



TOWN OF SOUTHOLD

FULL DEMOGRAPHIC INVENTORY FOR THE COMPREHENSIVE PLAN UPDATE

1.0 INTRODUCTION

The following demographic inventory outlines the past, present and projected (where available) demography throughout the Town of Southold (including each of the ten hamlets, but excluding the Village of Greenport¹). This inventory has revealed critical trends and information pertaining to the residents, housing stock, transportation patterns and business climate within Southold. The demographic inventory will allow Southold to take steps in planning for the future, through the changing demographic makeup of its residents, visitors and businesses, the skills of the labor force, the type of development or opportunities that Southold may demand to adapt to future change, the nature of the market that would support the local economy and those that will utilize the Town's resources. Ultimately, the demographic inventory will lay the framework for developing appropriate goals, objectives and strategies to best promote and plan for the future conditions and needs of residents and businesses located throughout Southold.

2.0 GENERAL DEMOGRAPHIC CHARACTERISTICS

2.1 CURRENT POPULATION AND GROWTH TRENDS

As seen in **Table 1** in **Appendix A**, the Town's population has grown tremendously since the first official census that took place in 1790. The population of just over 3,200 residents in 1790 doubled by 1870, and doubled again by 1960. In 2000, the population was 20,599. It is estimated that the Town of Southold has grown by an additional 1,000 residents between 2000 and 2009, with Townwide population estimates placed at 21,605 residents.² Southold Town is projected to experience continued growth, of approximately 500 additional residents through 2014.

The Town of Southold is comprised of ten individual hamlets – Cutchogue, East Marion, Fishers Island, Greenport West, Laurel, Mattituck, New Suffolk, Orient, Peconic and Southold. The Village of Greenport is a separate incorporated village surrounded by unincorporated parts of the

¹ It is important to note that the Village of Greenport is included in all datasets that illustrate Townwide demographic statistics. Moreover, some datasets – such as crime data and school district performance – include the Village of Greenport since coverage extends into the jurisdiction boundary.

² Nielsen Claritas' population estimate of 21,605 residents is comparable to the U.S. Census Bureau's 2009 townwide population estimate of 22,631 residents. It is important to note that while similar methodology was used to estimate the town's population, the five percent difference between the two figures can be attributed to slightly different sampling methods, as well as the point in the year when estimates were made.



Town. Along with the Village, these hamlets serve as the population and activity centers within the Town. It is important to note that while the Town is officially and currently comprised of ten individual hamlets, this was not always the case. A hamlet may have been locally designated in one decennial year, and officially designated by the U.S. Census Bureau during the next. In addition, boundaries have changed over time, both within the Town and through the U.S. Census Bureau's designations.

Table 2 in Appendix A illustrates the changes in population that has occurred in each of the Town's hamlets since their official inception. The majority of the Town's hamlets have experienced continued growth through 2009, with the exceptions being Fishers Island, New Suffolk and Orient. These hamlets currently have a smaller population than when the first census was taken in each respective place. On the whole, the Town witnessed an increase of 1,769 persons, growing by 8.9% between 1990 and 2009. Several hamlets have witnessed sizeable growth, including Greenport West, which witnessed 24.4% growth over this time period, growing by nearly 400 persons. Cutchogue, East Marion, Laurel, Mattituck and Southold witnessed considerable growth, ranging from 7.7% to 17.4% since 1990. On the contrary, the hamlets of New Suffolk, Orient and Peconic experienced a population loss between 1990 and 2009. The most significant loss occurred in New Suffolk; the population declined by 22.2% since 1990. All hamlets, with the exception of Orient and Peconic, are projected to experience continued population growth through 2014.

2.2 EXISTING HOUSEHOLDS AND GROWTH TRENDS

Reflective of the population trends, the majority of the Town's hamlets have experienced significant growth in terms of the number of households, as seen in **Table 3 in Appendix A**. Greenport West saw the greatest increase, growing by 41.2%. Cutchogue, East Marion, Laurel, Mattituck and Southold all witnessed substantial growth as well, with the number of households growing by 6.4% to 22.1% between 1990 and 2009. The hamlets of New Suffolk, Orient and Peconic experienced a decline in the number of households, ranging from a loss of 0.2% in Peconic to a decrease of 20.2% in New Suffolk. As a result of population growth, all hamlets – with the exception of Orient and Peconic – are projected to experience continued growth in terms of the number of households through 2014.

