



Chapter 3 Community Profile

The analysis of demographic and economic census data provides insight into the composition and characteristics of the Kennett Square community and its residents. The results of the analysis create the foundation for strategies in the Plan sections for each Chapter. Both 2010 U.S. Census and American Communities Survey (ACS) 5 year estimates 2006-2010 data will be used for this chapter. Current estimates and updated demographic and economic information, where available, have been incorporated. Comparisons between Kennett Square Borough and other boroughs, as well as neighboring municipalities, are provided to offer different perspectives on the characteristics discussed.

This chapter is divided into five sections. Regional setting gives an overview and context of the Borough from a geographic perspective. The demographic element discusses the size and composition of the current population in terms of age, sex, race, and household composition. The employment section discusses work force characteristics, along with commuter patterns. The economic section discusses the nature of the businesses in the Borough. Housing characteristics are located in Chapter 5, Housing. The implications of the data analysis are presented at the end of this chapter.

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REGIONAL SETTING

The Borough of Kennett Square is located in south central Chester County. The Borough is the focal point of the Kennett Region which includes the Borough and the townships of East Marlborough, Kennett, New Garden, Pocopson, and Pennsbury. Kennett Square is approximately one square mile in size and is surrounded by Kennett Township. Kennett Township's southern boundary forms the

border of Chester County and the State of Delaware; New Castle County, Delaware lies directly to the south. See Figure 3-1.

Kennett Square began as a crossroads village at the point where the major roads between Philadelphia and Baltimore (Baltimore Pike) intersected with the major road between Lancaster and Wilmington (Unionville Road). Kennett Square is located approximately 10 miles northeast of Wilmington, Delaware, and 30 miles west of Philadelphia, Pennsylvania. Several prominent architectural features and view corridors within the Borough have been maintained and contribute to the community's sense of place. For instance, the construction of the clock tower on the Genesis building at the primary intersection and highest point in the Borough reflects the significance of the downtown area and provides a distinguishing feature that can be seen from many vantage points throughout the area. The High School is a prominent feature in the southern portion of the Borough and can be seen from the downtown along the South Broad Street corridor. In addition, the rolling terrain and forested landscape that surrounds the Borough maintains the sense of the Borough's prominence as the urban center of the Region. Lastly, the tree lined main-street and historical neighborhoods also contribute to the Borough's small town character.

Since Kennett Square is located at one of the major historical crossroads in the Region, it is well integrated into the transportation and circulation system. State and Cypress Streets, historically known as Baltimore Pike, pass through the center of town, originally an interstate highway linking the major cities of the east coast. Its use for interstate travel has decreased, however, since construction of I-95. Locally, US 1 serves as a connection between the Kennett Region and Philadelphia. The Borough is easily accessed from Route 1 and commercial traffic in Kennett Square present traffic concerns.

The major north-south route through the Borough is PA Route 82, known as Union Street with State and Cypress Streets (Baltimore Pike) traversing the Borough east and west. Other heavily traveled roads in the region include US 1, Route 41, Route 926, and Route 52.

As the population grows and the surrounding townships continue to develop, the traffic generated by both residential and commercial growth will impact the Borough. Increases in development within the US 1 Corridor will have an especially critical impact considering its proximity to the Borough. Since Kennett Square seeks to protect the pedestrian orientation and "small town" character of the Borough, particularly the downtown, the impact of land use patterns and traffic generated by those land uses will be essential to the economic viability, character, and congestion issues within the Borough. The goal of this Comprehensive Plan is to protect that character and quality of life while allowing appropriate development to occur to further the success of the community.

the growth slowed somewhat with increases of only 10 percent between 1940-1950, 18 percent between 1950 and 1960, and 12 percent between 1960-1970. Figure 3-2 shows these population changes between 1900 and 2010.

