

## Demographic Profile

### INTRODUCTION

The demographic composition of a community's population is affected by the geographic, physical and economic character of the community. At the same time, the demographic composition is largely responsible for the manner in which a community develops and grows (or declines) in terms of demand for community facilities and services to meet the specific needs of the changing population, thereby altering the very character of the community. By gaining an understanding of the demographic character of a community and forecasting how the population is likely to change, both in number and composition, local officials can assess the need for additional or different types of public and private facilities and services required to meet the demands of the changing population.

This demographic profile contains data from the U.S. Census on population, income, and employment. Population projections through the year 2020 are also included. To gain a broader perspective and a measure of comparison, data for Carbon County and the Commonwealth of Pennsylvania are included where appropriate.

### POPULATION TRENDS

#### Population Trends

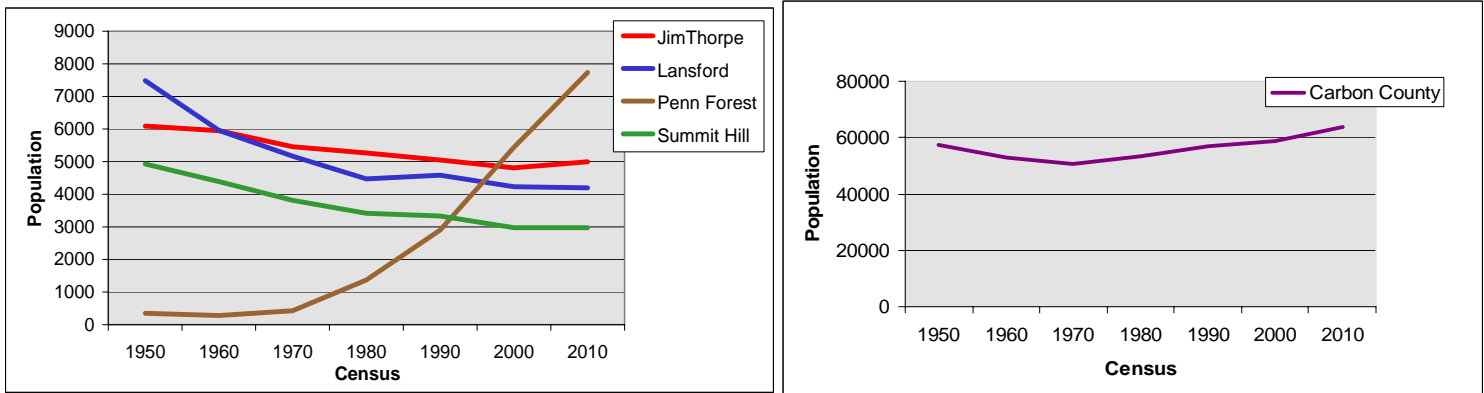
To gain an understanding of population growth trends, the analysis of population begins with an examination of historical data from 1950 to 2000 along with population estimates for 2010. Data on population by age provide an understanding of which age groups account for recent population shifts and which age groups are most prominent in the Planning Area. Finally, population projections are presented, providing an estimate of future growth through the year 2020.

*Table 1 - Population Trends 1950-2010* provides U.S. census data from 1950 to 2000 and estimates for 2010 for Jim Thorpe, Lansford, Penn Forest, Summit Hill, the Planning Area as a whole, and Carbon County. *Figure 1 - Population Trends 1950-2010* provides a graphic representation of the Planning Area's population growth.

**Table 1 - Population Trends 1950-2010**

Municipality	1950 Census	1960 Census	1970 Census	1980 Census	% Change 1970-1980	1990 Census	% Change 1980-1990	2000 Census	% Change 1990-2000	2010 Estimate	% Change 2000-2010
Jim Thorpe	6,091	5,945	5,456	5,263	-3.54%	5,048	-4.09%	4,804	-4.83%	4,995	3.98%
Lansford	7,486	5,958	5,168	4,466	-13.58%	4,583	2.62%	4,230	-7.70%	4,195	-0.83%
Penn Forest	352	283	423	1,368	223.40%	2,895	111.62%	5,439	87.88%	7,734	42.20%
Summit Hill	4,924	4,386	3,811	3,418	-10.31%	3,332	-2.52%	2,974	-10.74%	2,971	-0.10%
Planning Area Total	18,853	16,572	14,858	14,515	-2.31%	15,858	9.25%	17,447	10.02%	19,895	14.03%
Carbon County	57,557	52,889	50,573	53,285	5.36%	56,846	6.68%	58,802	3.44%	63,859	8.60%