Despite such trends, the vast majority of persons in the Town report not having recently moved. According to the American Community Survey, approximately 92.5% of the Town's population has lived in the same house as reported in the previous year. On the contrary, 7.5% of the Town's population has moved residences, both within and outside of Southold Town.

2.3 AGE OF POPULATION

An analysis of age groups is an important component in determining the demographic profile of Southold Town. Various age groups have different needs, changing over time as the population ages, and an examination of these age groups assists in planning for new types of development demanded by the Town. For the purpose of this inventory, the population has been broken down to reflect infants and toddlers (less than five years old), school-aged children (between five and 17 years old), college-aged persons (between 18 and 24 years old), working-age persons



(between 25 and 54 years old), empty nesters (between 55 and 64 years old), and retirees (typically 65 years and older).

Table 4 in Appendix A illustrates how the Town’s population has aged between 1990 and 2000, as well as estimates for 2009 and projections through 2014. The number of infants and toddlers, and school-aged children has fluctuated since 1990 – both age groups increased between 1990 and 2000, and then declined between 2000 and 2009. Likewise, the number of working-age persons has followed similar trends. Regardless of such trends, it is projected that the number of infants and toddlers, school-age children and working age persons will increase substantially through 2014. On the contrary, the number of college-aged persons decreased between 1990 and 2000, yet these age groups are estimated to have increased considerably through 2009. The number of such persons is projected to decrease through 2014, however. Empty nesters have witnessed continued growth between 1990 and 2014, indicative of the aging of the Town’s population. Similarly, despite a dip between 1990 and 2000, the number of retirees has risen substantially, with continued growth among this age group projected through 2014. As the population in the Town continues to age, resources geared toward a retired population, including senior housing, medical facilities and other related services may be demanded throughout the community.

Table 5 in Appendix A illustrates the existing distribution of the population, in terms of various age groups, within each of the Town’s hamlets. East Marion, New Suffolk and Orient are comprised of a relatively older population, as evidenced by a relatively lower share of infants and toddlers and school-aged children, and a larger share of empty nesters and retirees. Laurel, Mattituck and Peconic, on the other hand, are comprised of a relatively younger population. This is reflected in the larger share of infants and toddlers, school-aged children and college-age persons when compared to the Town as a whole. Moreover, these hamlets have a smaller share of older persons than other hamlets in the Town. When compared to Suffolk County, Southold Town has a smaller share of infants and toddlers, school-aged children, college-aged persons and working-age persons. As evidenced by a median age nearly ten years older than the County, it is not surprising that the Town has a much larger share of empty nesters and retirees when compared to Suffolk County.

2.4 AVERAGE HOUSEHOLD SIZE

Reflective of the population and household growth, as well as the age of the population, the average household sizes vary by hamlet. This is illustrated in **Table 6 in Appendix A**. The largest households appear to be located in Cutchogue, Laurel, Mattituck and Peconic; reflective of the greater share of children residing within these households. On the contrary, smaller households tend to be located in New Suffolk and Orient – the hamlets with smaller numbers of children, and a greater share of senior residents.

For the most part, the average household size has decreased since 1990, with the exception of Orient which has remained relatively stable, and the hamlet of Southold which has actually increased over time. When all hamlets are combined, the Town’s average household size has



remained unchanged since 1990, and is projected to remain at 2.4 persons per household through 2014. This is significantly lower than that of Suffolk County.

3.0 HOUSING CHARACTERISTICS

3.1 TYPE OF HOUSING

The majority of the Town's housing stock is comprised of single-family detached residences, as evidenced in **Table 7** in **Appendix A**. The number of such housing units has increased by over 2,000 units since 1990. The number of townhomes and condominiums has remained relatively unchanged over the same time period. Multi-family housing – housing with two or more units – has increased slightly between 1990 and 2009, adding 135 units to the housing stock. The number of mobile homes, houseboats and other housing types has declined substantially between 1990 and 2009.

