

Element 3 *Population, Employment and Education Demographics*

3.1 Population and Employment Analysis

Population: The 2000 Census estimated that the population of the Borough of Wildwood was approximately 448 persons. The 2010 Census estimated that the Borough's population had increased by 155 persons to 603 persons. This represents nearly a thirty-five percent (34.6%) increase in the population during this past decade. This may be an artifact of not having its own census tract for the 2010 Census and the incremental declines a stepwise correction of the error.

However, based on the South Jersey Transportation Planning Organization population projections, the population in the Borough of West Wildwood is expected to experience an increase in population of approximately 160 residents from 2010 through 2030 (26% increase).

The Cape May County Master Plan predicted that the summer population of West Wildwood will reach 5,336 persons by 2010, 5,496 persons by 2015 and 5,650 persons by 2020. The actual 2016 summer population for West Wildwood estimated by the County Planning Office was 4,330 which is calculated by multiplying 866 dwelling units by 5 persons per unit. This estimate is substantially below prior predictions.

The State of New Jersey Department of Labor projections indicate a decrease in population for the Borough from 2010 through 2018. These estimates indicate that the year round population of the municipality has decreased after a double digit increase for the 2010 Census. The 2010 increase was counter to the County wide trend. The decrease since that time follows the county wide trend but with a faster rate of decline.

Table 4 – “*Population Estimates 1930 Through 2010 For West Wildwood, Cape May County and State of New Jersey*” shows the historic population estimates, increase in the number of residents, and percent of change in population for these areas.

Table 4
Population Estimates 1930 Through 2030
For West Wildwood, Cape May County, and State of New Jersey

Year	West Wildwood			Cape May County			New Jersey		
	Population	Change	Percent	Population	Change	Percent	Population	Change	Percent
1930	178	178	N/A	29,486	10,026	51.52%	4,041,334	--	--
1940	146	- 32	- 17.98%	28,928	504	1.71%	4,160,165	118,831	2.94%
1950	237	91	62.33%	37,131	8,203	28.36%	4,835,329	675,164	16.23%
1960	207	- 30	- 14.49%	48,555	11,424	30.77%	6,066,782	1,234,453	25.47%
1970	235	28	13.53%	59,554	10,999	22.65%	7,168,164	1,101,382	18.15%
1980	360	125	53.19%	82,266	23,712	39.82%	7,365,011	196,847	2.75%
1990	435	75	20.83%	95,089	12,923	15.71%	7,730,188	365,177	4.95%
2000	448	13	2.99%	102,326	7,237	7.61%	8,191,300	461,112	5.96%
2010	603	155	34.6%	97,221	-5,105	-4.99%	8,799,624	608,324	7.43%
2018	558	-45	-7.4%	92,560	-4661	-4.79%	8,908,520	108,896	1.24%
2020	709	106	17.6%	99,928	2,663	2.74%			
2030	765	56	7.9%	102,012	2,084	2.09%			

Source: US 2010 Census and SJTPO 2010 Projections, Note 2010 Census 214 included parts of Wildwood and all of West Wildwood

As noted in Table 4, the largest population increases in population for West Wildwood occurred in the 1950s (62%), and 1980s (53%) respectively. Overall, the Borough has increased by over 307 residents or nearly three (3) times the base population of 1930. This estimate is generally consistent with the growth rate for the County and the State.

The significant increase in population during the 1950s is consistent with the decentralization or mass movement from the cities and urban centers to the suburbs and other rural areas. The second significant population increase in the 1980s is consistent with the general population increases and trends in the County.

The end of the 80's population changes in West Wildwood were constrained by a two ton weight limit on the bridge and a sewer connection ban which combined prevented any additional dwelling units from being constructed. Beginning in 1991 the Borough reconstructed the utilities and streets which while is a long term benefit in the short term construction discouraged new many from becoming new residents of the Borough. In the decade that followed, 2000 to 2010, the Borough grew 34% and the County shrank by 5%.

The State of New Jersey doubled its population between 1930 and 2000 and increased the number of residents by over 4,000,000 people during this period. The three decades that exhibited the greatest increases were the 1960s (25%), 1970s (18%), and 1950s (16%) respectively.

