Chapter 2
COMMUNITY PROFILE
(03/14/16)

Hometown
College Town

Memorial Hall memorializes Delaware's World War I dead. It was dedicated on May 23, 1925, as a library between the Men's and Women's Colleges. Funds were raised for the building from the people of Delaware, including a parade of school children soliciting funds through the streets of Wilmington. Source: www.udel.edu/TheGreen/buildingN.html

In 2009, the City of Newark completed the Newark Resident Survey, which was sent out to approximately half the City's residents and, for the first time, included a community-visioning component. One of the questions asked residents to list up to three things they liked about living in the City of Newark. The most frequent response was that they liked that Newark was a "college town." Indeed, the City's strongest association is as the home of the University of Delaware. Approximately 21,000 people are enrolled in classes, several thousand people are employed at or retired from the University, and hundreds of thousands of people throughout the world are alumni of the University of Delaware.

A second theme to come out of the Newark Resident Survey was that residents viewed Newark as their "hometown." Indeed, many Newark residents have lived here all or much of their lives. Newark is a place where families raise their children; where children grow up, attend school, play in parks, participate in sports and educational activities, and hold jobs. Most "hometown" residents enjoy many of the aspects of living in a "college town," but their primary relationship to the community is built around the quality of life in their neighborhoods.

This chapter examines the demographics that contribute to Newark's "sense of place" and uniqueness. Although Newark is constantly evolving and continues to experience development pressure, the City is committed to protecting and enhancing those qualities that make Newark a wonderful place to live, study, work, raise a family, visit downtown, and enjoy recreation and the natural environment.