Table 8 in **Appendix A** breaks down the current housing stock by hamlet. While single-family detached residences remain the predominant housing type throughout the Town, several hamlets are slightly more diverse than others. The share of single-family attached and smaller-sized multi-family units are greater in Greenport West, Fishers Island and Southold. This can be attributed to the townhomes and condominiums at Cleaves Point Village, Cliffside Resort, Crescent Beach, Pheasant Run and Sea Breeze Village all in Greenport West, as well as The Cove in Southold, among others. There exist very few large apartment complexes in the Town, with the exception of Colonial Village in Southold hamlet, which is actually in the process of transitioning over to co-operative housing units. Very few persons reside in mobile homes and other housing types within the Town.

3.2 HOUSING DIVERSITY

The Town of Southold recently completed a housing inventory, in which various housing types were identified. Twenty-two affordable housing units have been developed at the “Cottages at Mattituck”. These units are two-bedroom owner-occupied units, with covenants and restrictions ensuring perpetual affordability. The Town does not currently have any 72H transfers for affordable housing. Eight accessory apartments have been created since 2004, and the Town Board is reviewing recommendations from the Housing Advisory Commission to modify legislation that would stimulate an inventory of affordable apartments.

In addition, North Fork Housing Alliance and the Village of Greenport Housing Authority administer a total of 370 Section 8 units and Federal Low Home rentals, including subsidized units at Lakeside Village. The extensive wait list for both forms of housing noted in **Table 9** in **Appendix A** reinforce the pressing need for affordable and workforce housing throughout the Town.

The Town of Southold boasts several age-restricted housing developments. These include Peconic Landing, a 250-unit state-of-the-art continuing care retirement community in Greenport



West, as well as Founders Village, a 92-unit development in Southold. Such developments cater to the increasing number of empty nesters and retired residents within the Town.

3.3 AGE OF HOUSING

As seen in **Table 10** in **Appendix A**, the age of the housing varies substantially between hamlets. The majority of homes in Cutchogue, East Marion, Fishers Island, Mattituck, New Suffolk and Orient were built prior to 1940. However, many homes within these hamlets were constructed much more recently as well. While a significant share of housing units were constructed prior to 1940 in Greenport West, Laurel, Peconic and Southold, the housing stock in these hamlets are relatively newer, with a large share of housing units built in the 1990s and 2000s.

3.4 OCCUPANCY

Housing occupancy in Southold Town is unique in that it serves as a major tourist destination on the north fork. It has been a retreat for many years, and as such the Town has established a large second homeowner population. This is evidenced in **Table 11** in **Appendix A**, with the share of occupied housing units decreasing since 1990. Of the occupied housing units, the majority of such units are owner-occupied, with approximately 20% of such units serving as rentals. The number of vacant housing units has increased over the same time period, with the majority of such vacant units for seasonal, recreational and occasional use by part-time residents and second homeowners. Other vacant units reflect housing units that are for rent, for sale, rented/sold, and those for migrant workers.

Datasets from 2000 illustrate that vacant units for seasonal, recreational or occasional use comprise 34.1% of all housing units within the Town. This ranges from approximately 25% of units in Mattituck to nearly half of all housing units in East Marion, Fishers Island, New Suffolk and Orient. When compared to Suffolk County's 7.1% share of such vacant units, the high proportion of part-time residents within the Town is clear.

While current concrete data is not yet available from the 2010 Census, interviews with local realtors³ indicate the continued strength within Southold's second homeowner market. While pricing has been softer than during the 2005-06 peak in the local housing market, there still exist many persons buying second homes in Town. In fact, local realtors indicate that the second home market is the primary market for home sales within the Town, which has remained relatively unchanged since the 1960s. Over the past few years, many second homeowners have purchased vacant land and built new homes; the majority of new homes being constructed are occupied by part-time residents of the Town. Moreover, the strong presence of retirees continues to contribute to second home sales.

It was suggested that at least one-third of all homes in Town are attributed to seasonal residency by second homeowners, with up to 60% of all housing units in various parts of Town occupied

³ McCarthy Real Estate, Inc.; Lewis & Nickles LTD, Real Estate; Prudential Douglas Elliman Real Estate



by such part-time residents. With perhaps the strongest seasonal residency of all hamlets within the Town, 80.7% of households on Fishers Island are attributed to part-time residents.⁴

As seen in **Table 12** in **Appendix A**, housing occupancy varies by hamlet. The highest percentage of occupied housing units occurs in Mattituck, with 70.2% of such units occupied year-round. On the contrary, commercial data providers estimate that only 22.3% of housing units in Fishers Island are occupied year-round.⁵ Vacant housing units – the majority of which are for part-time use – comprise 77.7% of units in Fishers Island. Such vacancy rates are also quite high in East Marion and Orient (55.5% and 50.7% vacancy rate, respectively).