Source: U.S. Census Bureau

**Figure 1. Population Trend Lines: 1970 - 2010**

Source: U.S. Census Bureau

### Findings

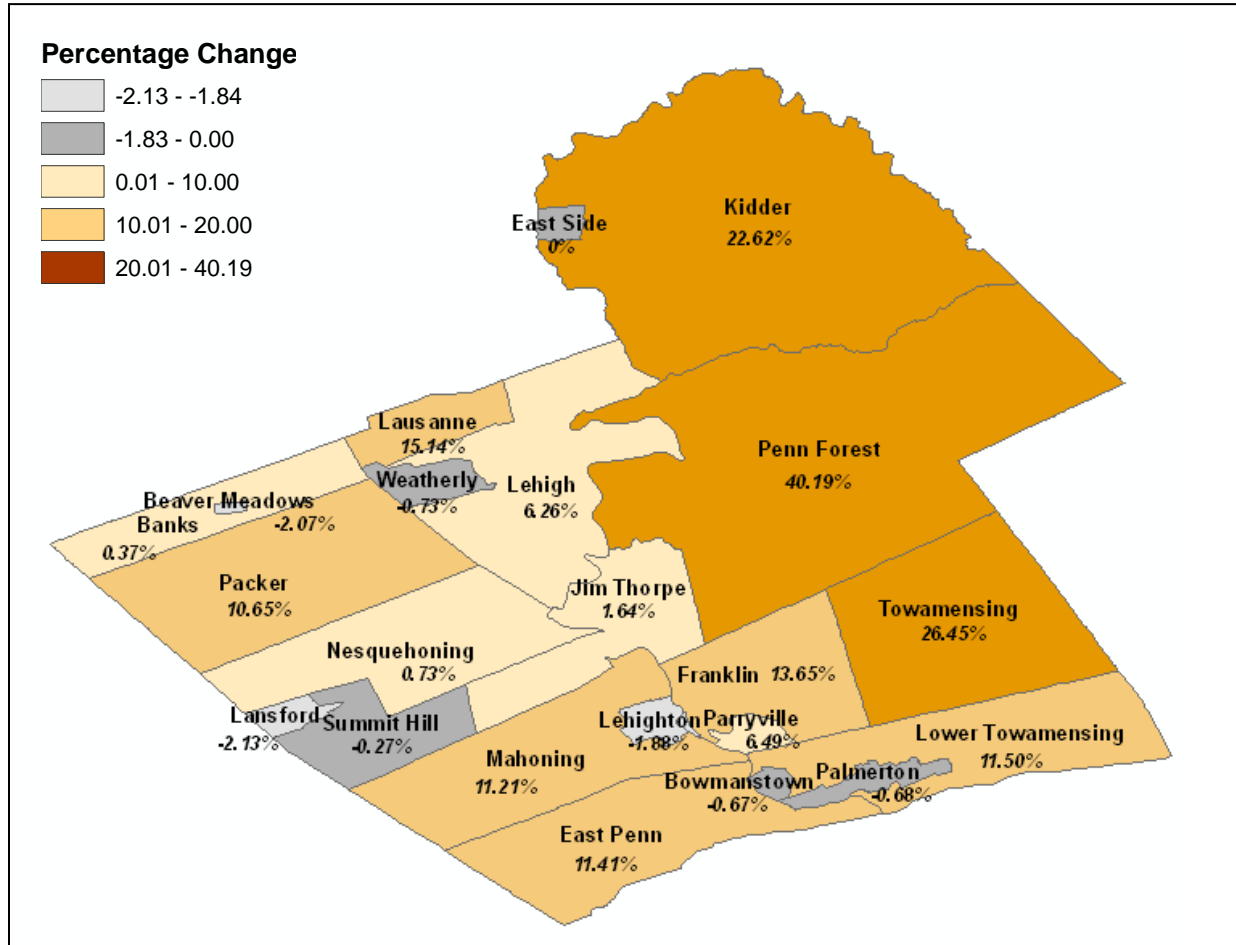
The analysis of population trends shows a consistent decrease in population in each of the three Boroughs since 1950, with the exception of Jim Thorpe Borough which shows slight growth in the last decade. Penn Forest Township has had a consistent and extremely sharp increase in population since 1970. The County's population also declined in earlier decades, but has seen more growth from 1970 (see Figure 2 below). Most of that growth has occurred in the Penn Forest, Kidder and Towamensing Townships. Specific findings are as follows:

- Jim Thorpe Borough experienced a steady rate of decline through the year 2000, but shows a modest amount of growth (3.98%) from 2000 to 2010.
- Lansford Borough shows a steadily decreasing population from 1950 to 1980. From 1980 to 1990 it experienced slight growth (2.62%), but has declined ever since with a -7.7% decrease from 1990 to 2000 and a -0.83% decrease from 2000 to 2010, although the rate of decline appears to have slowed in the last decade.
- Penn Forest Township had a very small population with little change from 1950 to 1960. However, the Township's population has experienced extremely rapid growth since 1970. It more than tripled in size in the 1970s, more than doubled in size in the 1980s, and nearly doubled again in the 1990s. From 2000 to 2010, the Township continued to grow with a 42.2% increase in population. Although this is a markedly slower growth rate that in the past, it might be an anomaly due to the recent economic downturn.
- Summit Hill Borough also shows a steadily decreasing population from 1950 to 2010. Though the rate of decline slowed to -2.52% in the 1980s, it dropped again to -10.74% in the 1990s. The 20109 estimate indicates that the population has remained relatively steady over the last nine years with a -0.10% rate of decline.

According to *Figure 2 – Population Change 1990-2010*, much of Carbon County has seen modest population growth in the last decade. The highest growth rates

are found to the east in Penn Forest, Kidder, and Towamensing Townships. Jim Thorpe, Lansford, and Summit Hill are surrounded by growing communities.

**Figure 2 – Population Change 2000 – 2009**



Source: U.S. Census Bureau; Consultant’s Analysis

**Population Trends by Age**

Population trends are also analyzed by examining changes within age groups occurring between 2000 and 2010. This provides insight into which populations, with respect to age, account for recent population shifts and which age groups are dominant. Based on this information, the Planning Area municipalities can begin to consider planning for services for special populations such as youth and the elderly.

