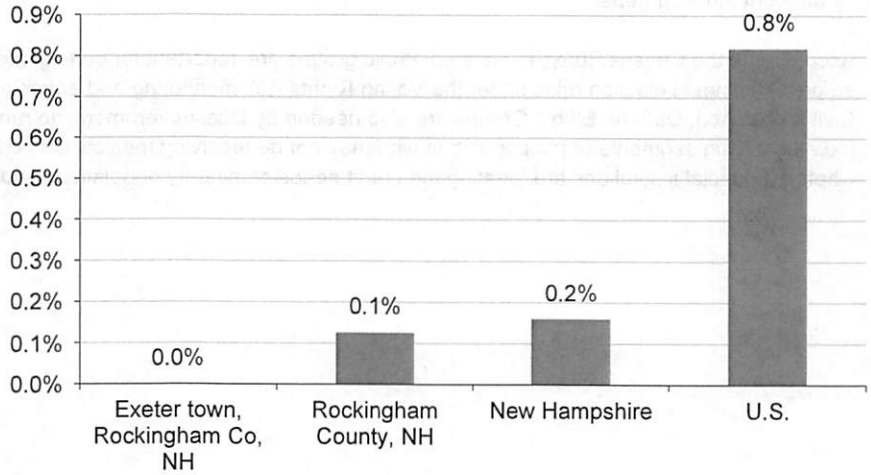
Tribal

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population, 2017*	14,734	302,479	1,331,848	321,004,407
Total Native American, 2017*	¨0	˙384	2,148	2,632,102
American Indian Tribes	¨0	¨339	˙1,635	2,019,896
Alaska Native Tribes	¨0	¨0	¨23	112,318
Non-Specified Tribes	¨0	¨45	˙461	421,859
Percent of Total				
Total Native American	¨0.0%	¨0.1%	0.2%	0.8%
American Indian Tribes	¨0.0%	¨0.1%	0.1%	0.6%
Alaska Native Tribes	¨0.0%	¨0.0%	0.0%	0.0%
Non-Specified Tribes	¨0.0%	0.0%	0.0%	0.1%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2013-2017 period, the U.S. had the highest estimated percent of the population that self-identified as American Indian and Alaska Native (0.8%) and Exeter town, Rockingham Co, NH had the lowest (0.0%).

Native American Population, Percent of Total, Exeter town, Rockingham Co, NH, 2017*



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Tribal

What do we measure on this page?

This page describes, in general terms, the number of people who self-identify as American Indian and Alaska Native alone or in combination with one or more other races.[21]

American Indian: This category shows self-identification among people of American Indian descent. Census data are available for 36 tribes or Selected American Indian categories: Apache, Arapaho, Blackfeet, Cherokee, Cheyenne, Chickasaw, Chippewa, Choctaw, Colville, Comanche, Cree, Creek, Crow, Delaware, Hopi, Houma, Iroquois, Kiowa, Lumbee, Menominee, Navajo, Osage, Ottawa, Paiute, Pima, Potawatomi, Pueblo, Puget Sound Salish, Seminole, Shoshone, Sioux, Tohono O'Odham, Ute, Yakama, Yaqui, Yuman, and "All other tribes." In this report, people who self-identified as members of the Delaware, Houma, Menominee, and Ottawa tribes are included in the "All other tribes" category, along with all other federally recognized tribes not separately listed.[22]

Alaska Native: This category shows self-identification among people of Alaska Native descent. U.S. Census Bureau data are available for seven Alaska Native race and ethnic categories: Alaska Athabaskan, Aleut, Inupiat, Tlingit-Haida, Tsimshian, Yupik, and All other tribes.

Non-Specified Tribes: This category includes respondents who checked the "American Indian or Alaska Native" response category on the U.S. Census questionnaire or wrote in the generic term "American Indian" or "Alaska Native," or tribal entries not elsewhere classified.

International Indian Tribes: This category shows people who self-identified as Canadian and French American Indian, Central American Indian, Mexican American Indian, South American Indian, or Spanish American Indian.

Why is it important?

The American Indian and Alaska Native identity of a place can indicate different needs, values, and attitudes sometimes held by different groups.

Many tribal people have unique historical and current ties to the land,[23, 24] and some tribes have unique legal rights to certain activities, such as hunting, fishing, and plant-gathering.
Policies and management actions may have disproportionately high and adverse effects on tribes and it is helpful to know whether native peoples live in a particular area.[25, 26]

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Tribal

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population, 2017*	14,734	302,479	1,331,848	321,004,407
Total Native American	¨0	˙384	2,148	2,632,102
American Indian Tribes; Specified	¨0	¨339	˙1,635	2,019,896
Apache	¨0	¨0	¨43	71,123
Arapaho	¨0	¨0	¨0	8,866
Blackfeet	¨0	¨212	˙488	30,946
Cherokee	¨0	¨24	˙180	287,041
Cheyenne	¨0	¨0	¨0	11,691
Chickasaw	¨0	¨0	¨3	24,897
Chippewa	¨0	¨5	¨37	115,207
Choctaw	¨0	¨7	¨10	95,373
Colville	¨0	¨0	¨0	8,327
Comanche	¨0	¨0	¨0	12,145
Cree	¨0	¨0	¨9	2,529
Creek	¨0	¨0	¨0	43,739
Crow	¨0	¨0	¨0	11,608
Hopi	¨0	¨0	¨0	16,568
Iroquois	¨0	¨9	¨65	43,741
Kiowa	¨0	¨0	¨0	7,773
Lumbee	¨0	¨0	¨0	71,255
Navajo	¨0	¨6	¨62	319,332
Osage	¨0	¨0	¨0	8,780
Paiute	¨0	¨0	¨0	12,716
Pima	¨0	¨0	¨0	22,054
Potawatomi	¨0	¨0	¨32	20,162
Pueblo	¨0	¨0	¨4	58,511
Puget Sound Salish	¨0	¨0	¨6	14,360
Seminole	¨0	¨0	¨0	13,358
Shoshone	¨0	¨0	¨0	10,270
Sioux	¨0	¨0	¨45	122,722
Tohono O'Odham	¨0	¨0	¨0	24,345
Ute	¨0	¨0	¨0	9,043
Yakama	¨0	¨0	¨0	9,049
Yaqui	¨0	¨0	¨0	23,800
Yuman	¨0	¨0	¨0	8,465
All other tribes	¨0	¨15	˙375	271,453
American Indian; Not Specified	¨0	¨8	˙116	77,227
Alaska Native Tribes; Specified	¨0	¨0	¨23	112,318
Alaska Athabaskan	¨0	¨0	¨5	15,764
Aleut	¨0	¨0	¨9	12,546
Inupiat	¨0	¨0	¨0	29,875
Tlingit-Haida	¨0	¨0	¨9	15,782
Tsimshian	¨0	¨0	¨0	2,243
Yupik	¨0	¨0	¨0	36,108
Alaska Native; Not Specified	¨0	¨37	˙345	344,632
American Indian or Alaska Native; Not Specified	¨0	¨45	˙461	421,859
International Indian Tribe	¨0	¨43	˙178	176,184

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Why is it important?

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Demographics

Exeter town, Rockingham Co, NH

Occupations and Industries

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Civilian employees > 16 years, 2017*	7,653	170,757	713,424	150,599,165
Management, professional, & related	3,682	74,489	287,692	56,391,480
Service	˙1,005	22,869	113,867	27,064,027
Sales and office	2,009	42,107	169,930	35,440,563
Farming, fishing, and forestry	**¨28**	˙374	2,683	1,064,488
Construction, extract, maint, & repair	˙222	8,366	36,415	7,585,520
Production, transportation	˙496	16,951	79,612	18,331,436
Percent of Total				
Management, professional, & related	48.1%	43.6%	40.3%	37.4%
Service	˙13.1%	13.4%	16.0%	18.0%
Sales and office	26.3%	24.7%	23.8%	23.5%
Farming, fishing, and forestry	**¨0.4%**	˙0.2%	˙0.4%	0.7%
Construction, extract, maint, & repair	˙2.9%	4.9%	5.1%	5.0%
Production, transportation	˙6.5%	9.9%	11.2%	12.2%

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Civilian employees > 16 years, 2017*	7,653	170,757	713,424	150,599,165
Ag, forestry, fishing & hunting, mining	**¨50**	1,055	5,666	2,817,922
Construction	˙273	12,193	49,533	9,564,541
Manufacturing	˙849	22,968	89,847	15,477,389
Wholesale trade	˙238	5,590	20,216	4,042,867
Retail trade	˙841	21,524	87,411	17,167,000
Transport, warehousing, and utilities	˙251	7,364	26,868	7,681,579
Information	˙146	4,030	15,443	3,173,300
Finance and ins, and real estate	˙761	12,239	45,437	9,908,320
Prof, mgmt, admin, & waste mgmt	˙756	20,445	75,676	17,001,157
Edu, health care, & social assistance	2,379	38,072	176,499	34,781,348
Arts, entertain, rec, accomod, & food	˙650	12,445	61,624	14,586,646
Other services, except public admin	˙263	6,930	31,010	7,371,226
Public administration	˙196	5,902	28,194	7,025,870
Percent of Total				
Ag, forestry, fishing & hunting, mining	**¨0.7%**	0.6%	0.8%	1.9%
Construction	˙3.6%	7.1%	6.9%	6.4%
Manufacturing	˙11.1%	13.5%	12.6%	10.3%
Wholesale trade	˙3.1%	3.3%	2.8%	2.7%
Retail trade	˙11.0%	12.6%	12.3%	11.4%
Transport, warehousing, and utilities	˙3.3%	4.3%	3.8%	5.1%
Information	˙1.9%	2.4%	2.2%	2.1%
Finance and ins, and real estate	˙9.9%	7.2%	6.4%	6.6%
Prof, mgmt, admin, & waste mgmt	˙9.9%	12.0%	10.6%	11.3%
Edu, health care, & social assistance	31.1%	22.3%	24.7%	23.1%
Arts, entertain, rec, accomod, & food	˙8.5%	7.3%	8.6%	9.7%
Other services, except public admin	˙3.4%	4.1%	4.3%	4.9%
Public administration	˙2.6%	3.5%	4.0%	4.7%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Occupations and Industries

What do we measure on this page?