The current estimates of future population for 2020 and 2030 are obtained from the South Jersey Transportation Planning Organization. The estimates for 2001 through 2006 were obtained from the State of New Jersey Department of Labor (NJDOLE) for both West Wildwood and Cape May County in Table 5. These estimates are included only for comparison and were art of the earlier master plan.

Recent trends in many of the seashore / resort communities indicate that the year round population is actually decreasing. (This is also supported by decreasing enrollments in many of the schools in seashore communities.)

This trend is due in part to the typical increases in the value of housing in the barrier islands. As the prices increase, two (2) things typically happen. First, the property taxes will also generally increase. This happens to the point where some long term residents on fixed incomes are no longer able to afford the annual property taxes. At that point, they will sell their homes.

**Table 5
Population Estimates 2000 Through 2016
For West Wildwood and Cape May County**

Year	West Wildwood			Cape May County		
	Population	Change	Percent	Population	Change	Percent
2000	447	---	---	102,305	---	---
2001	442	-5	-1.1%	102,024	-281	-0.2%
2002	435	-7	-1.6%	101,707	-317	-0.3%
2003	430	-5	-1.1%	101,639	-68	-0.1%
2004	418	-13	-3.0%	100,263	-1,376	-1.4%
2005	411	-7	-1.7%	98,805	-1,458	-1.5%
2006	408	-3	-0.7%	97,724	-1,081	-1.0%
2010	603	195	43.6%	97,221	-503	-0.4%
2011	602	-1	-0.2%	96,490	-731	-0.7%
2012	597	-5	-0.8%	96,230	-260	-0.3%
2013	593	-4	-0.7%	95,506	-724	-0.7%
2014	585	-8	-1.3%	94,923	-583	-0.6%
2015	578	-7	-1.1%	94,180	-743	-0.8%
2016	565	-13	-2.2%	93,679	-501	-0.5%
2017	563	-2	-0.4%	93,184	-495	-0.5%
2018	558	-5	-0.9%	92,560	-624	-0.7%
TOTALS		111	+24.8%		-9,745	-9.52%

Source: factfinder.census.gov

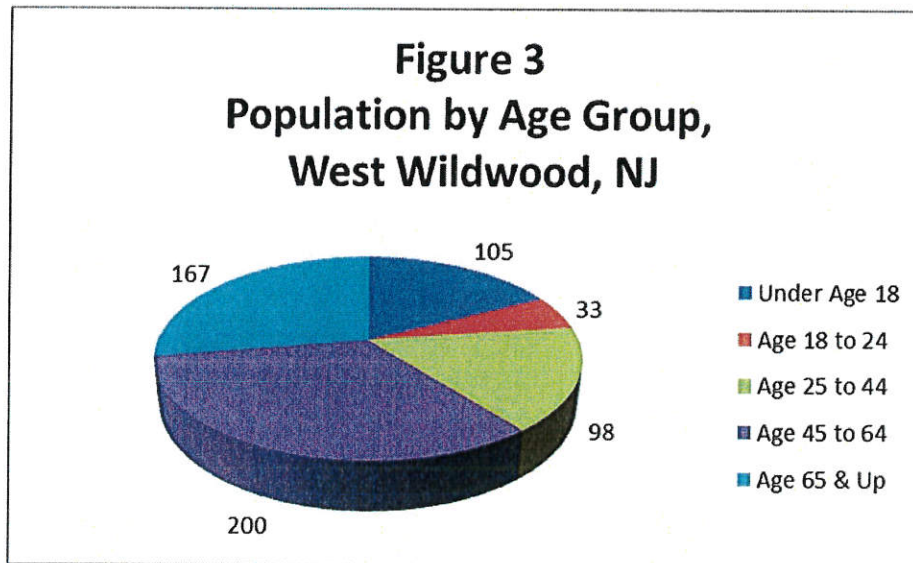
**Table 6
Population Densities 1990, 2000, and 2010**

	Area in Sq. Miles	1990 Pop.	2000 Pop.	2000 Pop/Sq. Mile	2010 Pop.	2010 Pop/Sq. Mile	2020 Pop.	2020 Pop/Sq. Mile	% Change 2000–2020
North Wildwood	1.76	5,017	4,935	2,803.9	4,041	2,296	3,858	2,192	-21.8%
<i>West Wildwood</i>	<i>0.3</i>	<i>453</i>	<i>448</i>	<i>1,493.3</i>	<i>603</i>	<i>2,010</i>	<i>709</i>	<i>2,363</i>	<i>7.1%</i>
Wildwood	1.29	4,484	5,436	4,213.9	5,325	4,128	5,298	4,106	-24.1%
Cape May County	255.15	95,089	102,326	401.0	97,265	381	99,928	391	-2.3%