An unusual change occurred between 1970 and 1980, at which time the population decreased by 161 individuals, representing a full 3 percent of the population. This decline occurred simultaneously with the accelerated growth of suburban development in the Region, as exhibited in Figure 3-2, likely reflecting the nation-wide trends in which urban dwellers moved enmass to the suburbs. This trend did not continue, however, and the population of Kennett Square rose 11 percent between 1980 and 1990. The population of the Borough in 2000 was 5,273, an increase of 55, or 1 percent over the 1990 census figure. It is not surprising that, after the influx of population back into the Borough by 1990, the Borough, which is mostly built out, did not gain a significant amount of people. This increase from 1990 to 2000 roughly corresponds to the low number of building permits seen over the same time period. In 2010, Kennett Square’s population had its largest numeric increase of 799 or 15 percent over 2000. This increase could be due to the Borough meeting the demand of the large population influx with additional housing, an increase in family size, and the growing popularity of the Borough, partly due to the expansive revitalization efforts.

Figure 3-2: Historic Population Trends (1900-2010)

Year	Population	Numeric Increase	% Increase
1900	1,516	190	14%
1910	2,049	533	35%
1920	2,398	349	17%
1930	3,091	693	29%
1940	3,375	284	9%
1950	3,699	324	10%
1960	4,355	656	18%
1970	4,876	521	12%
1980	4,715	-161	-3%
1990	5,218	503	11%
2000	5,273	55	1%
2010	6,072	799	15%

Source: U.S. Census Bureau (1899-2010).

REGIONAL POPULATION GROWTH TRENDS

The historic population growth of the Borough of Kennett Square has been affected by the development occurring in the other communities in the Region. The Region is identified as the Borough, along with Kennett Township, which borders the Borough on all sides, East Marlborough, New Garden, Pennsbury, and Pocopson. Comparing these various growth rates, Figure 3-3 indicates that the Borough of Kennett Square’s population increased by 29 percent between 1980 and 2010, while the remaining municipalities in the Region experienced increases ranging between 38 percent and 150 percent for the same period of time.

Most notably, in the most recent period of 200-2010 which includes the economic downturn, the Borough increased in population by 15 percent up from one percent in the prior period (1990-2000). This is significant due the Boroughs small size and limited development potential in relation to the surrounding Townships. While some of the townships had a greater percentage increase for the period 2000-2010, these increases were generally less than half that of the prior period of 1990-2000, while the Borough experienced a significant increase. Kennett Square continues to be a stable population center despite the changes that occur in the Region as a whole.

Figure 3-3: Regional Population Trends
Municipalities in the Kennett Square Region (1980-2010)

Municipality	1980	1990	2000	2010	% Increase 1990-2000	% Increase 2000-2010	% Increase 1980-2010
Kennett Square	4,715	5,218	5,273	6,072	1%	15%	29%
E. Marlborough Twp.	3,953	4,781	6,317	7,026	32%	11%	78%
Kennett Twp.	4,201	4,624	6,451	7,565	40%	17%	80%
New Garden Twp.	4,790	5,430	9,083	11,984	67%	32%	150%
Pennsbury Twp.	2,604	3,326	3,500	3,604	5%	3%	38%
Pocopson Twp.	2,331	3,266	3,350	4,582	3%	37%	97%
Chester County	316,660	376,396	433,501	498,886	15%	15%	58%

Source: U.S. Census Bureau (1980-2010).

POPULATION CHARACTERISTICS

Analyzing population characteristics, particularly age, sex and race, can assist in understanding the composition of the Borough residents and lead to identifying unmet community facilities and services needs. Age, for instance, is a particularly important factor to consider because the needs of senior citizens and the elderly, or alternatively, the needs of young families, vary from those of the community at large. Information on income and educational levels can be useful in developing Borough policy on parks, recreational programming, and cultural activities and can support economic development initiatives.