This page describes what people do for work in terms of the type of work (by occupation) and where they work (by industry).

Employment by Occupation: Refers to the Standard Occupational Classification (SOC) system in which workers are classified into occupations with similar job duties, skills, education, and/or training, regardless of industry.[27, 28]

Employment by Industry: Refers to employment by industry, listed according to the North American Industry Classification System (NAICS). For a more detailed analysis of long-term employment and personal income earned by industry, run an EPS Measures report. See https://headwaterseconomics.org/eps.

Why is it important?

Employment statistics are usually reported by industry. This is a useful way to show the relative diversity of the economy and the degree of dependence on certain sectors. Employment by occupation offers additional information that describes what people do for a living and the type of work they do, regardless of the industry. For example, management and professional occupations generally offer higher wages and require formal education, and these occupations could exist in any number of industries. Managers could be working for a software firm, a mine, or a construction company. Occupation information describes what people do, while employment by industry describes where people work.[29]

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed.
The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Exeter town, Rockingham Co, NH

Labor

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Population 16 to 64, 2017*	8,918	201,124	882,974	208,065,303
WEEKS WORKED PER YEAR:				
Worked 50 to 52 weeks	5,964	133,457	546,654	119,001,979
Worked 27 to 49 weeks	1,069	23,214	106,153	21,128,898
Worked 1 to 26 weeks	574	15,182	80,443	17,605,647
Did not work	1,311	29,271	149,724	50,328,779
HOURS WORKED PER WEEK:				
Worked 35 or more hours per week	5,987	131,394	552,602	121,215,554
Worked 15 to 34 hours per week	1,393	31,712	139,754	29,358,390
Worked 1 to 14 hours per week	227	8,747	40,894	7,162,580
Did not work	1,311	29,271	149,724	50,328,779
Mean usual hours worked for workers	39.6	38.9	38.3	38.7
Percent of Total				
WEEKS WORKED PER YEAR:				
Worked 50 to 52 weeks	66.9%	66.4%	61.9%	57.2%
Worked 27 to 49 weeks	12.0%	11.5%	12.0%	10.2%
Worked 1 to 26 weeks	6.4%	7.5%	9.1%	8.5%
Did not work	14.7%	14.6%	17.0%	24.2%
HOURS WORKED PER WEEK:				
Worked 35 or more hours per week	67.1%	65.3%	62.6%	58.3%
Worked 15 to 34 hours per week	15.6%	15.8%	15.8%	14.1%
Worked 1 to 14 hours per week	2.5%	4.3%	4.6%	3.4%
Did not work	14.7%	14.6%	17.0%	24.2%

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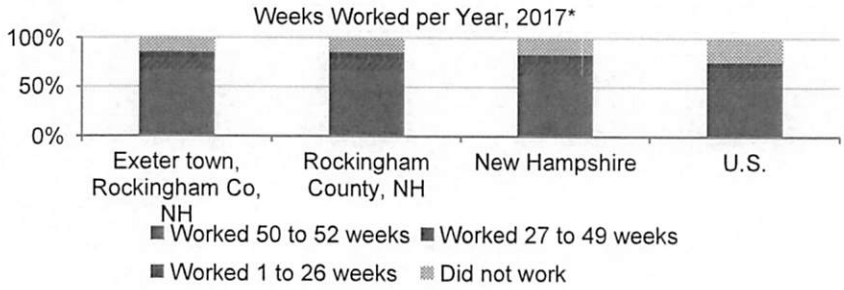
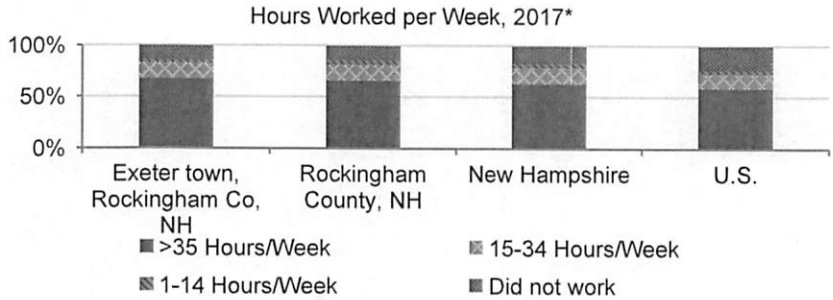
- In the 2013-2017 period, Exeter town, Rockingham Co, NH had the highest estimated percent of people that worked 50 to 52 weeks per year (66.9%), and the U.S. had the lowest (57.2%).



- In the 2013-2017 period, Exeter town, Rockingham Co, NH had the highest estimated percent of people that worked 35 or more hours per week (67.1%), and the U.S. had the lowest (58.3%).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Labor

What do we measure on this page?

This page describes workers by hours worked per week and by weeks worked per year.

Weeks worked per year and hours worked per week are irrespective of each other. For example, regardless of whether an individual worked 10 or 40 hours per week, if (s)he worked 50 weeks per year, (s)he will be recorded as having "worked 50 to 52 weeks per year."

Labor force participation should be not confused with the unemployment rate, which is a measure of the people who are jobless and looking for work. To see long-term trends of unemployment, run an EPS Measures report. See https://headwaterseconomics.org/eps.

Why is it important?

Fewer hours worked per week or weeks worked per year may indicate that the local economy is suffering from underemployment which results in lower real incomes and a lower standard of living.30 For example, labor incomes in agriculture and other seasonal employment are consistently among the lowest incomes in industrial classes as reported by the U.S. Census.

However, shorter work weeks and fewer weeks worked per year also can be indicative of worker preference. Part-time jobs (those that average fewer than 35 hours/week) are often ideal for students, people who are responsible for taking care of their dependents, and the elderly who wish to remain active in the workplace but do not want to work a full schedule. Advances in computer technologies enable workers to telecommute and work shorter and more flexible hours. And, in some cases, young adults seek out seasonal-, tourism-, or recreation-related employment by choice.

The Bureau of Labor Statistics offers data tables on workers by category.[31] For example, in 2006, before the Great Recession, 3.9 million people in the county were employed part-time for economic reasons (slack work or business conditions or could only find a part-time job). By 2008, toward the end of the recession, this number had risen to 7.3 million people.[32]

Data on age and income distribution should be examined to better understand the degree to which the data on this page are related to under-employment and economic hardship versus worker preference.

Most employment statistics count full-time, part-time, and seasonal employment as the same—that is, a single job. In places where a relatively large percent of the employment base is either part-time or seasonally employed, this may explain falling wages or rates of employment that outpace population change.

For more information about changes in wages, employment, and population over time, create an EPS Socioeconomic Measures report. See https://headwaterseconomics.org/eps.