Source: US 2010 Census, 2020 SJTPO Projections

Population Age Distribution:

The 2010 Census data listed the median age of a resident in West Wildwood as 52.8 years of age. As noted in Figure 3 “Population by Age Groups (as a Percent),” The largest portion of the population was between the ages of 45 to 64 years. Over one-quarter (¼) of the population is in this age range. The second and third largest portion of the Borough’s population is between the ages of over 65 years old and 25 to 44 years old. The smallest portion of the Township’s population is under 18 years of age. The Age ranges used in the 2010 census do not match those of the 2000 census.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2010, West Wildwood Borough

Race and Gender:

West Wildwood's population is predominately Caucasian. Approximately ninety-seven percent (97%) of the Borough residents were Caucasian in 2010.

Approximately fifty-one percent (50.7%) of the population is female and approximately forty-nine percent (49.2%) is male.

Education:

West Wildwood is a non-operating school district. There are no high schools, private schools or colleges/ universities located with the municipality. The school age children in the Borough that attend public school attend in North Wildwood and Wildwood as part of a sending / receiving agreement. Students in grades pre-Kindergarten through 8th Grade attend Margaret Mace School in North Wildwood. Students in Grades 9 through 12 attend Wildwood High School in Wildwood. Cape Trinity School (pre-school through 8th grade) in Wildwood and Wildwood Catholic High School in North Wildwood are private schools in the area. These different educational institutions serve the needs of the Borough's residents.

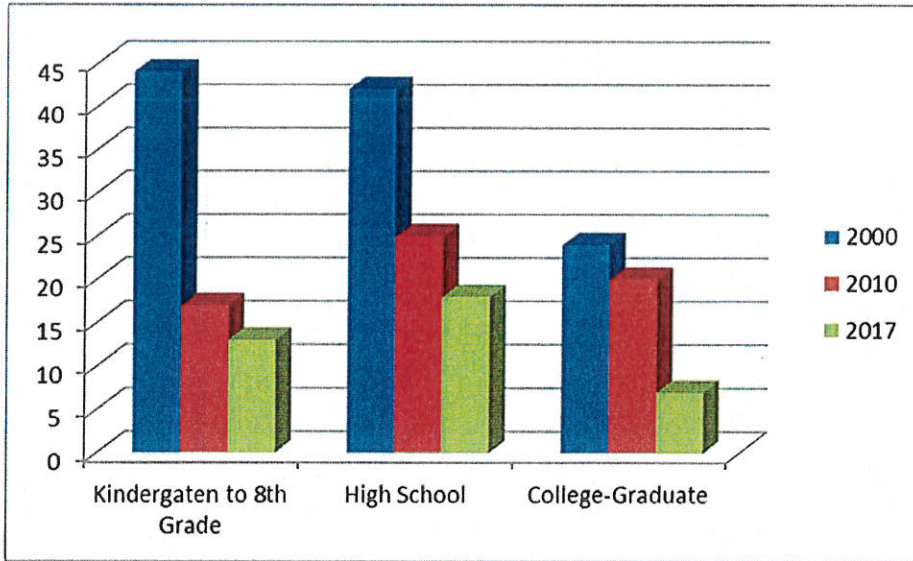
In 2000 it was estimated that there were 74 students enrolled in Kindergarten through Grade 12. There were also 13 of the Borough's school-aged residents enrolled in college or graduate school as students. Table 7 "*Number of Persons Enrolled in Educational Facilities,*" and Figure 5, "*Percent of Population Enrolled in School (By Category),*" depicts the number of students enrolled in each level of school and type of institution (public or private) if in high school, intermediate, elementary or pre-school.