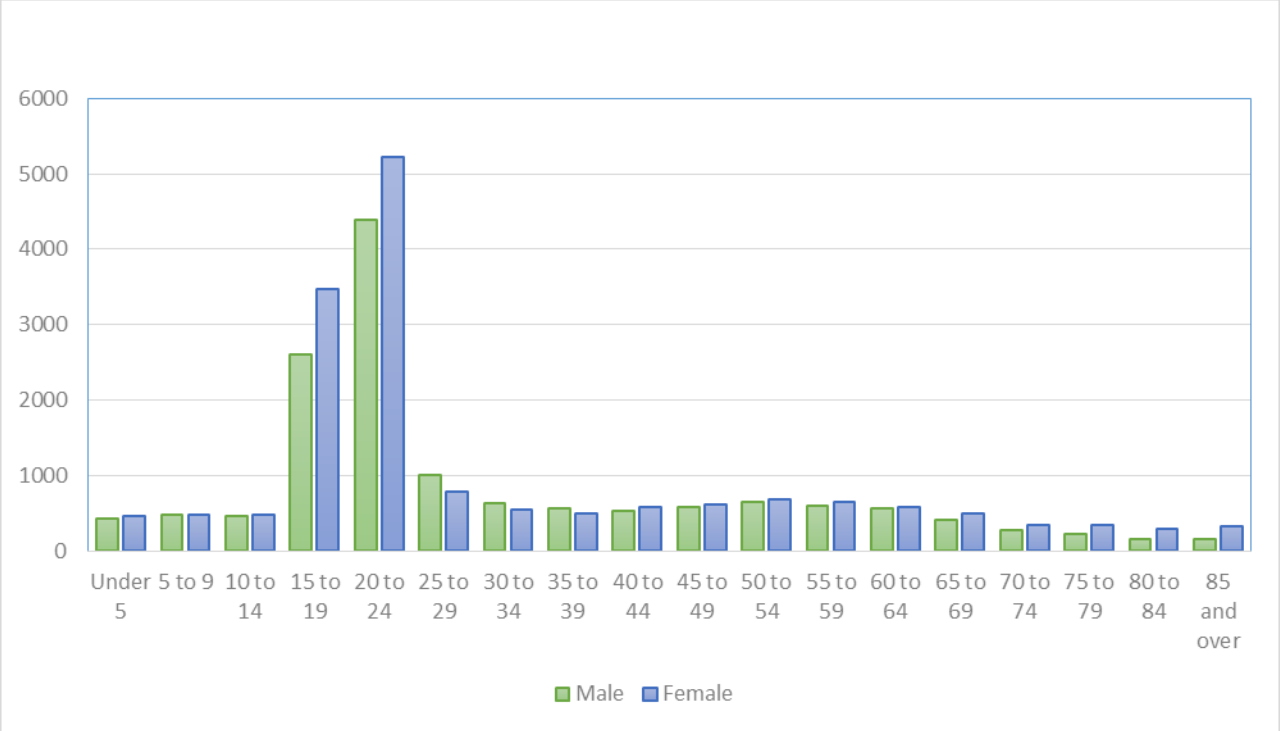
College Town Attributes

In his book *The American College Town* (2008), Blake Gumprecht identifies several distinguishing traits common in college towns that make them fundamentally different from comparative (non-college) towns in the United States. Among the common traits of college towns, that also characterize Newark, are the following:

College Towns Are Youthful Places

During the school year, Newark's median age is 22; compare to the median age of the United States, 37.2. Nearly half of Newark's population (49.9%) is in the 15–24 age range (Chart 2-1). Chart 2-1 also shows that a significant majority of Newark's college-aged residents are female.