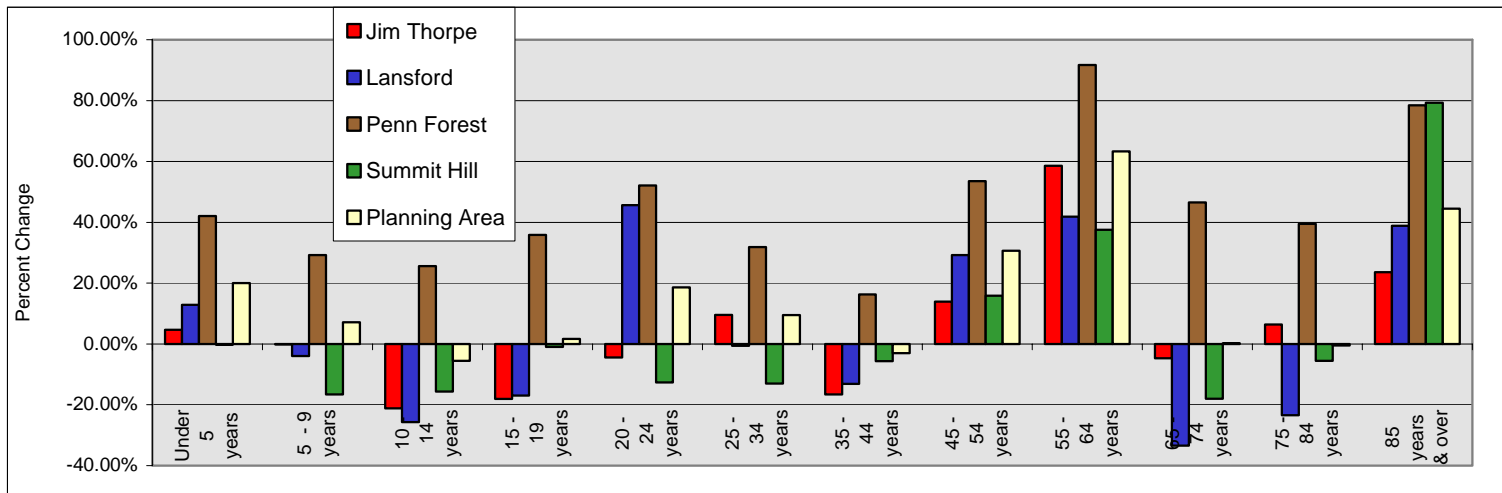
*Table 2 - Population Trends by Age* and *Figure 3 – Population Trends by Age* show population growth and decline by age group from 2000 to 2010 for each of the four municipalities and for the Planning Area as a whole. The 2010 figures are based on population estimates.

**Table 2 - Population Trends by Age**

Age Range	Jim Thorpe			Lansford			Penn Forest			Summit Hill			Planning Area		
	2000 Census	2010 Est	# Change 2000-2010	2000 Census	2010 Est	# Change 2000-2010	2000 Census	2010 Est	# Change 2000-2010	2000 Census	2010 Est	# Change 2000-2010	2000 Census	2010 Est	# Change 2000-2010
Under 5 years	229	240	11	223	252	29	354	503	149	131	131	0	937	1,125	188
5 - 9 years	250	250	0	249	239	-10	389	503	114	171	143	-28	1,059	1,134	75
10 - 14 years	336	265	-71	305	227	-78	425	534	109	176	149	-27	1,242	1,173	-69
15 - 19 years	311	255	-56	293	243	-50	353	480	127	171	169	-2	1,128	1,147	19
20 - 24 years	277	265	-12	193	281	88	178	271	93	153	134	-19	801	950	149
25 - 34 years	588	644	56	502	499	-3	598	789	191	379	330	-49	2,067	2,262	195
35 - 44 years	796	664	-132	579	503	-76	918	1,067	149	441	416	-25	2,734	2,651	-83
45 - 54 years	732	834	102	464	600	136	816	1,253	437	400	463	63	2,412	3,150	738
55 - 64 years	463	734	271	343	487	144	605	1,160	555	296	407	111	1,707	2,788	1,081
65 - 74 years	430	410	-20	485	323	-162	533	781	248	337	276	-61	1,785	1,790	5
75 - 84 years	291	310	19	455	348	-107	244	340	96	261	247	-14	1,251	1,245	-6
85 years & over	101	125	24	139	193	54	26	46	20	58	104	46	324	468	144
Under 18 Years	1,011	909	-102	953	864	-89	1,414	1,879	465	597	535	-62	3,975	4,187	212
<b>Median Age</b>	<b>40.6</b>	<b>43.8</b>		<b>41</b>	<b>42.4</b>		<b>39.4</b>	<b>42.4</b>		<b>42.4</b>	<b>45</b>				

Source: U.S. Census Bureau

**Figure 3 – Population Trends by Age**



Source: U.S. Census Bureau

Population trends by age show population growth across all age groups in Penn Forest Township, and more widespread losses in the three boroughs. Of note is that all three boroughs have seen losses in the young population under 18 years of age. The change in median age from 2000 to 2010 shows an aging population in each of the four municipalities. Specific findings are as follows:

- Jim Thorpe Borough has seen a decline among its youth. It had the largest percentage growth rates in the 55-64 year age group – those approaching retirement – and in the population age 85 years and over. The data suggest that the Borough's young population is declining while the senior and elderly segments are growing.
- Lansford Borough shows large declines in its young population and seniors aged 65 to 84 years. The population aged 20 to 24 has increased, possibly indicating that this age group is moving back home after college or staying home due to lack of opportunities elsewhere. The population of mature workers and those approaching retirement age has increased, as has the population aged 85 years and over.
- Penn Forest Township has experienced substantial increases across all age segments. The number of youth under the age of 18 years has grown by one-third. The growth in the number of youth along with the growth in age segments between 25 and 54 years of age suggests an influx of families with children. The senior population also grew significantly.
- Summit Hill Borough has experienced losses across nearly all age segments, with the exception of those age 45-64 and age 85 and over. This suggests an aging population, and the trend toward aging is likely to continue if the 45 to 64 year age segments remain in Summit Hill and age into the upper age groups.