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Commuting

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Workers 16 years and over, 2017*	7,510	167,263	696,499	148,432,042
PLACE OF WORK:				
Worked in county of residence	5,606	92,034	448,400	107,418,664
Worked outside county of residence	1,904	75,229	248,099	41,013,378
TRAVEL TIME TO WORK:				
Less than 10 minutes	1,269	17,998	96,103	17,921,724
10 to 14 minutes	1,027	17,297	89,069	19,241,335
15 to 19 minutes	741	18,740	89,931	21,633,308
20 to 24 minutes	892	19,911	85,939	20,585,782
25 to 29 minutes	631	11,890	43,849	8,998,679
30 to 34 minutes	843	20,479	80,116	19,345,968
35 to 39 minutes	308	6,565	21,553	4,158,159
40 to 44 minutes	351	7,799	28,544	5,476,102
45 to 59 minutes	338	16,311	54,710	11,464,394
60 or more minutes	511	19,235	64,210	12,579,181
Mean travel time to work (minutes)	22.2	28.2	25.5	25.1
Percent of Total				
PLACE OF WORK:				
Worked in county of residence	74.6%	55.0%	64.4%	72.4%
Worked outside county of residence	25.4%	45.0%	35.6%	27.6%
TRAVEL TIME TO WORK:				
Less than 10 minutes	16.9%	10.8%	13.8%	12.1%
10 to 14 minutes	13.7%	10.3%	12.8%	13.0%
15 to 19 minutes	9.9%	11.2%	12.9%	14.6%
20 to 24 minutes	11.9%	11.9%	12.3%	13.9%
25 to 29 minutes	8.4%	7.1%	6.3%	6.1%
30 to 34 minutes	11.2%	12.2%	11.5%	13.0%
35 to 39 minutes	4.1%	3.9%	3.1%	2.8%
40 to 44 minutes	4.7%	4.7%	4.1%	3.7%
45 to 59 minutes	4.5%	9.8%	7.9%	7.7%
60 or more minutes	6.8%	11.5%	9.2%	8.5%

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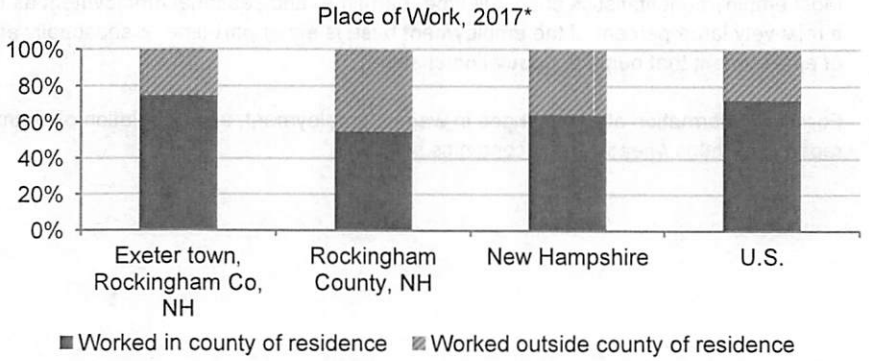
- In the 2013-2017 period, Rockingham County, NH had the highest estimated percent of people that worked outside the county of residence (45.0%), and Exeter town, Rockingham Co, NH had the lowest (25.4%).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Commuting

What do we measure on this page?

This page describes workers by place of work and by travel time to work. These data do not include those who work from home.

Why is it important?

The longest commute times tend to occur in larger metro areas or in counties surrounding metro areas. However, fast-growing micropolitan communities or some rural areas, such as resort communities, where the cost of living has gone up, are also experiencing large commute times.[33]

Economic development is sometimes affected by commuting in unanticipated ways: strategies aimed at increasing jobs in a community will not necessarily mean jobs for residents. Conversely, creating job opportunities for residents does not always require bringing jobs into that community.

High out-commuting rates can also separate tax revenues from demands for services, which complicates fiscal planning for local governments. "Bedroom communities"—those with high levels of out-commuting—may struggle to provide social services, housing, and water and sewer facilities without an adequate source of business tax revenue. Higher levels and longer distance of commuting likely indicate a housing-job imbalance. This can result from unaffordable housing prices or other residential constraints.[34]

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Demographics

Exeter town, Rockingham Co, NH

Income

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Per Capita Income (2017 $s)	$46,827	$43,474	$36,914	$31,177
Median Household Income^ (2017 $s)	$74,353	$85,619	$71,305	$57,652
Total Households, 2017*	6,476	119,955	526,710	118,825,921
Less than $10,000	256	3,171	20,769	7,942,251
$10,000 to $14,999	270	2,707	18,322	5,768,114
$15,000 to $24,999	455	6,838	40,350	11,637,905
$25,000 to $34,999	578	7,360	42,221	11,330,288
$35,000 to $49,999	528	11,657	60,684	15,412,493
$50,000 to $74,999	1,173	20,833	94,712	21,000,314
$75,000 to $99,999	933	16,358	74,488	14,636,046
$100,000 to $149,999	916	25,194	94,617	16,701,857
$150,000 to $199,999	535	12,689	41,924	6,931,136
$200,000 or more	832	13,148	38,623	7,465,517
Gini Coefficient^	0.47	0.42	0.44	0.48
Percent of Total				
Less than $10,000	4.0%	2.6%	3.9%	6.7%
$10,000 to $14,999	4.2%	2.3%	3.5%	4.9%
$15,000 to $24,999	7.0%	5.7%	7.7%	9.8%
$25,000 to $34,999	8.9%	6.1%	8.0%	9.5%
$35,000 to $49,999	8.2%	9.7%	11.5%	13.0%
$50,000 to $74,999	18.1%	17.4%	18.0%	17.7%
$75,000 to $99,999	14.4%	13.6%	14.1%	12.3%
$100,000 to $149,999	14.1%	21.0%	18.0%	14.1%
$150,000 to $199,999	8.3%	10.6%	8.0%	5.8%
$200,000 or more	12.8%	11.0%	7.3%	6.3%

^ Median Household Income and Gini Coefficient are not available for metro/non-metro or regional aggregations.

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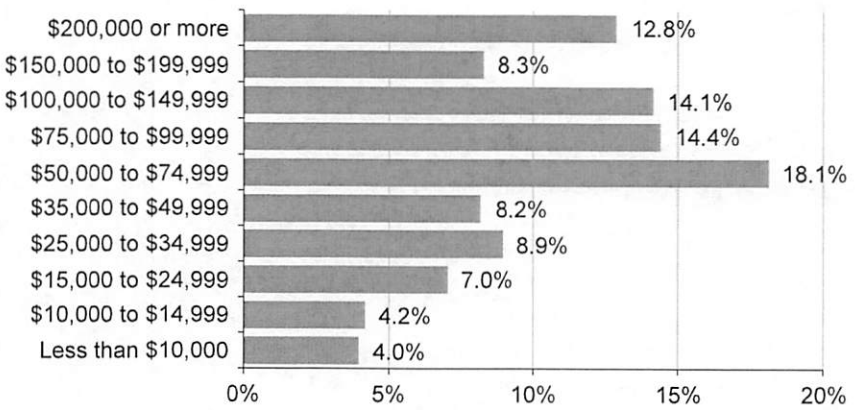
- In the 2013-2017 period, the income category in the Exeter town, Rockingham Co, NH with the most households was $50,000 to $74,999 (18.1% of households). The income category with the fewest households was Less than $10,000 (4.0% of households).

- In the 2013-2017 period, the bottom 40% of households in the Exeter town, Rockingham Co, NH accumulated approximately 7.5% of total income, and the top 20% of households accumulated approximately 63.9% of total income.

Household Income Distribution, Exeter town, Rockingham Co, NH, 2017*



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Income

What do we measure on this page?

This page describes per capita income and the distribution of household income.

Per Capita Income: Total personal income divided by total population of an area.[50]

Household: All the people who occupy a housing unit as their usual place of residence.

Gini Coefficient: A summary value of the inequality of income distribution. A value of 0 represents perfect equality and a value of 1 represents perfect inequality. The lower the Gini coefficient, the more equal the income distribution.

The per capita income shown on this page is from the U.S. Census Bureau. The U.S. Census Bureau and Bureau of Economic Analysis (BEA) define income differently and derive the estimates using different techniques.[51]

Why is it important?

One important consideration of proposed policies and management actions is whether low-income populations could experience disproportionately adverse effects as a result. Analyzing income differences within and between locations helps to highlight areas where the population or a sub-population may be experiencing economic hardship.

The distribution of income is related to important aspects of economic well-being. Large numbers of households in the lower end of income distribution indicate economic hardship. A bulge in the middle can be interpreted as the size of the middle class. A figure that shows a proportionally large number of households at both extremes indicates a location characterized by "haves" and "have-nots." [35]

Income distribution has always been a central concern of economic theory and economic policy. Classical economists were mainly concerned with the distribution of income among the main factors of production: land, labor, and capital. Modern economists have also addressed this issue but have been more concerned with the distribution of income across individuals and households.[36]

According to the Census Bureau, "Researchers believe that changes in the labor market and... household composition affected the long-run increase in income inequality. The wage distribution has become considerably more unequal with workers at the top experiencing real wage gains and those at the bottom real wage losses.... At the same time, long-run changes in society's living arrangements have taken place also tending to exacerbate household income differences. For example, divorces, marital separations, births out of wedlock, and the increasing age at first marriage have led to a shift away from married-couple households to single-parent families and nonfamily households. Since non-married-couple households tend to have lower income and less equally distributed income than other types of households... changes in household composition have been associated with growing income inequality." [37]

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Demographics

Exeter town, Rockingham Co, NH

Poverty Prevalence

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
People, 2017*	14,559	299,957	1,289,255	313,048,563
Families, 2017*	3,893	83,861	350,658	78,298,703
People Below Poverty	˙866	14,402	104,470	45,650,345
Families below poverty	˙143	2,475	17,404	8,253,388
Percent of Total				
People Below Poverty	˙5.9%	4.8%	8.1%	14.6%
Families below poverty	˙3.7%	3.0%	5.0%	10.5%