Chart 2-1: City of Newark Population by Age

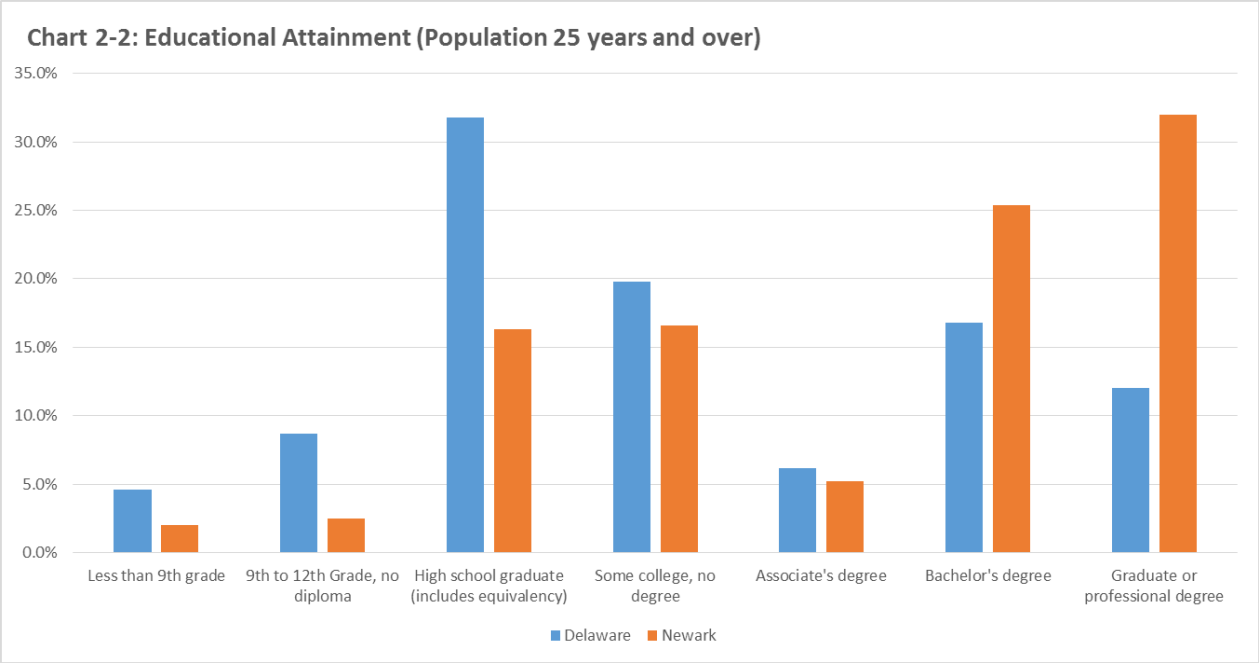


Source: 2010 Demographic Profile Data, American Fact Finder, U.S. Census

College Towns Have Highly Educated Residents

Because many universities have a large graduate school enrollment and require faculty and some staff to have Ph.D.s, college towns have a high concentration of highly educated residents. Chart 2-2 shows a comparison of educational attainment of Newark residents compared to that of Delaware residents. Among adults 25 years of age or over, Newark has more than double the percentage of residents who have a "graduate or professional degree" (27.4% vs. 11.4%) and nearly double the percentage of residents with a bachelor's degree (29% vs 17.1%). Over 53% of Newark's population are college graduates, compared to approximately 28.5% of Delawareans. Likewise,

Newark has less than half of the State of Delaware's percentage of residents age 25 and over who do not have a high school diploma. (4.5% vs 12.3%).



Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census

College Towns Are Comparatively Affluent

College towns tend to be more affluent and economically stable. Nonetheless, 28.1% of Newark residents actually have income levels *below* the federal poverty level. As shown in Table 2-1, the per capita income of Newark residents is $24,580, below that of both the United States and the State of Delaware. However, these figures are skewed by the high percentage of Newark residents who are full-time college students, who tend to either not work or work part-time in low-wage jobs. The difference becomes apparent when separating and examining median "family income" and "non-family income." Newark's median family income is $95,788, compared to the Delaware median family income of $71,133 and United States median family income of $64,293.

Table 2-1: Newark Income Comparisons

	United States	Delaware	Newark
Median Family Income	$ 64,293.00	$ 71,133.00	**$ 95,788.00**
Mean Family Income	$ 84,422.00	$ 88,505.00	**$ 115,103.00**
Median Non-Family Income	$ 31,749.00	$ 36,419.00	**$ 23,761.00**
Mean Non-Family Income	$ 45,893.00	$ 48,409.00	**$ 34,035.00**
Per Capita Income	$ 27,915.00	$ 29,659.00	**$ 24,580.00**

Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census

Because of the economic stability brought by universities and supported by state appropriations, endowment income, and tuition revenues, college towns are more insulated from economic recessions than other cities and towns. In addition, residents of college towns tend to be more highly educated, be more stably employed, and make more conservative investment choices that foster slow but steady prosperity.

College Towns Are Cosmopolitan

The University of Delaware attracts students and faculty from all over the world. As a result, Newark tends to be more diverse than other municipalities its size. Table 2-2 shows the percentage of Newark's population who are foreign-born.

Table 2-2: Foreign-Born Newark Residents

	% Foreign-Born
New York, New York	**37%**
United States	**13%**
Newark, Delaware	**12%**
Philadelphia, Pennsylvania	**12%**
New Castle County	**10%**
Delaware	**8%**
Middletown, Delaware	**8%**
Wilmington, Delaware	**7%**
Dover, Delaware	**6%**
Effingham, Illinois	**2%**

Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census

By this metric, Newark is the most diverse area within the State of Delaware. The percentage of Newark's population who are foreign-born (12%) surpasses those of New Castle County, the State of Delaware, and Wilmington. Dover, a small city only slightly larger than Newark, has less than half the percentage of foreign-born residents. Perhaps surprisingly, Newark's percentage of foreign-born residents equals that of Philadelphia and is slightly less than that of the United States. By contrast, one of the most cosmopolitan cities in the United States is New York City, with 37% of its population having been born outside the U.S. Only 2% of the population of Effingham, Illinois, a Newark-sized small city without a major university, were born outside the U.S.

Newark's Population Trends

When Newark received one of its early charters from the State of Delaware in 1852, it was estimated that the town comprised 700 inhabitants. As shown in Table 2-3, during the latter half of the 19th century, our small village grew at a relatively leisurely pace, influenced primarily by the

coming of the railroads and industry. By 1900, the population in Newark had nearly doubled. During the ensuing half century, from 1900 to 1950, the City's population quadrupled to a total of 6,731 persons. These decades were marked by considerable population growth, largely as a result of the impact of additional industrialization and the development of the City as a center of trade. When the pace of industrial growth slowed—for example, during the Great Depression of the 1930s—the City's population grew at a correspondingly slower rate. Typical of many smaller cities during economically difficult times, a slowing of the growth rate was brought about by a decrease in the birth rate and an increase in migration from the community.