Of the occupied housing units, over three-quarters of all units are owner-occupied in each of the hamlets, with the exception of Fishers Island where only 56.4% of occupied units are homeowners. After Fishers Island, the hamlets with the largest share of renters are Greenport West and New Suffolk.

3.5 HOUSING AND RENTAL VALUES

According to the American Community Survey, the median gross rent in the Town of Southold⁶ is \$1,153 per month. The median value of owner-occupied units within the Town is just under \$480,000, as seen in **Table 13** in **Appendix A**. Housing values within the Town range from \$379,706 in Greenport West to near \$682,000 in Orient. A very small share of housing units is valued at less than \$300,000 in each hamlet, resulting in townwide affordability issues – most notably among recent college graduates and young professionals and families.

Housing affordability also presents issues among existing homeowners and renters. Housing is considered to be unaffordable if a household pays more than 30% of its total annual income on costs related to housing. According to the American Community Survey, 44.6% of the Town's housing units with a mortgage are paying more than 35% of their income on their monthly owner costs. Moreover, approximately 34.9% of renter-occupied housing units in the Town of Southold are paying more than 35% of their income on gross rent. This indicates that there exist a significant number of households in Southold Town – both owner-occupied and renter-occupied – that cannot technically afford to reside in their homes, based on their income levels. As such, the Town should continue to seek opportunities for diverse housing stock and other affordable housing initiatives.

⁴ As of July 12, 2010, Fishers Island Utility Company reports that 489 of the 606 residential electric customers are attributed to seasonal residences.

⁵ This is comparable to the 19.3% that Fishers Island Utility Company reports, as of July 12, 2010.

⁶ It is important to note that data pertaining to the median gross rent by hamlet is not available, due to the number of sample cases being too small.



4.0 SOCIAL CHARACTERISTICS

4.1 EDUCATIONAL ATTAINMENT

Educational attainment refers to the highest level of education that a person has achieved. In the Town of Southold, the levels of educational attainment have improved over the past twenty years, with a greater percentage of the population attaining a bachelor's, graduate or professional degree since 1990. Regardless of such positive trends, there still remains a considerable share of the population who has not earned a high school diploma. Continued efforts should be made to pursue higher education.

Table 15 in **Appendix A** illustrates the educational attainment levels by hamlet. The largest share of persons who have not completed high school reside within Cutchogue, with 14.1% of the population earning less than a high school diploma. Ironically, Cutchogue is the hamlet with the greatest percentage of residents who have attained high levels of educational attainment, as evidenced by 21.8% of the population earning a bachelor's degree and 19.4% of the population earning a graduate or professional degree. In addition to Cutchogue, residents of Fishers Island also have high levels of educational attainment, reflected in low percentages of non-completers of high school, and high percentages of persons earning higher-level degrees. On the whole, the Town of Southold has higher levels of educational attainment than Suffolk County.

4.2 LANGUAGE SPOKEN AT HOME

The language of the population is reflective of the ancestry of the Town's residents. While the vast majority of Town residents speak English as their primary language, a growing number of residents speak Spanish, as well as Asian and Pacific Island languages, as seen in **Table 16** in **Appendix A**. This indicates continued ethnic diversity throughout the Town and continued efforts should be made to ensure that language barriers do not present a hardship to such residents.

A closer examination of primary language spoken by Town residents reveals that the largest Spanish-speaking populations appear to be residents of Cutchogue, and the largest portion of the population who speak Asian and Pacific Island languages reside in Greenport West. East Marion and New Suffolk are home to a significant population who speak an Indo-European language. This is illustrated in **Table 17** in **Appendix A**.

4.3 CRIME

Crime data was provided by the Southold Town Police Department. Trends in both violent and property crimes were examined on a townwide level. A greater level of detail was provided for each of the Town's hamlets and the Village of Greenport, with data sorted by the type of crime committed over a five-year period between 2005 and 2009.