Age Composition

A review of the age of Kennett Square residents between 1990 and 2010 reveals that the proportions of various age categories have remained relatively the same between 1990-2010 (Figure 3-4). The most significant change is the increase in the population of adults age 55-64, particularly from 2000 to 2010. Another equally significant change is the increase of children under 5 population rising by 160 in 2010, which is a 45 percent change from 2000 to 2010. The 25-44 age range in 2010 is still increasing in size possibly correlating Kennett Square is a attractive place to raise a family. This is reinforced by the increase in the 18-24 age group (potentially the children of the 25-44) increasing from -3 percent to 25 percent, relating to the increase in the 25-44 age group. The median age in the Borough in 2010 was 33.9, which showed the first decrease in over three decades (31.9 in 1980; 34.0 in 1990; and 34.7 in 2000).

A comparison of the 2000 and 2010 Census data reveals that the Borough’s population increased by 15 percent, a significant increase compared to the one percent increase between 1990 and 2000. The population make up has changed little based on the percent of the total population in each age range for both 2000 and 2010. The columns presenting the percent change between 1990-2000 and 2000-2010 are important to note, but because of the generally low base numbers in each age range, these figures do not present any significant issues.

Figure 3-4: Age Composition (1990-2010)

Age Group	1990		2000		2010		1990-2000 Change	2000-2010 Change
	Number	%	Number	%	Number	%		
75 and Over	351	7%	389	7%	322	5%	11%	-17%
65-74	411	8%	341	6%	324	5%	-17%	-5%
55-64	475	9%	423	8%	606	10%	-11%	43%
45-54	485	9%	638	12%	769	13%	32%	21%
25-44	1,716	33%	1,634	31%	1,822	30%	-5%	12%
18-24	556	11%	538	10%	670	11%	-3%	25%
5-17	881	17%	945	18%	1,034	17%	7%	9%
Under 5	343	7%	365	7%	525	9%	6%	45%
TOTAL	5,218	100%	5,273	100%	6,072	100%	1%	15%

Source: U.S. Census Bureau (1990-2010).

Racial Composition

The Borough of Kennett Square is predominately white or caucasian, comprising about 66 percent of the population in 2010. There was a 51 percent increase in minority populations between 2000 and 2010. That is a 44 percent increase from 1990 to 2000 at 7 percent. A large part of the increase was in the race classification of “other,” which includes those describing themselves as multi-racial, multi-ethnic or mixed. The percent of residents of Hispanic origin nearly doubled between 2000 and 2010, increasing from 28 percent to 49 percent. Note that Hispanic origin is not specifically a race category, but includes those individuals of any race who classify themselves in one of the Hispanic origin categories. These categories include Mexican, Puerto Rican, Cuban or those whose origins are from Spain or the Spanish-speaking countries of Central or South America, or the Dominican Republic. See Figure 3-5.

Due to the number of Hispanic workers employed in the mushroom industry in the Kennett Square Region, the number of those of Hispanic origin in the community is higher than in other areas. As noted in Population by Household Size, this may be the result of some of the workers in the mushroom industry bringing their families to the area, something not evident from data for the previous decade. It is possible that the Hispanic population is higher than reported by the census data. Studies undertaken on behalf of nonprofit organizations in the area, specifically the Alliance for Better Housing, believe that the population is significantly undercounted.

Figure 3-5: Race and Hispanic Origin (1990-2010)

Race	1990		2000		2010		% Change 2000-2010
	Number	%	Number	%	Number	%	
White	4,316	83%	3,880	74%	3,987	66%	3%
Black	625	12%	541	10%	438	7%	-19%
Am. Indian, Eskimo, Aleut.	3	0%	5	0%	24	0%	4%
Asian, Pacific Islander	35	1%	86	2%	50	1%	-42%
Other Race	239	5%	761	15%	1,573	26%	108%
Hispanic Origin (any race)	662	13%	1,470	28%	2,963	49%	102%

Source: U.S. Census Bureau (1990-2010).