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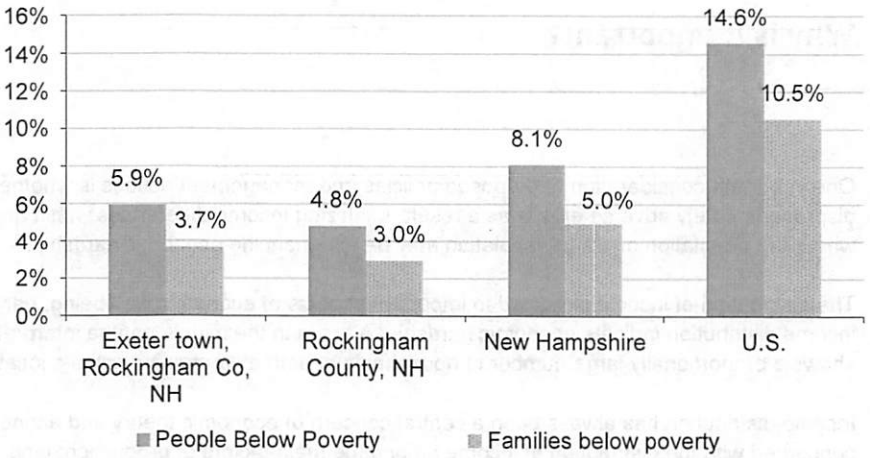
- In the 2013-2017 period, the U.S. had the highest estimated percent of individuals living below poverty (14.6%), and Rockingham County, NH had the lowest (4.8%).
- In the 2013-2017 period, the U.S. had the highest estimated percent of families living below poverty (10.5%), and Rockingham County, NH had the lowest (3.0%).

Individuals & Families Below Poverty, 2017*



Poverty Rate by Age & Family Type~

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
People, 2017*	˙5.9%	4.8%	8.1%	14.6%
Under 18 years	˙6.5%	5.7%	10.0%	20.3%
65 years and older	˙5.4%	4.6%	5.4%	9.3%
Families, 2017*	˙3.7%	3.0%	5.0%	10.5%
Families with related children < 18 years	¨**7.4%**	5.0%	8.6%	16.7%
Married couple families	¨**0.0%**	˙1.2%	2.1%	5.3%
with children < 18 years	¨**0.0%**	˙1.3%	2.6%	7.5%
Female householder, no husband present	¨**13.8%**	13.8%	19.1%	28.8%
with children < 18 years	¨**19.3%**	˙21.1%	27.4%	38.7%

~Poverty rate by age and family type is calculated by dividing the number of people by demographic in poverty by the total population of that demographic.

* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Poverty Prevalence

What do we measure on this page?

This page describes the number of individuals and families living below the poverty line.

Family: A group of two or more people who reside together and who are related by birth, marriage, or adoption.

Poverty: Following the Office of Management and Budget's Directive [14], the U.S. Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Why is it important?

Poverty is an important indicator of economic well-being. Understanding the extent of poverty is important for several reasons. For example, people with limited income may have different needs and values. Also, proposed policies and activities may need to be analyzed in the context of whether people who are economically disadvantaged could experience disproportionately adverse effects.

Poverty rates are often reported in aggregate, which can hide important differences. The bottom table shows poverty for various types of individuals and families. This is important because aggregate poverty rates (for example, families below poverty) may hide some important information (for example, the poverty rate for single mothers with children).[38, 39]

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Poverty by Race and Ethnicity

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population in Poverty, 2017*	˙866	14,402	104,470	45,650,345
White alone	˙718	13,327	93,588	27,607,156
Black or African American alone	¨73	¨167	˙3,094	9,807,009
American Indian alone	¨0	¨0	˙281	681,207
Asian alone	¨9	˙398	3,492	2,011,217
Native Hawaii & Other Pacific Is. alone	¨0	¨0	¨32	104,944
Some other race	¨21	¨96	˙934	3,638,390
Two or more races	¨45	˙414	3,049	1,800,422
All Ethnicities in Poverty, 2017*				
Hispanic or Latino (of any race)	¨94	˙808	7,894	12,269,452
Not Hispanic or Latino (of any race)	˙718	12,713	87,728	19,820,720
Percent of Total^				
White alone	˙82.9%	92.5%	89.6%	60.5%
Black or African American alone	¨8.4%	¨1.2%	˙3.0%	21.5%
American Indian alone	¨0.0%	¨0.0%	˙0.3%	1.5%
Asian alone	¨1.0%	˙2.8%	3.3%	4.4%
Native Hawaii & Other Pacific Is. alone	¨0.0%	¨0.0%	0.0%	0.2%
Some other race	¨2.4%	¨0.7%	˙0.9%	8.0%
Two or more races	¨5.2%	˙2.9%	2.9%	3.9%
Hispanic or Latino (of any race)	¨10.9%	˙5.6%	7.6%	26.9%
Not Hispanic or Latino (of any race)	˙82.9%	88.3%	84.0%	43.4%

^ Percent of total population in poverty by race and ethnicity is calculated by dividing the number of people in poverty in each racial or ethnic category by the total population.

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Percent of People by Race and Ethnicity Who Are Below Poverty~, 2017*

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
White alone	˙5.2%	4.7%	7.7%	12.0%
Black or African American alone	¨38.0%	¨7.8%	˙18.4%	25.2%
American Indian alone	na	¨0.0%	˙13.8%	26.8%
Asian alone	¨6.4%	˙6.9%	11.0%	11.9%
Native Hawaiian & Oceanic alone	na	na	¨13.9%	19.0%
Some other race alone	¨53.8%	¨5.9%	˙14.2%	23.8%
Two or more races alone	¨17.4%	˙8.8%	12.6%	18.4%
Hispanic or Latino alone	¨32.1%	˙10.2%	18.4%	22.2%
Non-Hispanic/Latino alone	˙5.2%	4.5%	7.5%	10.3%

~Poverty prevalence by race and ethnicity is calculated by dividing the number of people by race in poverty by the total population of that race.

* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Poverty by Race and Ethnicity

What do we measure on this page?

This page describes the number of people living in poverty by race and ethnicity. It also shows the share of all people living in poverty by race and ethnicity, and the share of each race and ethnicity living in poverty.

Race: Race is a self-identification data item in which U.S. Census respondents choose the race or races with which they most closely identify.

Race categories include both racial and national-origin groups. The concept of race is separate from the concept of Hispanic origin. Percentages for the various race categories add to 100 percent and should not be combined with the percent Hispanic.

Ethnicity: There are two minimum categories for ethnicity: Hispanic or Latino, and Not Hispanic or Latino. The federal government considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

Poverty: Following the Office of Management and Budget's Directive [14], the Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Poverty thresholds are updated every year by the U.S. Census Bureau to reflect changes in the Consumer Price Index. The poverty thresholds are the same for all parts of the country. They are not adjusted for regional, state or local variations in the cost of living.[40]

Why is it important?

Understanding levels of poverty for different races and ethnicities can be important. People with limited income and from different races and ethnicities may have different needs and values. Proposed policies and activities may need to be analyzed in the context of whether minorities and people who are economically disadvantaged could be disproportionately impacted.[41, 42]

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Household Earnings

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total households, 2017*	6,476	119,955	526,710	118,825,921
Labor earnings	4,711	99,408	423,320	92,371,708
Social Security (SS)	2,552	36,784	171,103	36,313,166
Retirement income	1,325	23,399	99,187	21,876,763
Supplemental Security Income (SSI)	˙173	3,805	24,525	6,390,187
Cash public assistance income	˙231	1,867	13,760	3,041,626
SNAP (previously Food Stamps)	˙301	4,835	39,881	15,029,498
Percent of Total^				
Labor earnings	72.7%	82.9%	80.4%	77.7%
Social Security (SS)	39.4%	30.7%	32.5%	30.6%
Retirement income	20.5%	19.5%	18.8%	18.4%
Supplemental Security Income (SSI)	˙2.7%	3.2%	4.7%	5.4%
Cash public assistance income	˙3.6%	1.6%	2.6%	2.6%
SNAP (previously Food Stamps)	˙4.6%	4.0%	7.6%	12.6%

^ Total may add to more than 100% due to households receiving more than 1 source of income.