Table 7
Number of Persons Enrolled in Educational Facilities
West Wildwood, Cape May County, New Jersey

Level of School	2000	2010	2017
Nursery / Pre-School	5	3	0
Elementary (Kindergarten and Grades 1-8)	44	42	24
High School (Grads 9-12)	17	25	20
College / Graduate School	13	18	7
<i>Total</i>	79	88	51

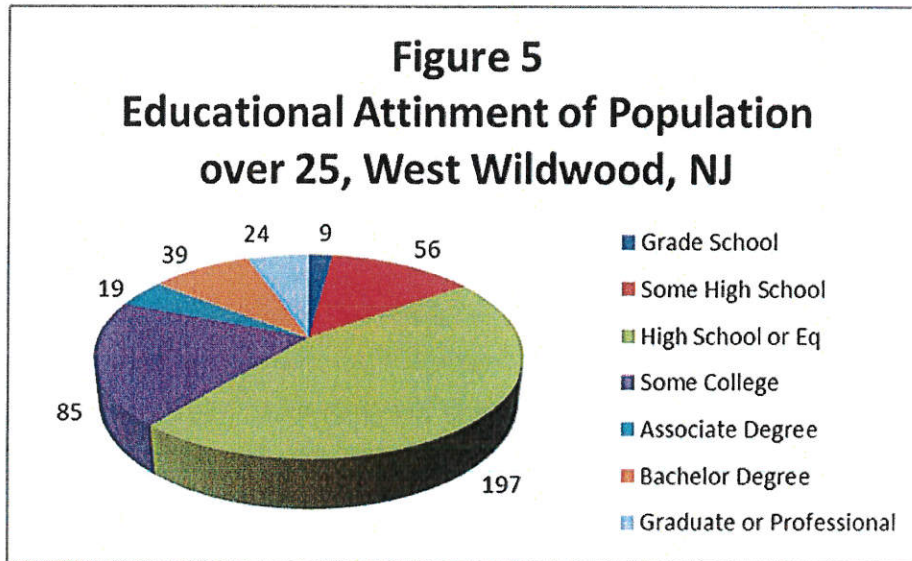
Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2000, 2010, 2017 West Wildwood Borough.

The student population figures are consistent with a next decrease in the number of households with young children, while the next number of households with teenagers is remaining steady. This may be related to general employment issues in South Jersey. The student populations imply that families may be moving to possibly to find work.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2000, 2010, 2017, West Wildwood Borough.

Figure 5 “Educational Attainment in Population 25 Years or Older,” depicts the level of school completed by the adult residents of the Borough. As noted in this figure, sixty-nine percent (69%) of the population has completed high school and/or continued on toward post-secondary schooling. Approximately five percent (5.2%) of the Township’s residents have completed a Bachelor’s or Graduate degree.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2010, West Wildwood Borough.

Employment:

The Borough recognizes the regional economy of the casino industry in Atlantic City. The county wide mean travel time to work in 2010 is 21.9 minutes. Atlantic City falls outside this commuting range however this is only an average. The means to a commute from West Wildwood is by private car as there is no bus or train service to the Borough.

The largest sectors for employment as reflected in the county wide 2010 Census are 22.6% for Educational services, and health care and social assistance, 16.4% for Arts Entertainment, recreation, accommodation and food services, and 11.9% for retail trade.

The job classifications within the work sectors that the residence occupy on a county wide bases is 33.8% as management, 24.8% as sales and office occupations and 22.6 % as service occupations. Management on a nationwide bases is approximately 10% of the work force for the County the higher percentage is consistent with a fixed management core in residence and a large seasonal transient work force.

Income:

The 2017 median household income of West Wildwood was \$52,396 and this is up from \$38,750 reported in 2010 and \$33,393 reported in 20,000. This is lower than the County's 2017 and 2010 median household incomes of \$62,332 and \$ 54,292 respectively. The 2008 master plan reported that income for a family in West Wildwood in 2000 was \$50,625.

3.2 Analysis of Existing Housing Stock

According to the 2010 Census West Wildwood had 893 dwelling units. The 2000 Census indicates that West Wildwood had 776 dwelling units. This is a total or net increase of one hundred and seventeen (117) dwelling units or roughly fifteen percent (15%).

Table 8 “*Number of Housing Units 1990, 2000 and 2010,*” shows the number of housing units in West Wildwood, Cape May County and the State of New Jersey. The number of housing units increased by approximately six percent (15%) over the period from 1990 to 2010 for the State, County and Borough. The prior master plan did not come to the same analysis as it used projections.