Following the economic slump of the 1930s and the end of World War II, Newark's population resumed a more rapid rate of growth. For example, between 1960 and 1970, Newark's population increased 82% (more than three times that of New Castle County during the same time period)—by far the highest ever recorded for the City. The second highest decade of population growth (69.4%) occurred between 1950 and 1960. This trend is attributed to regional development pressures, which were related to a rapidly expanding suburban industrial base, the further development of the City as a center of western New Castle County trade, and the significant increase in University of Delaware enrollment. The severe recessions of the 1970s and early 1980s, associated primarily with the increases in the cost of oil, slowed Newark's post–World War II population boom. More recently, the City's rate of increase in population has followed the relatively slow growth that began in the 1980s.

Table 2-3: City of Newark Population, 1860-2012

CENSUS YEAR	POPULATION	NUMERICAL CHANGE	PERCENT CHANGE	NATIONAL EVENTS
1860	787			
1870	915	128	16.3%	
1880	1148	233	25.5%	**Post–Civil War Period**
1890	1191	43	3.7%	**Recovery/Industrialization**
1900	1213	22	1.8%	**Depression of 1893**
1910	1913	700	57.7%	**Panic of 1907**
1920	2183	270	14.1%	**World War I**
1930	3899	1716	78.6%	**Depression 1920–1921/"New Era Boom"**
1940	4502	603	15.5%	**The Great Depression**
1950	6731	2229	49.5%	**World War II**
1960	11,404	4673	69.4%	**Postwar Expansion**
1970	20,757	9353	82.0%	**The Go-Go Years**
1980	25,247	4490	21.6%	**Oil Price Shocks**
1990	26,463	1216	4.8%	**Recession/Recovery**
2000	28,547	2084	7.9%	**Prosperity/Internet "Bubble"**
2010	30,375	1828	6.4%	**Great Recession/Recovery**
2012*	32,367	1992	6.6%	

Source: U.S. Census Bureau, Census of Population 1860–2010

Source*: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census

As Table 2-3 implies, the ebb and flow of Newark's population since the Civil War has been linked generally to changes in the national economy. While this should not be construed to mean that local and regional events do not matter, the obvious impact of macroeconomic conditions on Newark's historic rates of growth underscores the inherent limitations on local efforts to overcome market and demographic forces beyond the City's control.

Age Characteristics

The examination of population by specific age groups is important in order to determine the kinds of housing and community services needed in Newark. Table 2-4 and Table 2-5 show important population trends over the past 20 years.

1. The proportion of Newark's population less than 5 years of age has fallen from almost 4% in 1990 to less than 3% in 2010. Similar trends can be seen among other pre-college age groups.

2. Approximately 40% of the total 2010 City population were between the ages of 20–34, the childbearing cohort. Such a high percentage of the population within prime childbearing age might indicate a surge in births over the next 10 years in Newark; however, since a significant portion of this population are University of Delaware students, many of whom will relocate after they complete their studies and before they start families, Newark's birthrate is anticipated to remain comparable to the national average over the next 10 years.

3. The college-age cohort (highlighted in yellow in Tables 2-4 and 2-5), primarily represented in the U.S. Census in the age groups 15–19 and 20–24, has increased from a combined 13,105 residents in 2000 to a combined 15,683 in 2010, a net gain of 2,578 residents. This accounts for nearly 88% of Newark's population growth over that census period. During this period, the University of Delaware increased its undergraduate enrollment by 390 students. While UD did not significantly increase its housing capacity, however, much of the new rental housing developed over that period, especially in downtown Newark, was targeted for University students. This indicates, at least to a certain extent, that more students are choosing to live in Newark as more "student housing" becomes available.