POPULATION PROJECTIONS

Population projections use existing population figures and estimates, in conjunction with growth trends, to predict future population increases. Projections are important in planning for future land use because they can indicate the number of new residents to be serviced. They are only indicators, since accurately projecting the future population is extremely difficult. In the case of Kennett Square Borough, most of the municipality is built out and consequently, it is unlikely that new development will generate large population increases. The 2040 projection in Figure 3-6 is provided by a 2012 report from the Delaware Valley Regional Planning Commission (DVRPC).

As indicated by Figure 3-3, the population for the region has grown substantially in the last two decades and is expected to continue to increase considerably by the year 2040. Although much of the new growth will likely occur outside the Borough, and will continue to have an impact on Kennett Square, some growth through redevelopment is likely to occur within the Borough. (See Chapter 4, Land Use)

Figure 3-6: Borough Population Projections (2010-2040)

Municipality	*1990	*2000	*2010	2020 ¹	2030 ¹	2040 ¹	% Increase 2000-2010	% Increase 2010-2040
Kennett Square Borough	5,218	5,273	6,072	6,428	7,039	7,395	15%	22%

Source: *Actual figure from U.S. Census.

1: Delaware Valley Regional Planning Commission Forecasts 2012

EMPLOYMENT CHARACTERISTICS

This section discusses the Borough's economic characteristics and provides information on the labor force and employment trends. Since Kennett Square Borough is a regional center, maintaining the community's continued vitality is of utmost importance. To accomplish this, an understanding of the employment characteristics of residents is needed to ensure that the Borough supports the employment picture to the extent possible. Although the following information is quite useful in understanding local

employment, it must also be recognized that many changes have occurred in Kennett Square within the past few years. The construction of the national headquarters for Genesis Health Care, Inc., into downtown Kennett Square has likely changed the employment picture. The company occupies several sites in Kennett Square and employs over 500 individuals, many of whom are likely local residents. The construction of the Genesis Health Care Systems headquarters spurred a significant amount of redevelopment throughout the Borough that continues to impact local employment.

RESIDENT EDUCATION ATTAINMENT

The most important resource for businesses is a skilled and educated workforce. Chester County, and much of southeastern Pennsylvania, is home to a highly skilled and well-educated population, providing a major incentive for businesses to locate here. Kennett Square is situated just outside one of the largest employment centers in the County and offers amenities that draw local workers to reside within the Borough. The following analysis explores the characteristics of Kennett Square’s resident workforce.

Analyzing the level of education attained by municipal residents helps to predict employment demand and can be related to the economic prosperity of the residents in the municipality. Figure 3-7 shows the educational levels of Kennett Square and Chester County residents.

Eighteen percent of the Borough’s population are college graduates. Another 20 percent have some level of education beyond high school. The college graduate population of Chester County is 48 percent according to the five year estimates, which ranks it among the highest in the state. The Borough has had an increase in the number of residents with less than a high school education. Lower levels of education generally correspond to higher poverty levels and unemployment issues.

Figure 3-7: Highest Educational Level by Percent (5 Year Estimate 2006-2010)

Educational Attainment	Kennett Square		Chester County	
	2000 (%)	5 yr Est. (%)	2000 (%)	5 yr Est. (%)
Less Than High School	12%	23%	4%	3%
High School	47%	39%	33%	29%
Some College or Associate Degree	21%	20%	21%	20%
Bachelor’s Degree	13%	12%	27%	30%
Graduate or Professional Degree	7%	6%	16%	18%

Source: Census ACS 5 year estimates 2006-2010.

RESIDENT INCOME LEVEL

Resident income levels relate directly to earned income tax revenues for Kennett Square. Poverty levels relate to the need for social services which may include basic needs assistance (housing, food, clothing, and healthcare), education support, and employment and training assistance. Kennett Square’s income level information correlates directly with the educational attainment levels of the borough residents.