### **Population Projections**

Estimating a municipality's future population is a good way to anticipate changing demand for community facilities and services and to assess the demand for land and its effect on such community characteristics such as open space and housing affordability. However, the reliability of population projections at the small scale of a municipality is suspect since projections may change drastically as the result of one large-scale event. Different projection methods may yield very different results at this scale. Population projections at the municipal level are therefore intended to serve as a general measure of expected growth.

*Table 3 – Population Projections* shows estimates for 2010 and projections for 2020 for the Planning Area. The 2020 projections are calculated based on the percentage change from 2000 to 2010, assuming that recent trends will continue over the coming decade. The projections show slight growth in Jim Thorpe through 2020, a stagnation of growth in Lansford and Summit Hill, and a continuation of rapid growth in Penn Forest Township. The Planning Area as a whole is projected to grow at 17.26% and the County at 8.6%.

**Table 3. Population Projections**

Municipality	2000	2010	% Change	2020	% Change
	Census	Estimate	2000-2010	Projection	2010-2020
Jim Thorpe	4,804	4,995	3.98%	5,194	3.98%
Lansford	4,225	4,195	-0.71%	4,165	-0.71%
Penn Forest	5,439	7,734	42.20%	10,997	42.20%
Summit Hill	2,970	2,971	0.03%	2,972	0.03%
Planning Area	17,438	19,895	14.09%	23,328	17.26%
Carbon County	58,802	63,859	8.60%	69,351	8.60%

Source: Consultant's Analysis

## SOCIOECONOMIC CHARACTERISTICS

### Overview

The examination of socioeconomic characteristics includes population age, income levels, and employment. This provides a description of the composition of the population and an indication of services and facilities required to meet the social and economic needs of the Planning Area.

### Age Distribution

While the data presented in previous pages showed trends in population changes, the following age distribution data show the 2010 estimates for each age segment. Along with the age trend data, the age distribution data are important in terms of determining the types of community facilities and services that must be provided, bearing in mind that many of the services that are age dependant are provided by public entities other than the municipality. For example, the number of children determines the size of educational facilities provided by the school district. An aging population will require more social services from county and state agencies and might also bringing about the construction of age-qualified and continuing care retirement communities.

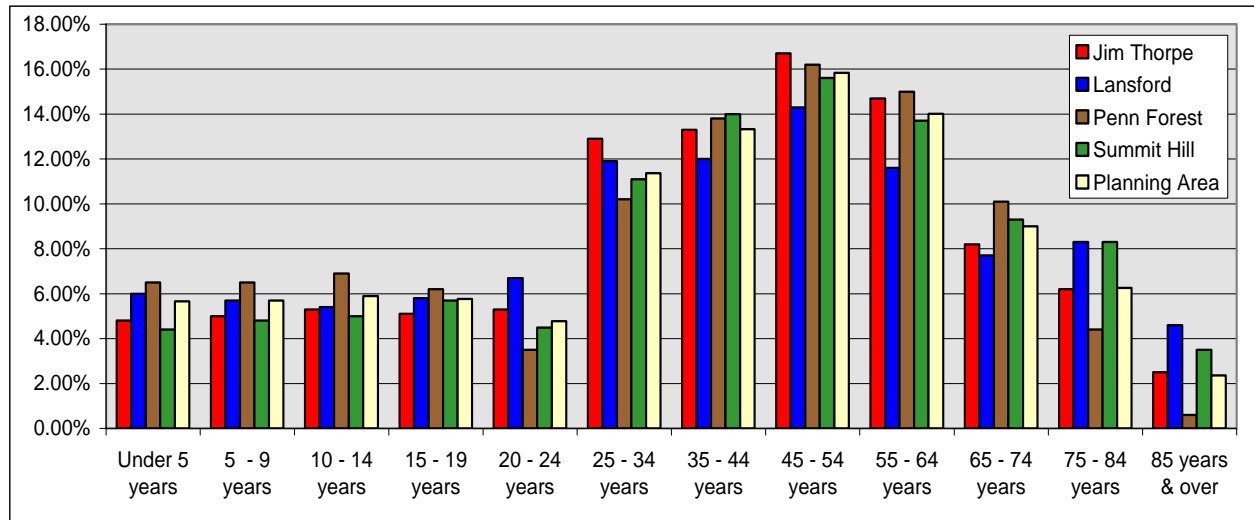
*Table 4 - Age Distribution and Figure 4 –Age Distribution* show the Planning Area's population composition by age group. The data show that the age distribution of the Planning Area is consistent with that of the County and the Commonwealth. The population is largely comprised of families with school-aged children. Seniors aged 65 to 84 also represent a significant portion of the population. However, as evidenced in *Table 2 and Figure 3, Population Trends by Age*, much of the Planning Area experienced a decline in its young population and an increase in the senior population and those approaching retirement age. Thus, facilities and services for youth must be provided at a level to support the current population, but must be tempered by the notion that the demand for such uses in the three Boroughs could decline over the next decades if current trends continue. In Penn Forest Township, demand for youth services is likely to continue to increase in the future. Demand for facilities and services for seniors is likely to increase across the entire Planning Area, so agencies serving the senior population must plan now for this growing population segment.