Table 8
Number of Housing Units 1990, 2000 and 2010
West Wildwood, Cape May County, and State of New Jersey

	Housing Units 1990	Housing Units 2000	Housing Units 2010	Increase in Housing Units 1990-2010	Housing Units 2019
West Wildwood	774	776	893	119 (15% increase)	789
Cape May County	85,537	91,047	98,309	12,772 (15% increase)	
New Jersey	3,073,310	3,307,738	3,553,562	480,252 (15.6% increase)	

Table 9, “*Building Permits Issued From 1990 Through 2018,*” Figure 8, “*Building Permits Issued From 1990 Through 2007, West Wildwood, Cape May County,*” and Figure 9, “*Building Permits Issued From 1990 Through 2018 Cape May County, New Jersey*” depict the number of new residential dwelling units and single family houses that were constructed between 1990 and 2018 for West Wildwood, Cape May County and the State. New Data from NJ Department of Labor and Workforce Industry & Economy Labor Market Information at www.nj.gov/lobor/lpa/industry/bp/bp_index.html

Table 9
Building Permits Issued From 1990 Through 2018
West Wildwood, Cape May County, and State of New Jersey

Year	West Wildwood		Cape May County		New Jersey	
	Single Family	Total	Single Family	Total	Single Family	Total
1990	4	4	427	621	12,801	17,524
1991	7	7	247	339	12,869	14,856
1992	2	2	332	522	16,506	19,072
1993	1	1	326	527	21,304	25,188
1994	8	8	579	775	22,437	25,388
1995	2	2	364	544	18,341	21,521
1996	4	4	388	671	20,853	24,173
1997	3	3	491	912	23,472	28,018
1998	2	2	619	1,015	25,459	31,345
1999	5	7	732	1,226	25,129	31,976
2000	3	3	791	1,242	25,260	34,585
2001	2	2	832	1,403	21,503	28,267
2002	8	8	814	1,422	22,379	30,441
2003	2	2	1,099	1,693	22,163	32,984
2004	7	7	1,107	2,149	22,429	35,936
2005	16	20	1,125	2,433	22,264	38,588
2006	16	18	774	1,580	17,113	34,323
2007	2	2	614	1,070	12,962	25,828
2008						
2009	0	0	266	428	7,211	12,421
2010	1	1	284	434	7,378	13,535
2011	0	0	317	452	6,475	12,952
2012	1	1	332	491	7,279	17,939
2013	1	1	468	658	10,363	24,185
2014	0	0	447	638	11,019	28,155
2015	5	5	453	614	10,518	30,560
2016	4	8	479	642	9,626	26,793
2017	4	4	542	809	10,148	28,501
2018	1	1	447	641	10,452	27,639
Total	94	102	11,661	20,144	365,244	500,013

Source: <http://www.wnjin.state.nj.us/OneStopCareerCenter/LaborMarketInformation>.

Approximately ninety-two percent (92.2%) of the housing constructed in West Wildwood during this period was single-family dwellings. This is significantly higher than the County average of fifty-seven percent (57.8%) and slightly higher than the State average of seventy-three percent (73.0%) during this same period.