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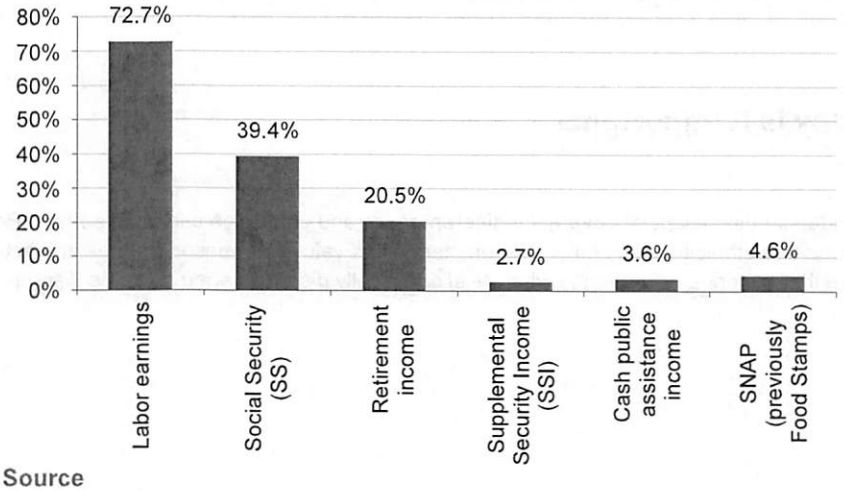
- In the 2013-2017 period, the highest estimated percent of public assistance in the Exeter town, Rockingham Co, NH was in the form of Social Security (SS) (39.4%), and the lowest was in the form of Supplemental Security Income (SSI) (2.7%).

Percent of Households Receiving Earnings, by Source, 2017*



Mean Annual Household Earnings by Source

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Mean earnings, 2017 (2017 $s)	$112,722	$109,092	$92,016	$83,186
Mean Social Security income	$19,800	$20,386	$19,966	$18,778
Mean retirement income	˙$27,602	$26,407	$25,053	$25,798
Mean Supplemental Security Income	˙$13,273	$10,143	$10,548	$9,743
Mean cash public assistance income	˙˙$1,076	˙$2,655	$2,890	$3,230

* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Household Earnings

What do we measure on this page?

This page describes household earnings by source.

Labor Earnings: Refers to households that receive wage or salary income and also those that receive net income from self-employment.

Social Security: Households that receive income that includes Social Security pensions and survivor benefits, permanent disability insurance payments made by the Social Security Administration before deductions for medical insurance, and Railroad Retirement insurance. It does not include Medicare reimbursement.

Retirement Income: Households that receive: 1) retirement pensions and survivor benefits from a former employer, labor union, U.S. military, or federal, state, or local government; 2) disability income from companies, unions, the U.S. military, or federal, state, or local government; 3) periodic receipts from annuities and insurance; and 4) regular income from IRA and Keogh plans. It does not include Social Security income.

Supplemental Security Income (SSI): Households that receive assistance from the Social Security Administration that guarantees a minimum level of income for needy aged, blind, or disabled individuals.

Cash Public Assistance Income: Households that receive public assistance that includes general assistance and Temporary Assistance to Needy Families (TANF). It does not include separate payments received for hospital or other medical care (vendor payments) or Supplemental Security Income (SSI) or noncash benefits such as Supplemental Nutrition Assistance Program (SNAP).

Supplemental Nutrition Assistance Program (SNAP): Households that receive coupons or cards that can be used to purchase food. Prior to 2008, this program was referred to as Food Stamps. The U.S. Census Bureau's American Community Survey (ACS) does not report mean dollar amounts for this item.

Why is it important?

Earnings are not the only source of income, and for many families and communities a significant portion of income can be in the form of additional sources such as retirement and Social Security. While some payments may be an indication of an aging population or an influx of retirees (retirement payments), other measures (for example, SSI or SNAP) are an indication of economic hardship.

Additional information on "non-labor" sources of include are available by running an EPS Non-labor report: See https://headwaterseconomics.org/eps.

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Demographics

Exeter town, Rockingham Co, NH

Education

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population 25 yrs or older, 2017*	10,951	217,737	939,471	216,271,644
No high school degree	˙613	10,843	67,278	27,437,114
High school graduate	10,338	206,894	872,193	188,834,530
Associates degree	˙840	22,140	94,088	17,917,481
Bachelor's degree or higher	5,368	88,360	338,558	66,887,603
Graduate or professional	2,357	33,019	129,334	25,510,535
Percent of Total				
No high school degree	˙5.6%	5.0%	7.2%	12.7%
High school graduate	94.4%	95.0%	92.8%	87.3%
Associates degree	˙7.7%	10.2%	10.0%	8.3%
Bachelor's degree or higher	49.0%	40.6%	36.0%	30.9%
Graduate or professional	21.5%	15.2%	13.8%	11.8%

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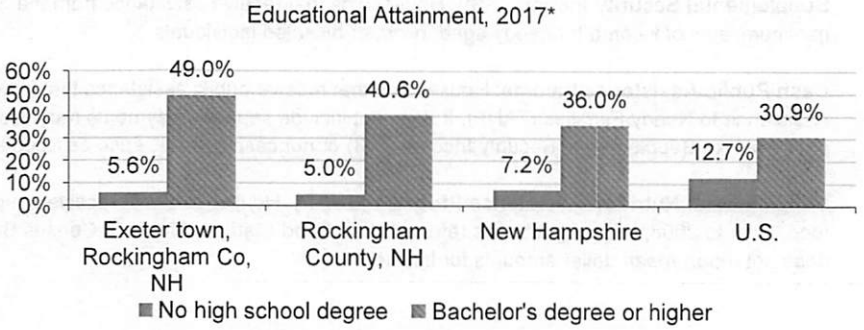
- In the 2013-2017 period, Exeter town, Rockingham Co, NH had the highest percent of people over age 25 with a bachelor's degree or higher (49.0%), and the U.S. had the lowest (30.9%).
- In the 2013-2017 period, the U.S. had the highest percent of people over age 25 with no high school degree (12.7%), and Rockingham County, NH had the lowest (5.0%).



	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Population over 3 years old, 2017*	14,373	294,630	1,295,006	309,341,395
Enrolled in school:	3,103	67,892	312,824	81,751,797
Enrolled in nursery school, preschool	˙223	4,260	18,034	4,934,251
Enrolled in kindergarten	˙100	3,118	14,137	4,136,743
Enrolled in grade 1 to grade 4	˙651	13,567	58,284	16,335,701
Enrolled in grade 5 to grade 8	742	14,855	61,786	16,495,557
Enrolled in grade 9 to grade 12	˙758	16,398	66,638	17,001,421
Enrolled in college	˙629	15,694	93,945	22,848,124
Not enrolled in school	11,270	226,738	982,182	227,589,598
Percent of Total				
Enrolled in school:	21.6%	23.0%	24.2%	26.4%
Enrolled in nursery school, preschool	˙1.6%	1.4%	1.4%	1.6%
Enrolled in kindergarten	˙0.7%	1.1%	1.1%	1.3%
Enrolled in grade 1 to grade 4	˙4.5%	4.6%	4.5%	5.3%
Enrolled in grade 5 to grade 8	5.2%	5.0%	4.8%	5.3%
Enrolled in grade 9 to grade 12	˙5.3%	5.6%	5.1%	5.5%
Enrolled in college	˙4.4%	5.3%	7.3%	7.4%
Not enrolled in school	78.4%	77.0%	75.8%	73.6%

* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Education

What do we measure on this page?

This page describes levels of educational attainment.

Educational Attainment: This refers to the level of education completed by people 25 years and over in terms of the highest degree or the highest level of schooling completed.

School Enrollment: The U.S. Census Bureau's American Community Survey (ACS) defines people as enrolled in school if they were attending a public or private school or college at any time during the three months prior to taking the survey. People enrolled in vocational, technical, or business school such as post-secondary vocational, trade, hospital school, and on-the-job training were not reported as enrolled in school.

Why is it important?

Education is one of the most important indicators of the potential for economic success, and lack of education is closely linked to poverty. Studies show that areas with a higher-than-average-educated workforce grow faster, have higher incomes, and suffer less during economic downturns than other areas.[43, 44] In 2017, the Bureau of Labor Statistics reported that the higher the rate of educational achievement, the lower the unemployment rate and the higher the wages.[45]

Understanding differences in education levels can highlight whether certain people might be disproportionately impacted by policies, plans, and management actions, and can inform communication and outreach efforts.

School enrollment can be an important indicator of the level of access to education, a community's potential for economic growth, and the number of dependents in a community that are not of working age. Some government agencies also use this information for funding allocations.