**Table 4 - Age Distribution**

Age Distribution	Jim Thorpe		Lansford		Penn Forest		Summit Hill		Planning Area	
	#	%	#	%	#	%	#	%	#	%
<b>Total Population</b>	4,995		4,195		7,734		2,971		19,895	
Under 5 years	240	4.80%	252	6.00%	503	6.50%	131	4.40%	1,125	5.65%
5 - 9 years	250	5.00%	239	5.70%	503	6.50%	143	4.80%	1,134	5.70%
10 - 14 years	265	5.30%	227	5.40%	534	6.90%	149	5.00%	1,173	5.90%
15 - 19 years	255	5.10%	243	5.80%	480	6.20%	169	5.70%	1,147	5.76%
20 - 24 years	265	5.30%	281	6.70%	271	3.50%	134	4.50%	950	4.78%
25 - 34 years	644	12.90%	499	11.90%	789	10.20%	330	11.10%	2,262	11.37%
35 - 44 years	664	13.30%	503	12.00%	1067	13.80%	416	14.00%	2,651	13.32%
45 - 54 years	834	16.70%	600	14.30%	1253	16.20%	463	15.60%	3,150	15.84%
55 - 64 years	734	14.70%	487	11.60%	1160	15.00%	407	13.70%	2,788	14.01%
65 - 74 years	410	8.20%	323	7.70%	781	10.10%	276	9.30%	1,790	9.00%
75 - 84 years	310	6.20%	348	8.30%	340	4.40%	247	8.30%	1,245	6.26%
85 years & over	125	2.50%	193	4.60%	46	0.60%	104	3.50%	468	2.35%
<b>Under 18 Years</b>	<b>909</b>	<b>18.20%</b>	<b>864</b>	<b>20.60%</b>	<b>1879</b>	<b>24.30%</b>	<b>535</b>	<b>18.00%</b>	<b>4,187</b>	<b>21.05%</b>

Source: U.S. Census Bureau

**Figure 4 - Age Distribution**



Source: U.S. Census Bureau

**Educational Attainment**

Table 5 and Figure 5 - Educational Attainment represents the highest level of education reached by individuals aged 25 years and over according to 2010 estimates.

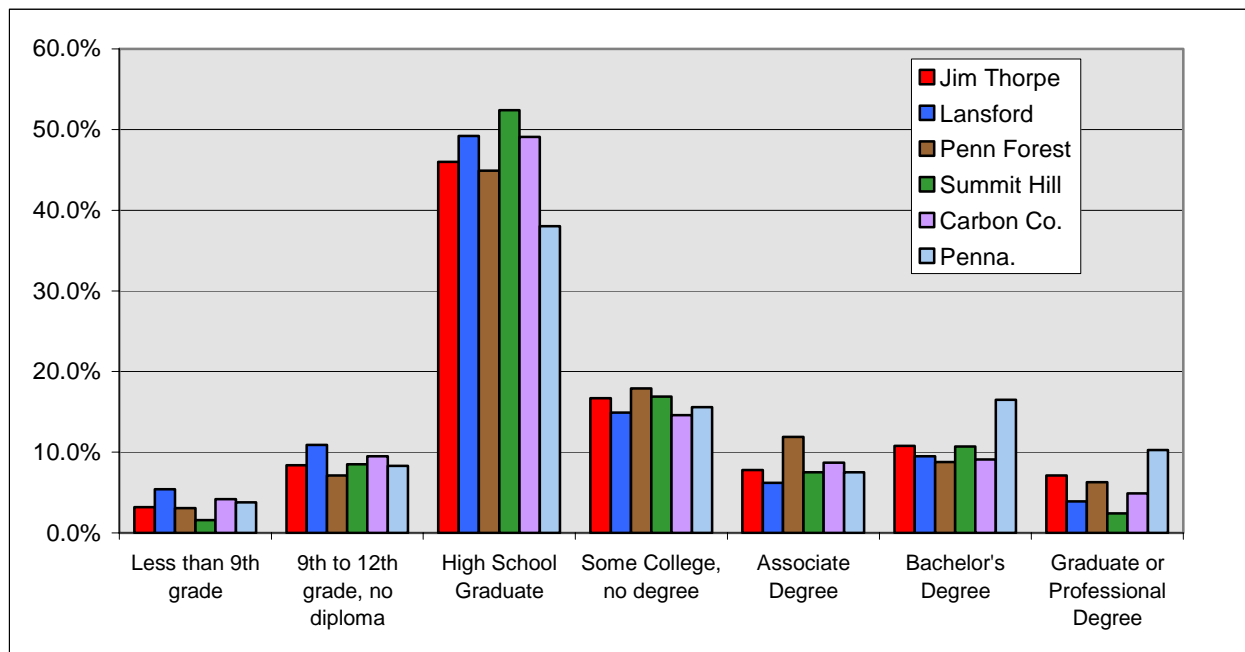
The data reveal that educational levels throughout the Planning Area are consistent with Carbon County, but are lower than Pennsylvania. The majority of the population in the Planning Area and the County have a high school or less than high school education. The percentage of persons in the Planning Area with a Bachelor's Degree or Graduate/Professional Degree ranges from 13% to 18%. This is consistent with Carbon County (14%) but substantially lower than Pennsylvania (26.8%).