Figure 8
Residential Building Permits issued
for West Wildwood, NJ

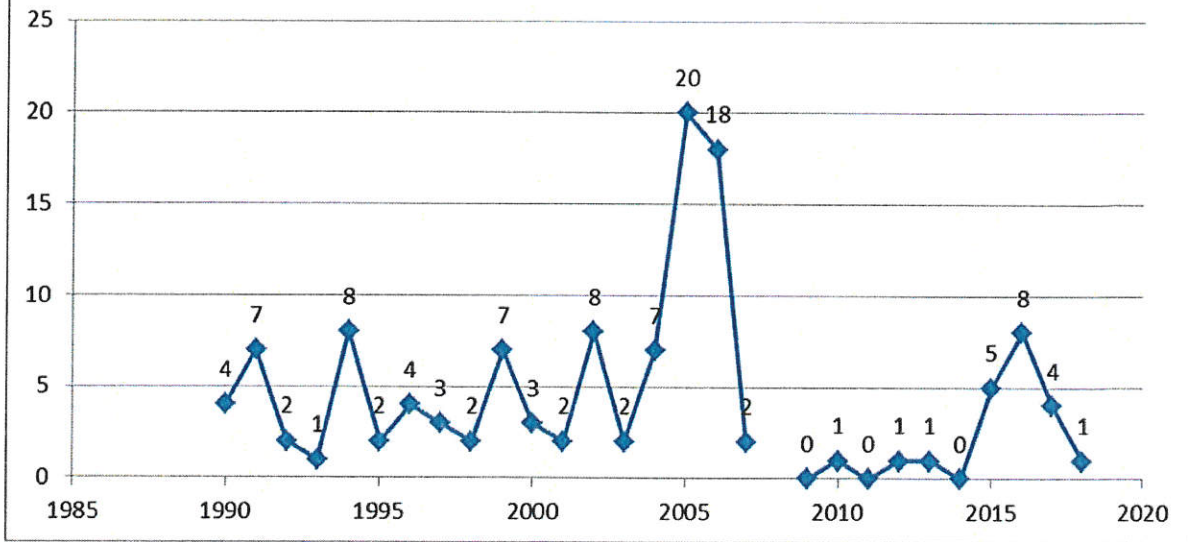
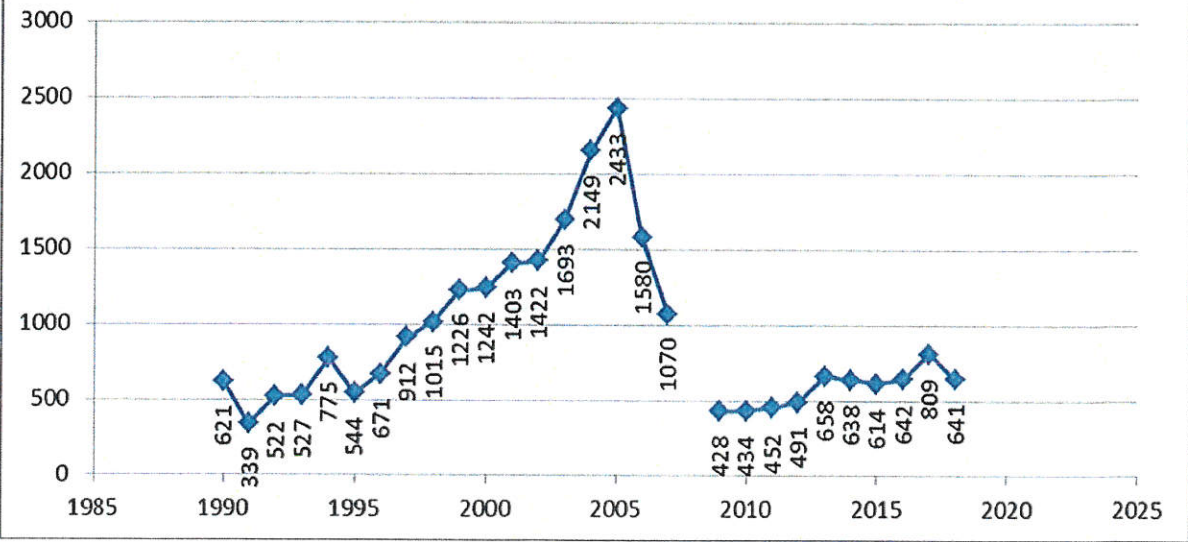