4. The "baby boom" cohort (highlighted in blue in Tables 2-4 and 2-5), primarily represented by the age groups 35–44 and 45–54 in the 1990 Census, represented approximately 17% of the City's population with 4,274 residents. By the 2000 Census, these baby-boomers were primarily represented by the age groups 45–54 and 55–64. While their population totals stayed approximately the same from 1990 to 2000 (down slightly to 4,252 residents), their overall percentage of Newark's population decreased to 14.9%. By the 2010 Census, these baby-boomers were primarily represented by the age groups 55–64 and 65–74, their total population decreased to 3,902 residents (a loss of 350 residents), and they now make up approximately 12.4% of Newark's population. Their group's relative decrease in the overall portion of Newark's population is mostly due to the increase in the number of college-aged residents and is *not* due to baby-boomers moving away from our community in any large way. To the contrary; the baby-boomer population has been very stable in Newark and seems to be "aging in place."

Table 2-4: City of Newark Population, 1990–2000

City of Newark
POPULATION CHANGE BY AGE GROUP

Age Group	1990	1990	2000	2000	% Change 1990–2000
0–4	988	3.9%	857	3.0%	–13%
5–9	944	3.8%	1003	3.5%	6%
10–14	982	3.9%	1072	3.8%	9%
15–19	4845	19.3%	5379	18.8%	11%
20–24	6581	26.2%	7726	27.1%	17%
25–34	2821	11.2%	3187	11.2%	13%
35–44	2491	9.9%	2477	8.7%	–1%
45–54	1783	7.1%	2557	9.0%	43%
55–64	1531	6.1%	1695	5.9%	11%
65–74	1299	5.2%	1321	4.6%	2%
75+	833	3.3%	1273	4.5%	53%
Total	25,098		28,547		7.3%

Source: U.S. Census Bureau, Census of Population 1990, 2000

Table 2-5: City of Newark Population, 2000–2010

City of Newark
POPULATION CHANGE BY AGE GROUP

Age Group	2000	2000	2010	2010	% Change 2000–2010
0–4	857	3.0%	886	2.8%	3%
5–9	1003	3.5%	956	3.0%	–5%
10–14	1072	3.8%	926	2.9%	–14%
15–19	5379	18.8%	6072	19.3%	13%
20–24	7726	27.1%	9611	30.6%	24%
25–34	3187	11.2%	2947	9.4%	–8%
35–44	2477	8.7%	2167	6.9%	–13%
45–54	2557	9.0%	2528	8.0%	–1%
55–64	1695	5.9%	2393	7.6%	41%
65–74	1321	4.6%	1509	4.8%	14%
75+	1273	4.5%	1459	4.6%	15%
Total	28,547		31,454		7.3%

Source: U.S. Census Bureau, Census of Population 2000, 2010

5. The age group 75+ has been increasing in Newark since the 1990 Census in both population and as an overall percentage of Newark residents. In 1990, the population of Newark residents age 75 and over was 833 (3.3% of the population). By 2000, Newark residents 75 and over totaled 1,273, and they made up approximately 4.5% of Newark's population. This trend continued for the 2010 Census, with the 1,459 Newark residents who are 75 years of age or over making up approximately 4.6% of Newark's population. This trend is likely due to two factors. First, since this age group includes everyone age 75 till the end of life, Newarkers are living longer (like people nationwide), and this age group is increasing in number. Second, Newark, like many "college towns" in the United States, is a favorable destination place for people to retire and live a culture-filled life. As the baby-boomer cohort ages, it is also anticipated over the next decade that this age group will continue to grow in number and increase as a portion of Newark's overall population.

University Population

The University of Delaware (UD) is an integral part of Newark's economic, social, and population profiles. The students living within Newark boundaries, on- or off-campus, are *included* in the U.S. Census population counts, as well as those of the Delaware Population Consortium, as Newark residents.