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Language

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Population 5 yrs or older, 2017*	14,001	288,508	1,267,615	301,150,892
Speak only English	13,405	270,774	1,168,119	236,929,699
Speak a language other than English	˙596	17,734	99,496	64,221,193
Spanish or Spanish Creole	¨**134**	5,323	27,171	39,769,281
Other Indo-European languages	˙388	8,371	46,976	10,907,675
Asian and Pacific Island languages	¨**10**	3,211	18,825	10,409,087
Other languages	¨**64**	˙764	6,318	3,090,332
Speak English less than "very well"	¨**146**	4,198	30,658	25,654,421
Percent of Total				
Speak only English	95.7%	93.9%	92.2%	78.7%
Speak a language other than English	˙4.3%	6.1%	7.8%	21.3%
Spanish or Spanish Creole	¨**1.0%**	1.8%	2.1%	13.2%
Other Indo-European languages	˙2.8%	2.9%	3.7%	3.6%
Asian and Pacific Island languages	¨**0.1%**	1.1%	1.5%	3.5%
Other languages	¨**0.5%**	˙0.3%	˙0.5%	1.0%
Speak English less than "very well"	¨**1.0%**	1.5%	2.4%	8.5%

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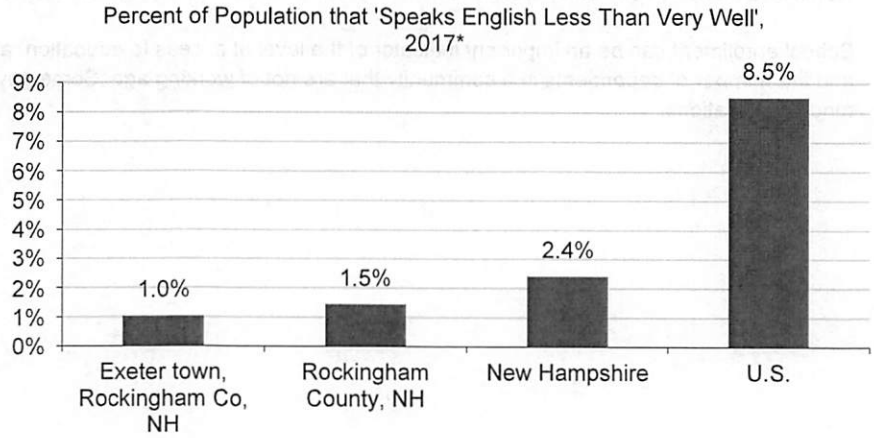
- In the 2013-2017 period, the U.S. had the highest estimated percent of people that spoke English less than 'very well' (8.5%), and Exeter town, Rockingham Co, NH had the lowest (1.0%).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Language

What do we measure on this page?

This page measures the primary language people speak at home.

Language Spoken at Home: The language used by respondents five years and older at home, either "English only" or a non-English language which is used in addition to English or in place of English.[46]

Why is it important?

If a significant portion of the population is classified as speaking English "less than very well," public outreach, meetings, plans, and implementation may need to be conducted in multiple languages. Community leaders and policy makers should be prepared to use interpreters of languages other than English to communicate effectively with diverse publics.

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Housing Characteristics

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Total Housing Units, 2017*	6,702	130,187	627,619	135,393,564
Occupied	6,476	119,955	526,710	118,825,921
Vacant	˙226	10,232	100,909	16,567,643
For rent	¨72	˙882	6,971	2,838,344
Rented, not occupied	¨0	˙266	˙2,044	620,294
For sale only	¨23	˙886	5,109	1,346,331
Sold, not occupied	¨39	˙297	˙1,399	650,264
Seasonal, recreational, occasional	¨38	5,645	68,821	5,462,087
For migrant workers	¨0	¨0	˙191	35,846
Other vacant	¨54	2,256	16,374	5,614,477
Year Built				
Built 2010 or later	˙368	3,574	13,815	4,302,412
Built 2000 to 2009	856	16,597	77,483	19,663,902
Built 1990 to 1999	˙729	17,455	66,811	18,945,953
Built 1980 to 1989	1,107	27,714	126,649	18,399,296
Built 1970 to 1979	858	21,798	92,697	20,920,173
Built 1940 to 1969	1,279	25,373	122,932	35,710,068
Median year structure built^	1977	1980	1977	1977
Percent of Total				
Occupancy				
Occupied	96.6%	92.1%	83.9%	87.8%
Vacant	˙3.4%	7.9%	16.1%	12.2%
For rent	¨1.1%	˙0.7%	1.1%	2.1%
Rented, not occupied	¨0.0%	˙0.2%	˙0.3%	0.5%
For sale only	¨0.3%	˙0.7%	0.8%	1.0%
Sold, not occupied	¨0.6%	˙0.2%	0.2%	0.5%
Seasonal, recreational, occasional	¨0.6%	4.3%	11.0%	4.0%
For migrant workers	¨0.0%	¨0.0%	0.0%	0.0%
Other vacant	¨0.8%	1.7%	2.6%	4.1%
Year Built				
Built 2010 or later	˙5.5%	2.7%	2.2%	3.2%
Built 2000 to 2009	12.8%	12.7%	12.3%	14.5%
Built 1990 to 1999	˙10.9%	13.4%	10.6%	14.0%
Built 1980 to 1989	16.5%	21.3%	20.2%	13.6%
Built 1970 to 1979	12.8%	16.7%	14.8%	15.5%
Built 1940 to 1969	19.1%	19.5%	19.6%	26.4%

^ Median year structure built is not available for metro/non-metro or regional aggregations.

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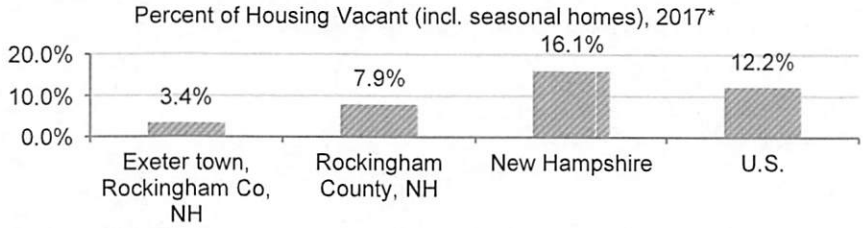
- In the 2013-2017 period, New Hampshire had the highest estimated percent of the vacant housing (16.1%), and Exeter town, Rockingham Co, NH had the lowest (3.4%).



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Housing Characteristics

What do we measure on this page?

This page describes whether housing is occupied or vacant, for rent or seasonally occupied, and the year built.

Rent: The number of homes for rent was defined as occupied housing units that were for rent, vacant housing units that were for rent, and vacant units rented but not occupied at the time of interview.

Seasonal, Recreational, or Occasional Use: Refers to vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year.

For Migrant Workers: Refers to housing units intended for occupancy by migratory workers employed in farm work during the crop season.

Why is it important?

Vacancy status is an indicator of the housing market and provides information on the stability and quality of housing for certain areas. The data is used to assess the demand for housing, to identify housing turnover within areas, and to better understand the population within the housing market over time. These data also serve to aid in the development of housing programs to meet the needs of persons at different economic levels.

Seasonal or recreational homes (i.e., "second homes") are often an indicator of the desirability of a place for recreation and tourism. This could also be used as an indicator of recreational and scenic amenities, which can be a source of economic growth.

While the late 1990s and early 2000s were a period of rapid home development throughout the country, there have been other periods when housing grew at a fast rate (the late 1970s, for example, in many parts of the country). The relative growth rate of housing is an indicator of overall economic growth but may indicate challenges such as the need to prepare for risk of wildfire, flooding, and other natural disasters. The year the home was built also provides information on the age of the housing stock, which can be used to forecast future demand of services such as energy consumption and fire protection.

Housing that is classified as available for migrant workers can be used as an indicator of a certain type of economic activity, in particular crop agriculture.

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Housing Affordability

	Exeter town, Rockingham Co, NH	Rockingham County, NH	New Hampshire	U.S.
Owner-occupied mortgaged homes, 2017*	2,593	65,248	249,098	48,185,314
Cost >30% of household income	629	19,078	74,341	14,130,580
Specified renter-occupied units, 2017*	1,952	27,930	154,406	42,992,786
Rent >30% of household income	951	12,191	68,794	20,138,321
Median monthly mortgage cost^, 2017*	$2,109	$2,131	$1,878	$1,515
Median gross rent^, 2017*	$1,139	$1,164	$1,052	$982
Percent of Total				
Cost >30% of household income	24.3%	29.2%	29.8%	29.3%
Rent >30% of household income	48.7%	43.6%	44.6%	46.8%

^ Median monthly mortgage cost and median gross rent are not available for metro/non-metro or regional aggregations.