**Table 5 - Educational Attainment**

Educational Attainment 2010 Estimate	Jim Thorpe		Lansford		Penn Forest		Summit Hill		Carbon Co.	Penna.
	#	%	#	%	#	%	#	%	%	%
Population 25 years and over	3,720		2,953		5,445		2,245			
Less than 9th grade	119	3.2%	159	5.40%	169	3.10%	36	1.60%	4.2%	3.80%
9th to 12th grade, no diploma	312	8.4%	322	10.90%	387	7.10%	191	8.50%	9.5%	8.30%
High School Graduate	1,711	46.0%	1,453	49.20%	2,445	44.90%	1,176	52.40%	49.1%	38.00%
Some College, no degree	621	16.7%	440	14.90%	975	17.90%	379	16.90%	14.6%	15.60%
Associate Degree	290	7.8%	183	6.20%	648	11.90%	168	7.50%	8.7%	7.50%
Bachelor's Degree	402	10.8%	281	9.50%	479	8.80%	240	10.70%	9.1%	16.50%
Graduate or Professional Degree	264	7.1%	115	3.90%	343	6.30%	54	2.40%	4.9%	10.30%
% High School or Less		57.6%		65.50%		55.10%		62.50%	62.8%	50.1%
% Bachelor's Degree or Higher		17.9%		13.40%		15.10%		13.10%	14.0%	26.8%

Source: U.S. Census Bureau

**Figure 5 - Educational Attainment**



Source: U.S. Census Bureau

**Income**

*Table 6 and Figure 6 – Household Income* report income ranges, median household income, and per capita income for the Planning Area municipalities, Carbon County and Pennsylvania based on 2010 estimates. This provides an indication of the economic status of the Planning Area. Household income is used because it is a more inclusive measure representing family households, single persons living alone, and unrelated persons living together. This provides a more accurate description of the community's economic well-being.

**Findings**

The data indicate that the Planning Area is largely a lower to middle-income community with the majority of households earning less than \$50,000 per year. Similar to educational attainments, income levels are consistent with the County, but lower than the Commonwealth, as evidenced by the median household income and per capita income figures (with the exception on Summit Hill's per capita income, which is slightly higher than the Commonwealth's). Summit Hill Borough has the highest income level of the Planning Area municipalities, followed by Jim Thorpe then Penn Forest, then Lansford. The income levels of Lansford Borough are significantly lower than the Planning Area municipalities, the County, and the Commonwealth. Significant findings are as follows:

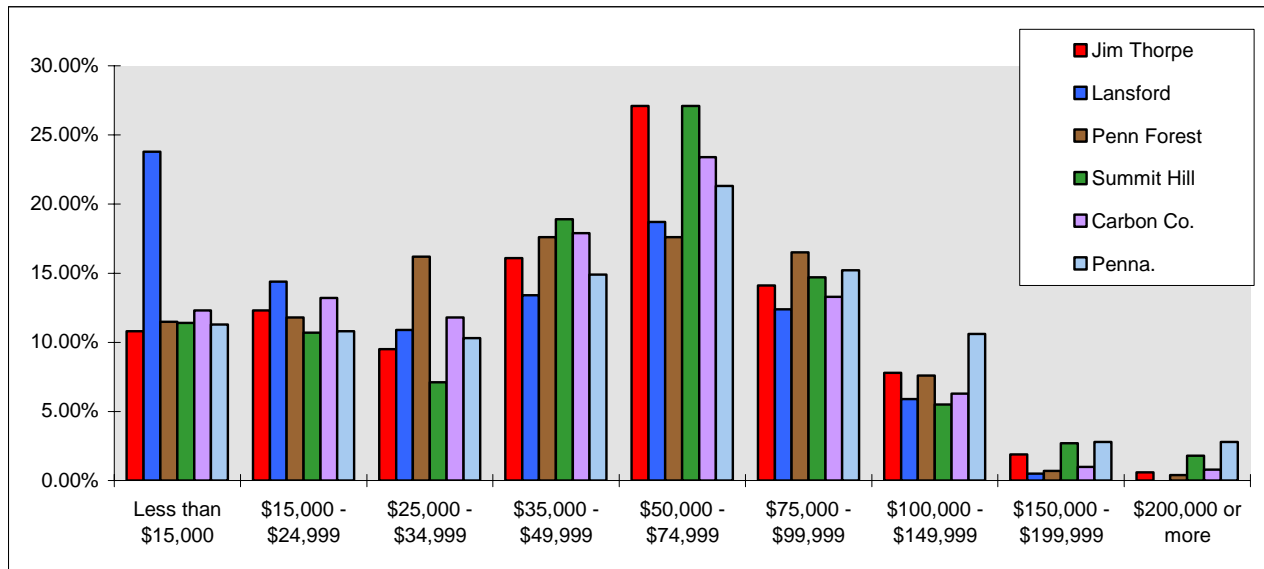
- Jim Thorpe Borough has income levels higher than the County, but lower than the Commonwealth. As measured by median Household Income, Jim Thorpe ranks second among the four Planning Area municipalities.
- Lansford Borough has a large proportion of households earning less than \$15,000 per year – nearly one-quarter of all households. It has the lowest incomes in the Planning Area and falls well below the Carbon County and Pennsylvania income figures.
- Penn Forest Township also has income levels lower than Carbon and Pennsylvania. As measured by Median Household Income, Penn Forest Township ranks third among the four Planning Area municipalities.
- Summit Hill Borough has the highest income levels among the four Planning Area municipalities. Income measures for the Borough also exceed the County; however only per capita income exceeds the Commonwealth.