In 1950, the University student body living in Newark was estimated to represent approximately 29.5% of the population. By 1960, that percentage had dropped to 24.4%. This decrease occurred as a result of the City's rapid growth during that same period, including annexations. While full-time University undergraduate enrollment remained as low as 6,500 in 1968, enrollment jumped to 9,000 by 1970 and to 12,000 by 1974. As Table 2-6 illustrates, the total number of undergraduates at UD as a percentage of Newark's population increased dramatically between 1970 and 1995 and has remained high ever since. Note, as well, that these figures do not include the approximately 2,500 current full-time University graduate students who, by and large, live off-campus.

As a result of the size of the University population, the City faces unusual planning and development issues. As a university community, Newark has had to respond to the impact of off-campus student housing on the local rental market and the related problems of the late-night noise and disorderly conduct sometimes associated with off-campus living. The combination of students in off-campus housing, especially downtown, and the daily influx of University faculty and staff commuters also impacts off- and on-street parking throughout the City. Beyond that, hourly class changes significantly impact automobile traffic flows on roadways near UD, and University special events (such as football games and graduation ceremonies) tax the local transportation system. On the other hand, the University student population, faculty, and staff provide a ready market for local businesses, and the University provides employment for many Newarkers. Finally, the University expansion has obvious and direct impacts on the City's land-use patterns, utilities, and tax base. UD has announced plans to keep its undergraduate enrollment steady, but the slow growth seen in the last few years is likely to continue.

Table 2-6: City of Newark Population and UD Enrollment

	1970	1995	2000	2005	2012
UD Undergrads Newark Campus(1)(2)	9,000	14,668	15,463	15,498	16,709
Total City Population(2)(3)	20,757	27,777	28,547	30,009	32,367
UD Enrollment as a Percentage of City Population	43.4%	52.8%	53.3%	51.6%	51.6%

(1) Source: University of Delaware,.udel.edu/ir/facts-figures/
(2) Source: Comprehensive Development Plan IV
(3) Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census;

Racial Composition

In 1950, as shown in Table 2-7, 93,1% of Newark's population were reported by the U.S. Bureau of Census to be white, while 6.9% of the population were non-white, almost all of them black/African-American (see Table 2-7). Between 1950 and 2010, all racial groups consistently increased each decade. The racial patterns remained similar for the first few of those decades, with slowly rising representation of non-white, non-black races, accompanied by a slow decline in the proportion of black residents. Since 1980, however, as total population growth in Newark has slowed (Table 2-3), racial diversity has increased, leading to races other than white or black making up more than 10% and blacks/African-Americans once again representing 6.7% of the population in 2010. Also significantly, Newark residents indicating that they were of Hispanic origin rose from 1.6% of the population in 1990 to 4.8% of the population in 2010.