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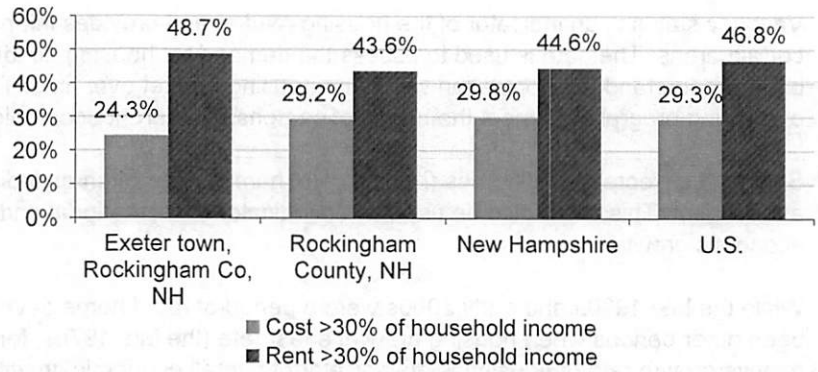
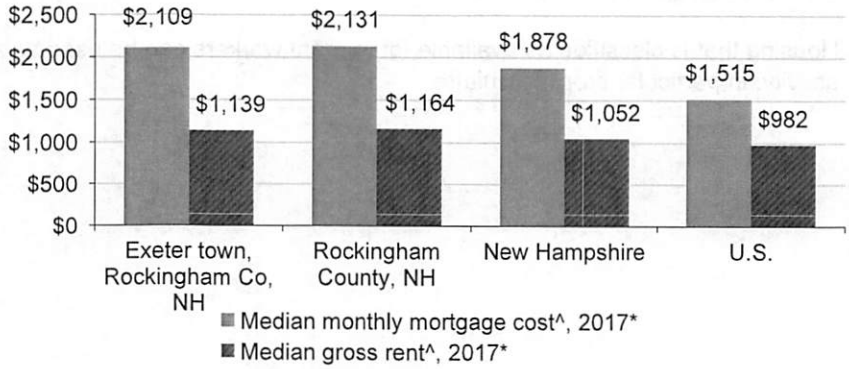
- In the 2013-2017 period, New Hampshire had the highest percent of owner-occupied households where > 30% of household income was spent on mortgage costs (29.8%), and Exeter town, Rockingham Co, NH had the lowest (24.3%).
- In the 2013-2017 period, Exeter town, Rockingham Co, NH had the highest percent of renter-occupied households where > 30% of household income was spent on gross rent (48.7%), and Rockingham County, NH had the lowest (43.6%).
- In the 2013-2017 period, Rockingham County, NH had the highest estimated monthly mortgage costs for owner-occupied homes ($2,131), and the U.S. had the lowest ($1,515).
- In the 2013-2017 period, Rockingham County, NH had the highest estimated monthly gross rent for renter-occupied homes ($1,164), and the U.S. had the lowest ($982).

Housing Costs as a Percent of Household Income, 2017*



Median Monthly Mortgage Costs and Gross Rent, 2017*



* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Housing Affordability

What do we measure on this page?

This page describes whether housing is affordable for homeowners and renters.[47]

Owner-Occupied Housing Unit: A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for.

Renter-Occupied Housing Unit: All occupied units that are not owner-occupied are classified as renter-occupied, whether they are rented for cash rent or occupied without payment of cash rent.

Household: A household includes all the people who occupy a housing unit as their usual place of residence.

Monthly Costs (owner-occupied): The sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees.

Gross Rent: The amount of the contract rent plus the estimated average monthly cost of utilities (electricity, gas, and water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid for by the renter (or paid for the renter by someone else).

The lowest ownership costs and gross rent share of household income reported in the U.S. Census Bureau's American Community Survey is 15 percent. Many government agencies define as excessive (or unaffordable) housing costs that exceed 30 percent of monthly household income.

Why is it important?

An important indicator of economic hardship is whether housing is affordable.[48] This page measures housing affordability in terms of the share of household income that is devoted to a mortgage and related costs (for homeowners) and rent and related costs (for renters). An income share devoted to housing that is below 15 percent is a good proxy for highly affordable, while the income share devoted to housing that is above 30 percent is a good proxy for unaffordable.

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Demographics

Exeter town, Rockingham Co, NH

Comparisons

	Indicators	Exeter town, Rockingham Co, NH	U.S.	Percent difference Exeter town, Rockingham Co, NH vs. U.S.
Demographics	Population Growth (% change, 2010*-2017*)	˙2.4%	5.6%	
	Median Age (2017*)	46.1	37.8	
	Percent Population White Alone (2017*)	95.6%	73.0%	
	Percent Population Hispanic or Latino (2017*)	**¨2.0%**	17.6%	
	Percent Population American Indian or Alaska Native (2017*)	**¨0.0%**	0.8%	
	Percent of Population 'Baby Boomers' (2017*)	27.1%	24.5%	
Income	Median Household Income (2017*)	$74,353	$57,652	
	Per Capita Income (2017*)	$46,827	$31,177	
	Percent Individuals Below Poverty (2017*)	˙5.9%	14.6%	
	Percent Families Below Poverty (2017*)	˙3.7%	10.5%	
	Percent of Households with Retirement and Social Security Income (2017*)	59.9%	49.0%	
	Percent of Households with Public Assistance Income (2017*)	˙10.9%	20.6%	
Structure	Percent Population 25 Years or Older without High School Degree (2017*)	˙5.6%	12.7%	
	Percent Population 25 Years or Older with Bachelor's Degree or Higher (2017*)	49.0%	30.9%	
	Percent Population That Speak English Less Than 'Very Well' (2017*)	**¨1.0%**	8.5%	
	Percent of Houses that are Seasonal Homes (2017*)	**¨0.6%**	4.0%	
	Owner-Occupied Homes where > 30% of Household Income Spent on Mortgage (2017*)	˙24.3%	29.3%	
	Renter-Occupied Homes where > 30% of Household Income Spent on Rent (2017*)	˙48.7%	46.8%	

-300% -200% -100% 0% 100%

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* ACS 5-year estimates used. 2017 represents average characteristics from 2013-2017; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2018. Census Bureau, American Community Survey Office, Washington, D.C.

Comparisons

What do we measure on this page?

This page compares key demographic, income, and social indicators from the selected region to the United States overall.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act.

Race: Race is a self-identification data item in which respondents choose the race or races with which they most closely identify. In 1997 the U.S. Office of Management and Budget (OMB) revised the standards for how the Federal government collects and presents data on race and ethnicity.

Poverty: Following the Office of Management and Budget's Directive 14, the U.S. Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Baby Boomers: Baby boomers are defined as having been born between 1946-1964. The reported percent of population that are "Baby Boomers" has some associated error since ACS generally reports age classes in 5-year increments (55 to 59 years, 60 to 64 years, etc.).

Social Security: Refers to households that receive income that includes Social Security pensions and survivor benefits, permanent disability insurance payments made by the Social Security Administration before deductions for medical insurance, and Railroad Retirement insurance. It does not include Medicare reimbursement.

Retirement Income: Consists of households that receive: 1) retirement pensions and survivor benefits from a former employer, labor union, U.S. military, or federal, state, or local government; 2) disability income from companies, unions, the U.S. military, or federal, state, or local government; 3) periodic receipts from annuities and insurance; and 4) regular income from IRA and Keogh plans. It does not include Social Security income.

Median Age, Median Household Income, and Per Capita Income are not calculated for multi-location regions due to data availability.

Why is it important?

This page shows a quick comparison of indicators covered in this report and shows how the region is different from the selected benchmark area. If no custom benchmark area was selected, EPS defaults to benchmarking against the U.S.

The chart offers an at-a-glance view of whether groups of indicators are atypical compared to the benchmark. For example, this page may show that a selected area has an older population, relatively unaffordable housing, and language barriers. In combination, these indicators can help community leaders, local government staff, policy makers and others improve outreach strategies and consider whether the impacts of projects and policies could have disproportionate impacts on certain segments of the population.

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed.
The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Data Sources & Methods

EPS uses national statistics from public government sources. All data used in EPS can be readily verified with the original sources:

- **American Community Survey**
  U.S, Census Bureau, U.S. Department of Commerce
  https://www.census.gov/programs-surveys/acs/
  https://www.census.gov/acs/www/data/data-tables-and-tools/index.php
  Contacts:
  https://www.census.gov/about/contact-us.html

EPS core approaches: EPS is designed to focus on long-term trends across a range of important measures. Trend analysis provides a more comprehensive view of changes than spot data for select years. We encourage users to focus on major trends rather than absolute numbers. EPS displays detailed industry-level data to show changes in the composition of the economy over time and the mix of industries at points in time. EPS employs cross-sectional benchmarking—comparing smaller areas such as counties to larger regions, states, and the nation—to give a sense of relative performance. EPS allows users to aggregate data for multiple locations to allow for more sophisticated cross-sectional comparisons.

About the American Community Survey (ACS): All data used in this report is based on the U.S. Census Bureau's American Community Survey (ACS), a nationwide survey conducted annually by the U.S. Census Bureau that provides current demographic, social, economic, and housing information about communities. The ACS is not the same as the Decennial U.S. Census, which is conducted every 10 years.

Estimates based on five years of sampling are available for all areas, whereas estimate based on annual and three-year sampling are only available for areas with larger population sizes. Data used in this report are five-year ACS estimates which are consistently available for locations with small populations such as towns. Five-year estimates are displayed for all locations because data obtained using the same survey technique is ideal for comparisons. The disadvantage is that multi-year estimates cannot be used to describe any particular year in the period, only the average value over the full period.

Data Accuracy: ACS is based on a survey and is subject to error. The U.S. Census Bureau reports the accuracy of the data by providing margins of error. In this report, we alert the user to the data accuracy using color-coded text and symbols in the tables: **BLACK** indicates a coefficient of variation <12%; ORANGE (preceded with one dot) indicates between 12 and 40%; and **RED BOLD** (preceded with two dots) indicates a coefficient of variation >40%. The coefficient of variation is a measure of relative error in the estimate and is calculated directly from the margin of error as the ratio of the standard error to the estimate itself. Less populated areas tend to have lower accuracy. If data have consistently low accuracy throughout a report, we suggest running another demographics report at a larger geographic scale.

Endnotes

1 - A useful resource on rural population change is the U.S. Department of Agriculture's Economic Research Service web page: https://www.ers.usda.gov/topics/rural-economy-population/population-migration/.