As seen in **Table 18** in **Appendix A**, the largest type of crime occurring within the Town continues to be larceny, with 310 reported cases in 2009. This is followed by criminal mischief, public order and harassments, as well as domestic and family crimes. Relatively speaking, a small number of violent crimes have been committed in Town over the past five years.



Table 19 in **Appendix A** illustrates the total number of crimes, organized by the place in which the crime occurred. This data indicates that East Marion, Laurel, New Suffolk and Orient have experienced the least amount of crime. On the contrary, the largest number of crimes has traditionally occurred throughout Cutchogue, Greenport Village, Mattituck and Southold hamlet.

Overall, crime rates are down 14.2% from their five-year high of 1,619 crimes in 2005. The number of crimes has remained relatively unchanged within Cutchogue, Fishers Island, Laurel and New Suffolk. Crime has declined in Greenport Village, Greenport West, Mattituck, Orient, and Southold hamlet. However, it is important to note that the number of crimes committed in Peconic has near doubled since 2005.

5.0 ECONOMIC CHARACTERISTICS

5.1 INCOME

When adjusting for inflation over the past two decades, median household income increased in several of the Town's hamlets, including Cutchogue, Greenport West, Laurel, Mattituck and Southold hamlet. However, and as seen in **Table 20** in **Appendix A**, median household income actually decreased in other parts of the Town, including East Marion, Fishers Island, New Suffolk, Orient and Peconic. When the price of other goods – namely housing, fuel and groceries – has been steadily increasing, income levels have not been able to keep up. As such, many households throughout the Town have less disposable income now than they did ten and twenty years ago.

An examination of per capita income in **Table 21** in **Appendix A** reveals slightly different trends, which are partially attributed to the age of the population and the household size. In hamlets with a relatively older population and a smaller household size, such as New Suffolk, increasing per capita incomes may not necessarily translate into increasing household incomes.

When adjusting for inflation between 1990 and 2009, per capita income increased in every hamlet, except New Suffolk. The largest increase in per capita income occurred in Fishers Island, which witnessed an increase of over \$11,000 in adjusted incomes between 1990 and 2009.

5.2 PLACE OF WORK AMONG TOWN RESIDENTS

Datasets from 2000 illustrate that a large subset of Southold residents also work in the Town. This ranges from approximately 40% of residents in Laurel, to 78.2% of residents of Fishers Island. On average, roughly 55.8% of the Town's residents lived and worked in Southold in 2000. While specific data is not available to illustrate the exact location of where the remaining 44.2% of persons are employed, interviews with local businesses and key stakeholders within the



local economy⁷ indicate that a significant portion of Southhold Town residents are also employed in Riverhead as well as in the western parts of Brookhaven town. Despite the large share of Town residents employed throughout the North Fork, there remain a percentage of residents who have a longer commute, traveling further west into Long Island, New York City, Connecticut, and elsewhere on a regular basis.

The 2000 Census also examines trends among those who work in their place of residence. This data provides insight as to the live-work trends throughout the various hamlets of Southhold Town. On average, 26.4% of residents work within the same hamlet in which they reside. This ranges from a low of 7.4% in East Marion, to 76.4% in Fishers Island, with variations largely attributed to the location, demographics, and the type and number of businesses within a given community.

While current concrete data is not yet available from the 2010 Census, interviews with local businesses and key stakeholders within the local economy indicate continued trends among those living and working in Town. Approximately 80% of persons employed at Eastern Long Island Hospital live within a twenty-mile radius of the hospital. Of those employed at King Kullen in Cutchogue, 57% also live within Southhold Town. Moreover, a majority of those employed within the agricultural industry – including the vineyards – also reside within the Town. Such statistics are evidenced within the commuting patterns illustrated in **Table 22** and **Table 23** in **Appendix A**. The Town's average travel time to work of 26.6 minutes is significantly lower than the countywide average travel time of 33.5 minutes. In an effort to increase the share of residents who are locally employed, efforts should continue to focus on the attraction and retention of prominent industries offering stable, year-round employment opportunities.

5.3 UNEMPLOYMENT TRENDS⁸

Employment patterns and recent trends illustrate the current economic state of the Town of Southhold. In 2000, East Marion, Greenport West and Laurel were the hamlets with the highest unemployment rate. These hamlets continue to have the highest unemployment in 2009. On the contrary, Fishers Island, New Suffolk and Orient had, and continue to have relatively low levels of unemployment when compared to the rest of the Town, which could be attributed to a larger retired population residing within these hamlets.