Table 2-7: Racial Mix of the City of Newark, 1950-2010

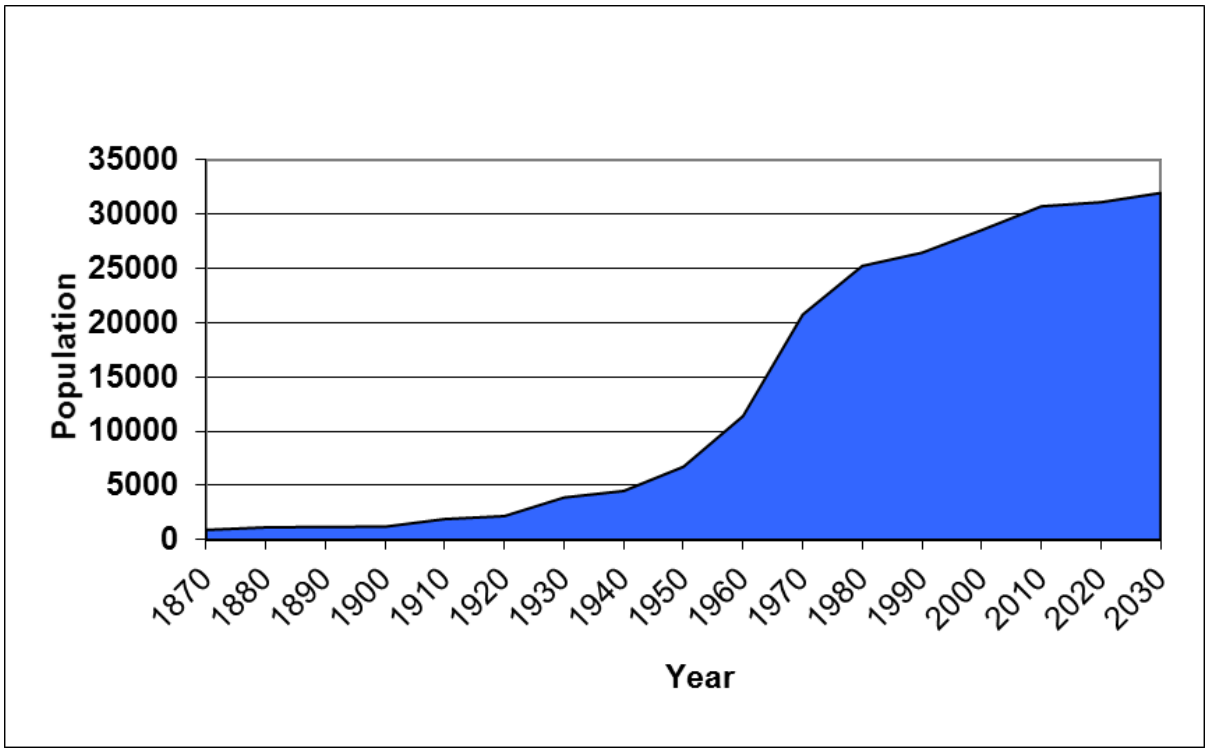
	1950 %	1960 %	1970 %	1980 %	1990 %	2000 %	2010 %
White	93.1	93.2	94.8	93.2	90.4	87.2	82.4
Black	6.7	6.5	4.3	4.5	5.7	6.0	6.7
Other	0.2	0.3	0.9	2.3	3.9	6.8	10.9
.....	.....	.....	.....	.....	.....	.....	.....
Hispanic Origin*	N/A	N/A	N/A	N/A	1.6	2.5	4.8

*Of any race (as a result, some totals exceed 100%)
Source: U.S. Census Bureau; Census of Population 1950, 1960, 1970, 1980, 1990, 2000, 2010

Growth Estimates for the Future

Newark population projections for the years 2008–2030 (see Chart 2-3) are provided by the Delaware Population Consortium. Organized in 1975 as a federation of local data users, the Consortium produces a set of Delaware population projections for the counties and incorporated areas. These projections are based on assumptions of birth, death, and migration rates, including the major drive in Newark's current growth - UD enrollment. The accuracy of the projections, of course, is dependent upon the soundness of these assumptions.

Chart 2-3: Total Population Changes and Projections (1870–2030)



Source: Delaware Population Consortium, October 31, 2013

Present projections, based on the assumption that current demographics and employment trends will continue, forecast a continued very slow rate of population growth. However, the City should continue to monitor growth in UD's enrollment. Consequently, this *Plan* designates the City's existing single-family neighborhoods for low-density land use. Higher densities continue to be shown in the areas with existing apartment complexes. The Population Consortium projects that Newark's population will increase by only 2843 persons by 2040 (see Table 2-8), and the land-use recommendations in Chapter 10 reflect that trend. Note that these projections do not take into account any substantial annexations or economic development activity by the City in the future.

Table 2-8: Population Growth Projections: 2013 to 2043

	30-Year Total Population Increase	30-Year Growth Rate
Delaware	168,804	18.8%
New Castle County	67,634	7.5%
Wilmington, Delaware	4889	0.5%
Dover, Delaware	11,244	1.2%
Newark, Delaware	2,843	0.3%

Source: Delaware Population Consortium, October 31, 2013

Source: City of Newark. The Newark Opera House, built in 1885, is located at East Main Street and Academy Street, Newark, DE. Date unknown.