The median income level from 2006-2010 ACS estimates for the Borough of Kennett Square was reported at \$57,500, meaning that approximately half of the Borough’s households had an income higher than this figure, while half had an income less than this figure. The median in Kennett Square was lower than the median of \$84,741 reported for Chester County, however, it was higher than the \$50,398 reported for the State of Pennsylvania. There was a significant difference in incomes within the Borough of “family” versus “non-family” households, reported at \$65,284 and \$32,347, respectively. The percentage of residents both families and persons whose income is below the poverty line in the Borough was 8.3 percent and 11.1 percent respectively. These figures are higher than the County’s poverty level, which had 3.9 percent families and 6.2 percent persons below the poverty line.

RESIDENT EMPLOYMENT BY INDUSTRY

According to ACS’s 2006-2010 estimates, the largest percentage of Kennett Square residents worked in the services industry and wholesale and retail trade, accounting for 44 percent and 14 percent of the labor force, respectively as shown on Figure 3-8. The third largest percentage, 13 percent, was manufacturing. Agriculture was the fourth largest industry at 10 percent, most likely in the mushroom industry. In comparing the labor force statistics from 1990 to the five year estimate, the greatest change was in the number of residents employed in the services industry, which increased from 31 percent to 62 percent of the labor force, or 538 people. Other industry categories experience minimal change in the same period.

Figure 3-8: Resident Employment by Industry

Industry	1990		2000		2006-2010 est.		1990-5 yr Est. % Change
	#	%	#	%	#	%	
Agriculture/Forestry/ Fisheries	343	12%	313	12%	330	10%	-4%
Construction	180	6%	135	5%	272	9%	51%
Manufacturing	405	14%	202	8%	405	13%	0%
Transportation*	135	5%	164*	6%	119*	6%*	-12%**
Communications/ Utilities**	**	**	N/A*	N/A*	N/A*	N/A*	N/A*
Wholesale/Retail Trade	707	25%	413	15%	437	14%	-38%
Finance/Insurance/Real Estate	147	5%	142	5%	77	2%	-48%
Services	870	30%	1,244	47%	1,408	44%	62%
Public Administration	78	3%	61	2%	60	2%	-23%
TOTAL	2,865	100%	2,674	100%	3,185	100%	11%

Source: U.S. Census (1990, 2000 ACS 5 year estimates 2006-2010).

* Transportation and Communications/Utilities were combined in the 2000 Census and ACS 5 Year estimates 2006-2010.

** Transportation and Communication figures are combined for comparability to more recent census categories.

RESIDENT EMPLOYMENT BY OCCUPATION

In addition to examining the types of industries in which residents of Kennett Square are employed, specific occupations within those industries are examined, as well. Figure 3-9 offers a different perspective on the local labor force by identifying the types of skills held by the residents. Particularly

important in terms of economic development efforts, this information can be used to entice new businesses. Economic development efforts are most successful when it can be shown that the local labor force is well suited to the needs of the prospective business. Such a “match” can foster local employment, strengthen the local economy, reduce commutes and road congestion, and keep dollars in the community.

The ACS five year estimates indicate that service occupations are the leading occupation for Kennett Square residents followed closely by management/business/science/arts occupations, each accounting for 24 percent. The occupation category that experienced the largest drop were sales and office occupations, which decreased from 24 percent in 2000 to 16 percent of the labor force or 131 people for the 2006-2010 estimate. This drop correlates with the overall decline in public administration industries from Figure 3-7. Other occupation categories had minimal change in the same period of time. Relocation and consolidation of companies have been responsible for reductions in the occupations described. These changes are representative of national trends that indicate an overall shift from a manufacturing economy to a service economy.