As evidenced in **Figure 2** in **Appendix A**, unemployment rates in the Town of Southhold have increased substantially since 2000, with the unemployment rate more than doubling in nearly every hamlet between 2000 and 2009. Such trends are indicative of the ongoing economic crisis

⁷ As of the date of submission of this analysis, interviews have been conducted with key stakeholders including Bridgehampton National Bank, Burt's Reliable, Eastern Long Island Hospital; King Kullen, Long Island Farm Bureau, Long Island Wine Council, North Fork Chamber of Commerce, North Fork Promotion Council, Peconic Landing, Peconic Retreat, as well as Beach Plum and the (Fishers) Island Community Center on Fishers Island.

⁸ It is important to note that official unemployment data is not available from the New York State Department of Labor. Such figures are only available for municipalities with a population of at least 25,000, due to the difficulties associated with estimating unemployment within a small geographic area. However, unemployment was conducted through the 2000 census, and current estimates have been made through commercial data providers.



throughout Suffolk County, the state and the nation, and illustrate the demand for additional jobs throughout the Town.

5.4 COMMUTING PATTERNS

As seen in **Table 22** in **Appendix A**, the majority of Town residents drive alone to work, remaining relatively unchanged since 1990. A smaller share of residents is carpooling to work, though a relatively larger percentage is utilizing public transportation between 1990 and 2009. The number of persons who walk to work has been cut in half since 1990, indicating that the number and/or type of job opportunities close to the Town's population centers has likely declined. The average resident commutes 26.6 minutes to work each way, many of which travel outside of the Town's boundaries.

Table 23 in **Appendix A** illustrates the commuting patterns among the Town's hamlets, revealing significant differences in methods of transportation within each place. While the majority of residents in each hamlet drove alone to work, employees are less dependent on the automobile in Fishers Island than in any other hamlet. This is likely attributed to the size of the Island and the time associated with commuting to and from Fishers Island. While there are a decent share of ferry commuters, many of the persons who reside there year-round likely live and work on the Island. This is evidenced by a large population who walk to work, and a mean travel time to work of only 12.4 minutes. The remainder of the Town has two to three times the commute to work, with mean travel times between 24.1 and 33.6 minutes each way.

5.5 EMPLOYMENT BY OCCUPATION AND INDUSTRY

The majority of residents in the Town are employed within management, professional and related occupations, as well as sales and office occupations. This has remained relatively unchanged since 2000. Farming and fishing occupations remain an important sector in the Town's economy, however, less than two percent of the Town's population is currently employed within such occupations, as seen in **Table 24** in **Appendix A**.

As seen in **Table 25** in **Appendix A**, management, professional and related occupations are held by the majority of Cutchogue, Greenport West, Laurel, Mattituck, New Suffolk, Orient, Peconic and Southold residents. Service occupations are strong among residents of Fishers Island, which can be attributed to the large share of seasonal residency. On the other hand, service occupations are not very strong among residents of East Marion and Orient; sales and office occupations are predominant within these hamlets. Farming, fishing and forestry occupations are strongest among Cutchogue, Fishers Island and Peconic residents, as evidenced by their location and land use.

When employment trends are examined by industry, similar trends are revealed throughout the Town. This is shown in **Table 26** in **Appendix A**. The percentage of persons employed in the agriculture, forestry, fishing, hunting and mining industry, the construction industry, the wholesale trade industry, the retail trade industry, the transportation and warehousing industry, the information industry, the finance, insurance, and real estate industry, and public administration has remained relatively unchanged between 2000 and 2009. The share of



residents employed within professional, scientific, management, administrative and waste management services, as well as those employed within educational, health and social services, and arts, entertainment, recreation, accommodation and food services has increased considerably between 2000 and 2009. Such industries are currently the most promising to the Town and additional measures should be taken to ensure job stability, as well as attracting and retaining new businesses focused on these types of employment opportunities.

Table 27 in Appendix A illustrates the breakdown of employment by industry among each of the Town's hamlets. As seen in occupational employment, the agricultural and likely related manufacturing industry is strongest among residents of Peconic, where 6.9% of its residents are employed in the agricultural industry and 7.8% in the manufacturing industry. The construction industry is slightly higher among residents of Orient, while the finance, insurance and real estate industry is strongest in New Suffolk. The educational, health and social services industry is quite strong among all residents of the Town, though not as much among residents of New Suffolk and Orient. Reflective of its location, employment within the arts, entertainment, recreation, accommodation and food services industry is highest among residents of Fishers Island.