Figure 9
Residential Building Permits Issued
for Cape May County, NJ

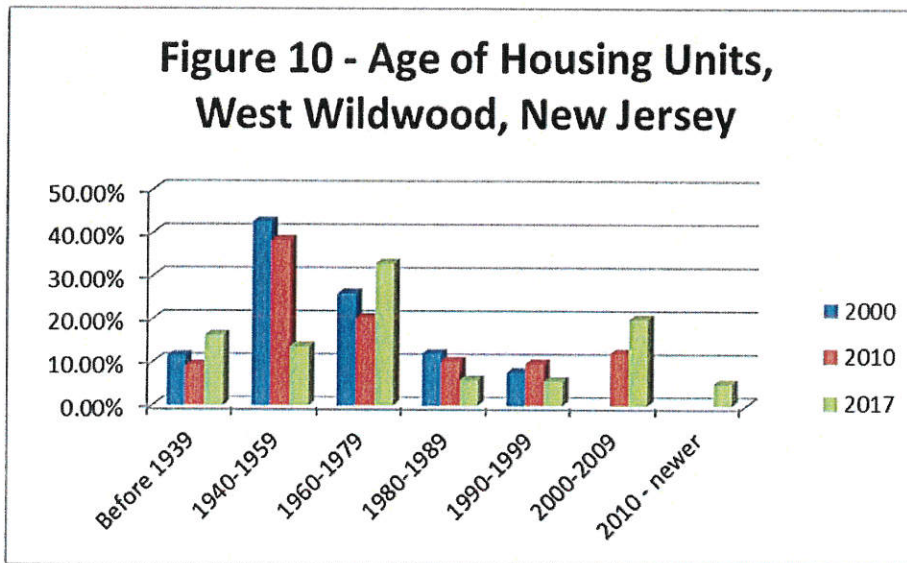


West Wildwood has a rich history and contains several older homes. The median year that the housing units in the Borough were constructed was 1963. Table 10 and Figure 10, both entitled “Age of Housing,” show the age and number / percent of housing, respectively. As noted in these figures, almost one-half (43%) of the dwelling units were constructed between 1940 and 1959. Seventeen percent (17%) of the dwelling units were constructed between 1960 and 1969.

Table 10
Age of Housing
West Wildwood, Cape May County, State of New Jersey

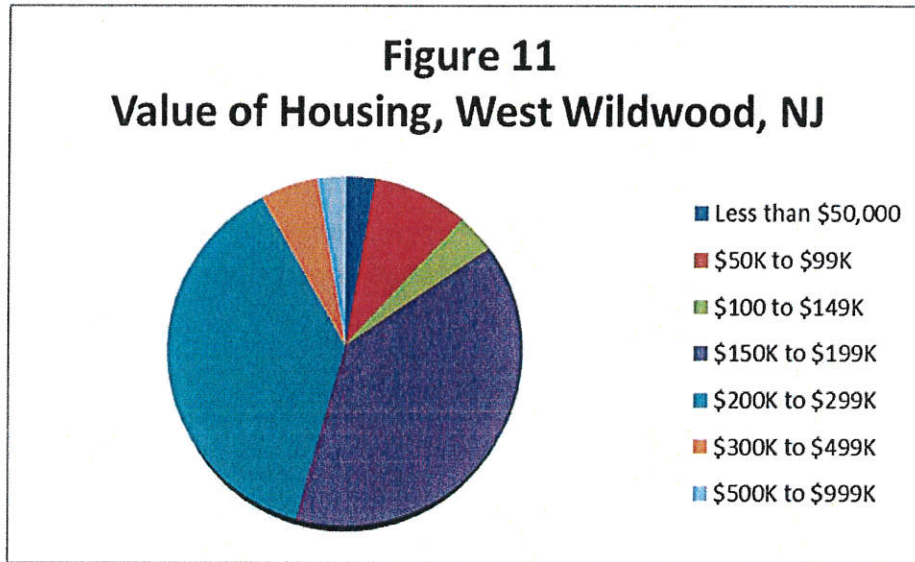
Approximate Age of Housing	Number of Units		
	2000	2010	2017
Before 1939	11.5%	9.3%	16.3%
1940-1959	42.6%	38.3%	13.7%
1960-1979	26.0%	20.3%	33.0%
1980-1989	12.1 %	10.3%	6.0%
1990-1999	7.7%	9.7%	5.7%
2000-2009		12.1%	20.1%
2010 - newer			5.1%
<i>Total</i>	776		

Source US Census Bureau 2010 & 2017, 2000 NJ One Stop * 2008 Master Plan



Source: U.S. Census Bureau, Selected Housing Characteristics: 2000, 2010 & 2017, West Wildwood Borough.

Figure 11 "Value of Housing," depicts the value of housing in the West Wildwood by general groups of value. Thirty-eight percent of the housing (38%) in the Borough is valued between \$150,000.00 and \$199,000.00. The second price group of housing that contains the most homes is the \$200,000.00 to \$249,000.00 range.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2010, West Wildwood Borough.