**Table 6 – Household Income**

Household Income 2010 Estimate	Jim Thorpe		Lansford		Penn Forest		Summit Hill		Carbon Co.	Penna.
	#	%	#	%	#	%	#	%	%	%
<b># of Households</b>	2,111		1,896		2,927		1,330			
Less than \$15,000	228	10.80%	451	23.80%	337	11.50%	152	11.40%	12.30%	11.30%
\$15,000 - \$24,999	260	12.30%	273	14.40%	345	11.80%	142	10.70%	13.20%	10.80%
\$25,000 - \$34,999	201	9.50%	207	10.90%	474	16.20%	94	7.10%	11.80%	10.30%
\$35,000 - \$49,999	340	16.10%	254	13.40%	515	17.60%	251	18.90%	17.90%	14.90%
\$50,000 - \$74,999	572	27.10%	355	18.70%	515	17.60%	360	27.10%	23.40%	21.30%
\$75,000 - \$99,999	298	14.10%	235	12.40%	483	16.50%	196	14.70%	13.30%	15.20%
\$100,000 - \$149,999	165	7.80%	112	5.90%	222	7.60%	73	5.50%	6.30%	10.60%
\$150,000 - \$199,999	40	1.90%	9	0.50%	20	0.70%	36	2.70%	1.00%	2.80%
\$200,000 or more	13	0.60%	0	0.00%	12	0.40%	24	1.80%	0.80%	2.80%
<b>Median Household Income</b>		\$50,975		\$35,752		\$42,838		\$51,320	\$44,833	\$52,723
<b>Per Capita Income</b>		\$24,107		\$19,961		\$19,951		\$27,417	\$21,916	\$26,585

Source: U.S. Census Bureau

**Figure 6 – Household Income**



Source: U.S. Census Bureau

**Employment**

*Table 7 – Employment Status and Figure 7 – Employment by Industry* provide 2010 employment estimates and are an indication of the vitality of the local labor force and the most prevalent income generating industries. Employment statistics are derived from the population 16 years old and over. Individuals of this age are legally eligible to work.

**Findings**

*Table 7 – Employment Status* indicates that the Planning Area has a slightly less stable employment base compared to the County and the Commonwealth. That is, the unemployment rates of Jim Thorpe and Summit Hill are higher than Carbon County and Pennsylvania. Current unemployment rates (as of September 2010) indicate that the County's unemployment rate increased to 9.9%, while state unemployment increased to 9.0%. This could indicate that unemployment rates in the Planning Area have also increased substantially. Significant findings are as follows:

<b>September 2010 Unemployment Rate</b>
Carbon County - 9.9%
Pennsylvania - 9.0%
USA - 9.6%

Source: Bureau of Labor Statistics

- Nearly two-thirds of Jim Thorpe Borough's population is in the labor force, and its unemployment rate exceeds the County and the Commonwealth.
- Only one-half of Lansford Borough's population is in the labor force. Its unemployment rate is the second lowest in the Planning Area and is lower than the County and the Commonwealth.
- Penn Forest Township has the lowest unemployment rate among the Planning Area municipalities, and a lower unemployment rate than Carbon County and Pennsylvania.
- Nearly two-thirds of Summit Hill Borough's population is in the labor force, and its unemployment rate exceeds the County and the Commonwealth. It has the highest unemployment rate in the Planning Area, slightly exceeding Jim Thorpe Borough.

**Table 7 - Employment Status: Planning Area Municipalities**

<b>Employment Status</b>	<b>Jim Thorpe</b>	<b>Lansford</b>	<b>Penn Forest</b>	<b>Summit Hill</b>
<b>2010 Estimate</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Population 16 + in Labor Force				
Employed	88.60%	87.40%	90.00%	85.60%
Unemployed	11.40%	12.60%	10.00%	14.40%

Source: U.S. Census Bureau

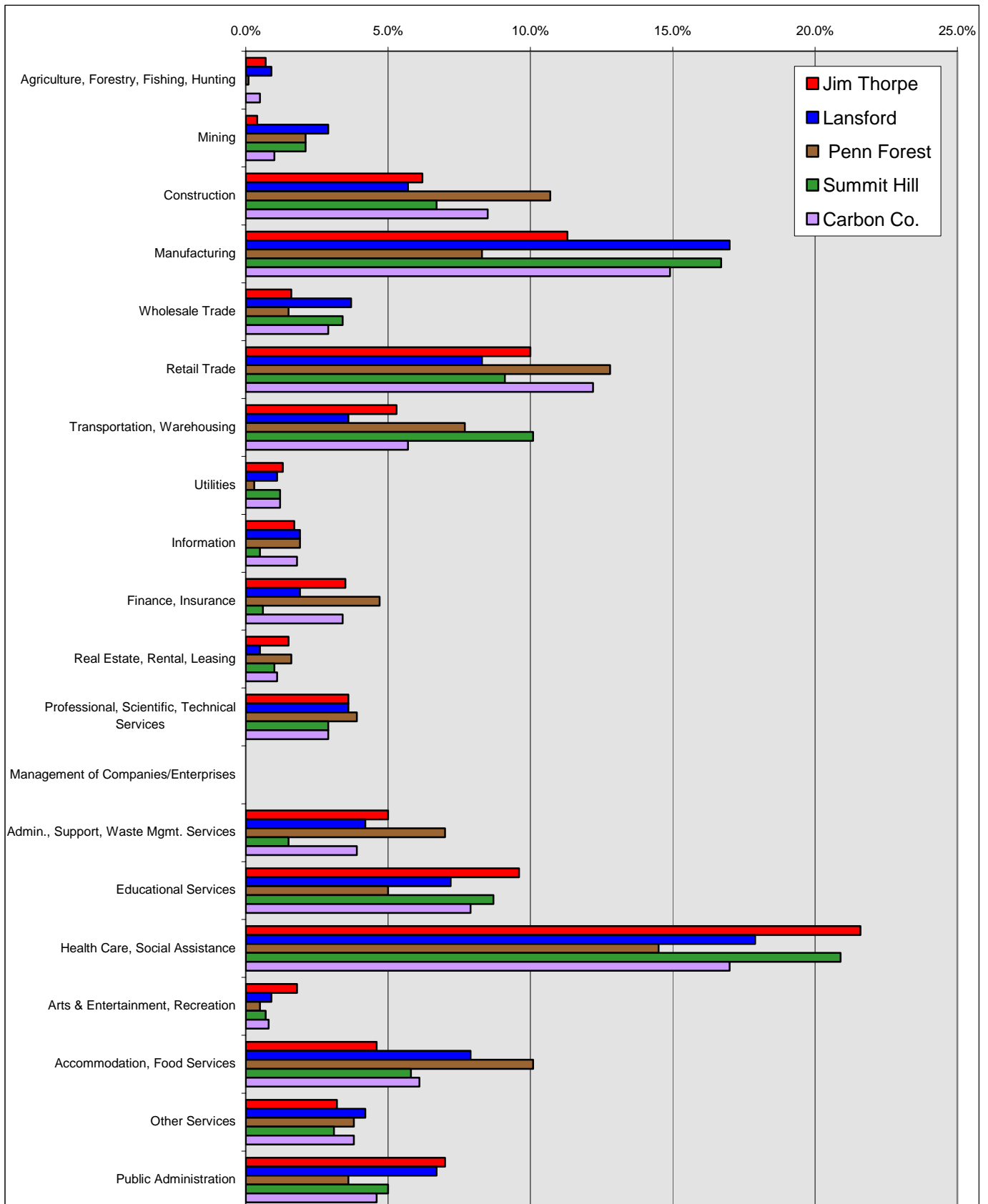
*Table 8 and Figure 7 – Employment by Industry* shows the number of employed persons by the industry in which they work. The three largest sectors are indicated in bold font. The largest proportion of employed persons in each of the four municipalities and the County the Planning Area work in *Health Care and Social Assistance*. The high proportion of workers in *Retail Trade* combined with low proportions in *Management, Professional and Technical Services, and Finance, Insurance, and Real Estate* most likely account for the lower incomes in the Planning Area.