Figure 3-9: Resident Employment by Occupation

Occupation	1990		2000		2006-2010 est.		1990-5 yr Est. % Change
	#	%	#	%	#	%	
Management/ Business/ Science/ Arts	676	24%	710	26%	761	24%	13%
Sales/ Office	771	27%	640	24%	509	16%	-34%
Service	523	18%	528	20%	762	24%	46%
Farming/Forestry/Fishing*	**	**	**	**	N/A*	N/A*	N/A*
Natural Resources/ Construction/ Maintenance**	541	19%	579	22%	628*	20%*	16%**
Production/ Transportation/ Material Moving	354	12%	217	8%	525	16%	48%
TOTAL	2,865	100%	2,674	100%	3,185	100%	11%

Source: U. S. Census (1990, 2000, ACS 5 year estimates 2006-2010).

* Farming/Forestry/Fishing figures are combined with Natural Resources/Construction/Maintenance for comparability to more recent census categories.

**Natural Resources/Construction/Maintenance and Farming/Forestry/Fishing have been combined for ACS 5 Year estimates for 2006-2010.

RESIDENT UNEMPLOYMENT

Chester County typically has one of the lowest unemployment rates in Pennsylvania (See Figure 3-10). While low unemployment rates are generally desirable, a very low rate may indicate a lack of available employees which can become a deterrent for new businesses seeking to locate in an area and for existing businesses seeking to expand. A more recent concern however, is the economic downturn and its effect on unemployment. The Census unemployment rates are shown for the purpose of establishing trends between 1990 and 2010. Unemployment rates increased over that time period across all geographies.

According to the PA Department of Labor and Industry, the June 2012 unemployment rate for Pennsylvania was 8.0 percent. The June 2012 unemployment rate for Chester County was 6.5 percent, the same as a year ago. These rates reflect the impact of the economic downturn countywide and statewide.

Figure 3-10: Unemployment Rates (5 Year Estimate 2006-2010)

Municipality	1990 (%)	2000(%)	5 yr Est. (%)*	June 2010 (%)**	June 2011 (%)**	June 2012 (%)**
Kennett Square	2.0%	2.3%	6.4%	n/a	n/a	n/a
Chester County	3.0%	3.6%	5.0%	7.0%	6.5%	6.5%
Pennsylvania	6.0%	5.7%	7.3%	9.2%	8.2%	8.0%

Source: U.S. Census (1990, 2000 ACS 5 year estimates 2006-2010).

*American Community Survey 5-year estimates 2006-2010

**PA Department of Labor and Industry, March 2012

RESIDENT EMPLOYMENT LOCATIONS

Figure 3-11 provides the percentage estimates of where the residents of Kennett Square and surrounding areas worked during 2006-2010. This data assists in evaluating commuter patterns and is necessary to plan for transportation and circulation, and points to the changes or improvements needed to address traffic congestion, especially at peak commuting times. Most Kennett Square residents, 85 percent, work in Pennsylvania and of those, 69 percent work specifically in Chester County. Considering the Borough's proximity to the state of Delaware, and the City of Wilmington, it is likely that a large percentage of those employed outside the State travel a short distance. This pattern is seen in the employment locations of surrounding townships as well, all of which have relatively small percentages of residents that work outside the State. An estimated 23 percent, or nearly one-fourth of Kennett Square residents, work in the Borough itself, highlighting the fact that the Borough is not converting to a residential enclave, but functioning as a strong employment center.

Figure 3-11: Resident Employment Locations by Percent (5 Year Estimate 2006-2010)

Municipality	In State	Outside State	In County	In Municipality
Kennett Square Borough	85%	15%	69%	23%
East Marlborough Twp.	71%	29%	56%	22%
Kennett Twp.	67%	33%	49%	20%
New Garden Twp.	64%	36%	56%	25%
Pennsbury Twp.	60%	40%	38%	14%
Pocopson Twp.	78%	22%	57%	14%

Source: Census ACS 5 year estimates 2006-2010.

HOUSING CHARACTERISTICS

Please see Chapter 5, Housing, for data and discussion of housing characteristics.

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