Table 11- Selected Owner-Occupied Housing Costs as a Percent of Monthly Income (2000, 2010, 2017)

West Wildwood, Cape May County, New Jersey

Percentage of Income	Percentage			
	Year	2000	2010	2017
Less than 20.0%		27.4%	25.4%	30.9%
20.0% to 24.9%		16.5%	3.3%	9.6%
25% to 29.9%		10.1%	14.8%	10.6%
30% to 34.9%		7.9%	6.6%	6.4%
More than 35%		36.0%	50.0%	42.6%
Not Computed		2.1%		

Source: U.S. Census Bureau, Selected Housing Characteristics: 2010 & 2017, West Wildwood Borough.

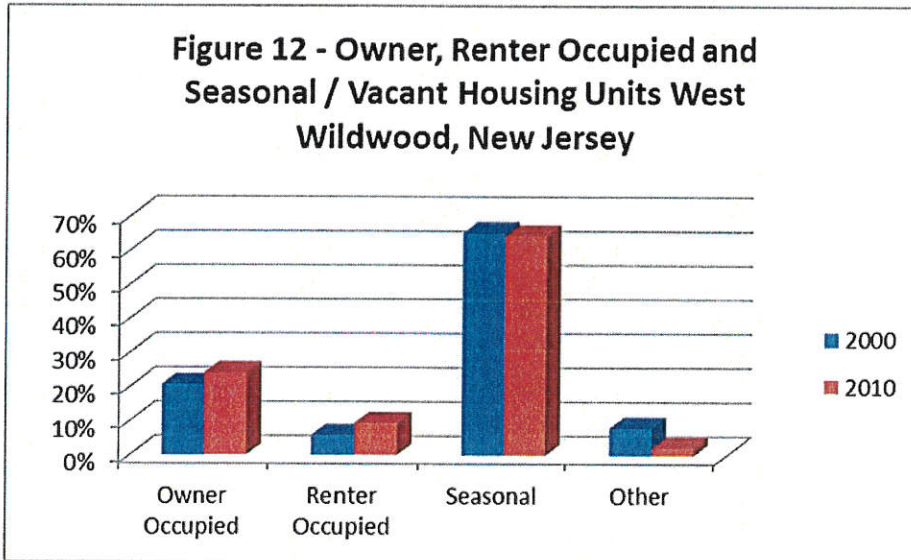
Residents that rent their dwellings in New Jersey pay some of the highest monthly rental rates in the nation. Table 12 – “Value of Rents (2000),” depicts the values of units that were rented in 2000. As noted in this table, approximately slightly over one-third (37.3%) of the rental units were rented at a value of less than \$750.00 per month. The median value of rent for all of the rental units in the Borough in 2000 was \$765.00. Roughly sixty percent (60.5%) of the residents paid less than twenty-nine percent (29%) of their gross rent as a percentage of their household income in 2000.

**Table 12
Value of Rents (2000,2010, 2017)
West Wildwood, Cape May County, New Jersey**

Range of Rental Values	Percentage			
	Year	2000	2010	2017
Less than \$200		0.0%	0%	
\$200 to \$299		0.0%	0%	
\$300 to \$499		4.7%	5.4%	0%
\$500 to \$749		32.6%	12.5%	11.4%est
\$750 to \$999		39.5%	16.1%	14.8%est
\$1,000 to \$1,499		4.7%	60.7%	73.8%
\$1,500 or More		0.0%	5.4%	0%
No Cash Rent		18.5%	17.8%	7.1%

Source: U.S. Census Bureau, Selected Housing Characteristics: 2000, 2010, 2017, West Wildwood Borough.

Figure 12 – "Owner Occupied, Renter Occupied and Seasonal/Vacant Housing Units," shows that over sixty-eight percent (68%) of the homes are seasonally occupied. Nearly one-quarter (26%) of the housing is occupied by permanent or year round residents. Only six percent (6%) of the homes located in the Borough are rented.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2000 & 2010, West Wildwood Borough.

The 2000 Census indicates that there are no dwellings without complete kitchen facilities, plumbing facilities, or telephone service. Changes in technology will result in dwellings not having telephone service, however kitchens and plumbing are here to stay.

Overall, the existing housing patterns in the Borough indicate that West Wildwood is a very established and stable community with a variety of housing types. Housing value within the community is reasonably priced and considered "affordable" to the average family.