2 - William H. Frey's website provides links to publications, issues, media stories, data tools and resources on migration, population redistribution, and demography of both rural and urban populations in the U.S.: frey-demographer.org.

3 - For a description of the U.S. Census Bureau's ACS methodology and data accuracy, see https://www.census.gov/programs-surveys/acs/methodology.html.

4 - The U.S. Department of Health and Human Services' Administration on Aging has a host of resources about older Americans at https://aoa.acl.gov/.

5 - The U.S. Census Bureau publishes age data estimates for the U.S., states, counties, and metropolitan areas. See https://www.census.gov/topics/population/age-and-sex.html.

6 - The non-profit Population Reference Bureau offers a helpful video on population pyramids at http://www.prb.org/Multimedia/Video/2009/distilleddemographics1.aspx.

7 - Grayson KV and Victoria VA. 2010. The Next Four Decades: Older Population in the United States: 2010 to 2050. U.S. Census Bureau. https://www.census.gov/prod/2010pubs/p25-1138.pdf.

8 - Jacobsen LA and Mather M. 2010. U.S. Social and Economic Trends Since 2000. Population Bulletin 65(1):1-16. Washington DC: Population Reference Bureau.

9 - Cromartie J and Nelson P. 2009. Baby Boom Migration and Its Impact on Rural America. USDA-ERS Report No. 79. Washington, DC: USDA Economic Research Service. https://www.ers.usda.gov/webdocs/publications/err79/9346_err79_1_.pdf

10 - The U.S. Census Bureau has many resources that describe the trends in aging in the U.S. and its implications. See for example: An Aging Nation: The Older Population in the United States https://www.census.gov/prod/2014pubs/p25-1140.pdf; and The Graying of America: More Adults Than Kids by 2035 https://www.census.gov/library/stories/2018/03/graying-america.html?eml=gd.

11 - Frey WH. 2006. America's Regional Demographics in the '00 Decade: The Role of Seniors, Boomers and New Minorities. Washington, DC: The Brookings Institution. https://www.brookings.edu/research/americas-regional-demographics-in-the-00s-decade-the-role-of-seniors-boomers-and-new-minorities/

12 - Frey WH. 2007. Mapping the Growth of Older America. Washington, DC: Brookings Institution. https://www.brookings.edu/research/mapping-the-growth-of-older-america/.

Endnotes

13 - OMB. 1997. Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Federal Register 62(210):58782-58790. https://www.gpo.gov/fdsys/pkg/FR-1997-10-30/pdf/97-28653.pdf.

14 - For a primer on how the Census 2010 handles race and Hispanic origin, see: Humes KR, Jones NA, and Ramirez RR. 2011. Overview of Race and Hispanic Origin. U.S. Census Bureau. https://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf.

15 - https://www.census.gov/newsroom/press-releases/2017/school-enrollment.html

16 - https://factfinder.census.gov/help/en/ethnic_groups.htm

17 - https://www.archives.gov/files/federal-register/executive-orders/pdf/12898.pdf

18 - A Century Apart: New Measures of Well-Being for U.S. Racial and Ethnic Groups is available at http://www.measureofamerica.org/acenturyapart/.

19 - Additional U.S. Census Bureau information on the Hispanic population (Who's Hispanic in America?) is available at https://www.census.gov/newsroom/cspan/hispanic/2012.06.22_cspan_hispanics.pdf.

20 - U.S. Census Bureau. Facts for Features: Hispanic Heritage Month 2016 https://census.gov/newsroom/facts-for-features/2016/cb16-ff16.html.

21 - See U.S. Census Bureau Tribal Affairs at https://www.census.gov/aian/.

22 - The U.S. Department of Interior's Indian Affairs oversees the Bureau of Indian Affairs and Bureau of Indian Education. Indian Affairs resources and contacts are available at https://bia.gov/index.htm.

23 - The U.S. Forest Service Office of Tribal Relations, formed in 2004, is a useful source of information and policies related to agency-tribal relations. See https://www.fs.fed.us/spf/tribalrelations/index.shtml.

24 - In 2016 the Bureau of Land Management published a Tribal Relations Manual and Handbook. See https://www.blm.gov/programs/cultural-heritage-and-paleontology/tribal-consultation.

25 - The American Indian Heritage Foundation hosts an American Indian Resource Directory with a list of all American Indian tribes, including Federally recognized tribes. This and other resources are available at http://www.indians.org/index.html.

26 - For an indispensable publication on environmental justice, see: Council on Environmental Quality. 1997. Environmental Justice: Guidance under the National Environmental Policy Act. Washington, DC: CEQ. https://www.epa.gov/sites/production/files/2015-02/documents/ej_guidance_nepa_ceq1297.pdf.

Endnotes

27 - The Census Bureau provides industry and occupation code lists and definitions: https://www.census.gov/topics/employment/industry-occupation/guidance/code-lists.html.

28 - Occupations are also defined by U.S. Bureau of Labor Statistics: https://www.bls.gov/soc/.

29 - The Bureau of Labor Statistics provides The Occupational Outlook Handbook, which is an analysis of the prospects for different types of jobs, including training and education needed, earnings, working conditions, and what workers do on the job: https://www.bls.gov/ooh/.

30 - Maynard DC and Feldman DC. (Eds.) 2011. Underemployment: Psychological, economic and social challenges. New York, NY: Springer.

31 - Labor Force Statistics from Current Population Survey. Bureau of Labor Statistics. https://www.bls.gov/cps/lfcharacteristics.htm.

32 - Involuntary Part-Time Work on the Rise. Bureau of Labor Statistics. https://www.bls.gov/cps/lfcharacteristics.htm.

33 - https://www.census.gov/newsroom/press-releases/2017/acs-5yr.html

34 - Aldrich L, Beale C, and Kasse K. 1997. Commuting and the Economic Functions of Small Towns and Places. Rural Development Perspectives 12(3):26-31. https://naldc.nal.usda.gov/download/34577/PDF.

35 - For useful remarks and scholarly references on the level and distribution of economic well-being, see Federal Reserve System Chairman Ben S. Bernanke's speech on February 6, 2007: https://www.federalreserve.gov/newsevents/speech/Bernanke20070206a.htm.

36 - For an analysis of trends in the distribution of wealth in the U.S., see Saez E and Zucman G. 2016. Wealth inequality in the United States since 1913: Evidence from capitalized income tax data. The Quarterly Journal of Economics 131(2):519-578.

37 - Income Inequality. U.S. Census Bureau. 2010. https://www.census.gov/topics/income-poverty/income-inequality/about/middle-class.html.

38 - The University of Michigan's National Poverty Center has a range of resources on poverty in the United States at http://www.npc.umich.edu/poverty/.

39 - For more information on rural poverty, see USDA Economic Research Service Briefing Room, Rural Income, Poverty, and Welfare: High Poverty Counties at https://www.ers.usda.gov/topics/rural-economy-population/rural-poverty-well-being/.

40 - The specific thresholds used for tabulation of income for particular years are shown at https://www.census.gov/data/tables/time-series/demo/income-poverty/historical-poverty-thresholds.html.

Endnotes

41 - The University of Michigan's National Poverty Center hosts a body of research on race and ethnicity as they relate to poverty. See http://npc.umich.edu/research/ethnicity/.

42 - The U.S. Census Bureau briefing on "Poverty Areas" shows that Blacks and Hispanics are disproportionately affected by poverty. "Four times as many Blacks and three times as many Hispanics lived in poverty areas than lived outside them." For more information, see https://www.census.gov/population/socdemo/statbriefs/povarea.html.

43 - The Bureau of Labor Statistics shows a tight relationship between employment projections and educational attainment. See https://www.bls.gov/emp/documentation/education-training-system.htm.

44 - Card D. 1999. The Causal Effect of Education on Earnings in Ashenfelter O and Card D, eds., Handbook of Labor Economics, Vol. 3A. New York: Elsevier. Pp. 1801-63.

45 - Employment Projections. 2017. Bureau of Labor Statistics. https://www.bls.gov/emp/chart-unemployment-earnings-education.htm.

46 - The Modern Language Association has developed an online mapping tool that shows languages spoken for most areas of the United States. See https://apps.mla.org/map_main.

47 - The U.S. Census Bureau's American Housing Survey has additional information on housing and housing affordability. See https://www.census.gov/programs-surveys/ahs/.

48 - For current calculations on housing affordability, see the National Association of Realtors' Housing Affordability Index, available at https://www.nar.realtor/topics/housing-affordability-index.

49 - Federal Register 59(32). See https://www.gpo.gov/fdsys/pkg/FR-1994-02-16/html/94-3685.htm.

50- For a description of the U.S. Census Bureau's ACS definition of per capita income, see https://www.census.gov/quickfacts/fact/note/US/INC910216.

51- For an explanantion of the discrepancies between the Census Bureau and the Bureau of Economic Analysis, see http://www.incontext.indiana.edu/2003/jan-feb03/details.asp.