**Table 8: Employment by Industry**

Industry	Jim Thorpe	Lansford	Penn Forest	Summit Hill	Carbon Co.
2010 Estimate	%	%	%	%	%
Employed civilian population 16 years and over					
Agriculture, Forestry, Fishing, Hunting	0.7%	0.9%	0.1%	0.0%	0.5%
Mining	0.4%	2.9%	2.1%	2.1%	1.0%
Construction	6.2%	5.7%	<b>10.7%</b>	6.7%	8.5%
Manufacturing	<b>11.3%</b>	<b>17.0%</b>	8.3%	<b>16.7%</b>	<b>14.9%</b>
Wholesale Trade	1.6%	3.7%	1.5%	3.4%	2.9%
Retail Trade	<b>10.0%</b>	<b>8.3%</b>	<b>12.8%</b>	9.1%	<b>12.2%</b>
Transportation, Warehousing	5.3%	3.6%	7.7%	<b>10.1%</b>	5.7%
Utilities	1.3%	1.1%	0.3%	1.2%	1.2%
Information	1.7%	1.9%	1.9%	0.5%	1.8%
Finance, Insurance	3.5%	1.9%	4.7%	0.6%	3.4%
Real Estate, Rental, Leasing	1.5%	0.5%	1.6%	1.0%	1.1%
Professional, Scientific, Technical Services	3.6%	3.6%	3.9%	2.9%	2.9%
Management of Companies/Enterprises	0.0%	0.0%	0.0%	0.0%	0.0%
Admin., Support, Waste Mgmt. Services	5.0%	4.2%	7.0%	1.5%	3.9%
Educational Services	9.6%	7.2%	5.0%	8.7%	7.9%
Health Care, Social Assistance	<b>21.6%</b>	<b>17.9%</b>	<b>14.5%</b>	<b>20.9%</b>	<b>17.0%</b>
Arts & Entertainment, Recreation	1.8%	0.9%	0.5%	0.7%	0.8%
Accommodation, Food Services	4.6%	7.9%	10.1%	5.8%	6.1%
Other Services	3.2%	4.2%	3.8%	3.1%	3.8%
Public Administration	7.0%	6.7%	3.6%	5.0%	4.6%

Source: U.S. Census Bureau

**Figure 7 - Employment by Industry**



Source: U.S. Census Bureau

**PLANNING IMPLICATIONS****Summary**

Population trends indicate that, with the exception of Penn Forest Township, the Planning Area has experienced an overall steady decline in population since 1950. This is the case with most of Carbon County's boroughs. Population trends also suggest a decline in the young population in the three Boroughs, but a large increase in this age segment in Penn Forest Township. All Planning Area municipalities have experienced an increase in the elderly population, aged 85 years and over, and the population approaching retirement. The data suggest the decline of young families and young workers in the three Boroughs, which can have adverse impacts on the Planning Area's economy. With the growth in the senior and elderly population, communities will need to consider providing services for an aging population.

Recent population estimates and future projections suggest the population of the three Boroughs is stabilizing, with very little change projected through 2020. However, this is a fragile indication of population change in the Planning Area given past decline and the nation's current economic climate. Penn Forest Township is projected to continue to grow at a rapid pace.

Employment data show high unemployment rates across the Planning Area most likely due to the recent downturn in the nation's economy. An economic development program may be needed to bring jobs with family-sustaining wages and that will enable the Planning Area to retain young workers. Any economic development program should be carefully coordinated with land use to ensure that growth is managed in a way that does not adversely impact the Planning Area's natural and scenic qualities and historical character, but instead incorporates these features into the local economy.