5.6 DAY LABORER EMPLOYMENT

There are a variety of industries within the Town that rely on day labor to fulfill their employment needs. While such data is quite difficult to obtain and quantify, it remains a matter of interest within the local economy, nevertheless. According to The Workplace Project, a non-profit organization that advocates for the rights of day laborers in Long Island, the number of day laborers in the East End has increased over the past decade. Moreover, interviews with local businesses and key stakeholders within the local economy, including Long Island Farm Bureau and Long Island Wine Council, indicate the strong presence of day laborers throughout Southold. This is most prominent within the agricultural industry, with local farms and vineyards hiring such persons for year-round employment, as well as for seasonal labor – especially during the harvest period. It was suggested that approximately 60-70% of field workers within these industries are likely comprised of day laborers. In addition, the employment of day labor within the construction industry is quite common in Southold, with workers performing tasks such as roofing, paving, painting and building installation. As the demographics continue to shift, and as the economic crisis continues to displace workers, the employment of day laborers will likely expand, perhaps into other sectors of the Town's economy.

5.7 POVERTY

While median household income and per capita income depict the financial state of the Town, poverty levels are what actually determine whether there is economic hardship in a given community. Poverty is measured by federal thresholds and associated income, taking into account family size and the number of children present. According to the U.S. Census Bureau, the poverty threshold ranged from \$6,268 for one person over 65 years old in 1990, \$8,259 in 2000, and \$10,289 in 2009, to \$29,087 for a family of nine people or more with one related child in 1990, \$38,322 in 2000 and \$47,744 in 2009.



As seen in **Table 28** in **Appendix A**, the poverty level among both individuals and families has increased slightly between 1990 and 2009. It is important to note that such poverty levels are not adjusted for local variation in the cost of living, and as such the figures presented in this table and in **Table 29** in **Appendix A** represent a very conservative depiction of the poverty status of Town residents. When adjusting for the cost of living, it is likely that many more persons and families are in poverty than deemed under federal standards.

When examining poverty status among families in each of the Town's hamlets, it is clear that there are disparities between communities. Similar to household income, poverty is highest among families residing in Fishers Island, Greenport West, East Marion and New Suffolk, which is likely attributed to the relatively older population residing within these hamlets. It is important to note that the high number of seniors in each of these communities gives way to an important and often overlooked matter. Although seniors may not necessarily have substantial income, this group is likely to have other financial assets, including home equity, equity in pension plans, IRAs, business equity, and interest-earning assets.

On the contrary, the portion of families in poverty is lowest in Peconic, Cutchogue, Laurel and Southold hamlet. In total, 4.5% of families in Southold Town are deemed to be below the poverty level. The percentage of families in poverty is slightly higher than Suffolk County, yet significantly lower than Long Island and New York State on the whole.

5.8 SCHOOL PERFORMANCE

The Town of Southold is comprised of nine schools within six local school districts. These include the Fishers Island Union Free School District (Fishers Island School provides education to students in grades PreK-12), Greenport Union Free School District (Greenport Elementary School serves students enrolled in grades K-6 and Greenport High School serves students enrolled in grades 7-12), Mattituck-Cutchogue Union Free School District (Cutchogue East Elementary School teaches students in grades K-6 and Mattituck Junior-Senior High School provides education to students in grades 7-12), New Suffolk Common School District (New Suffolk School serves students in PreK through sixth grade), Oysterponds Union Free School District (Oysterponds Elementary School serves students enrolled in grades K-6), and Southold Union Free School District (Southold Elementary School provides education to students in grades K-6 and Southold Junior-Senior High School serves students in grades 7-12). The Mattituck-Cutchogue Union Free School District is the largest of all districts within the Town, with an enrollment of over 1,500 students. On the contrary, New Suffolk Common School District enrolled only eight students in 2008-09. Likewise, the Fishers Island Union Free School District enrolled 60 students in the same year; since the school is a magnet school, approximately half of the students commute from Connecticut.

In compliance with No Child Left Behind, all public schools within New York State are required to publish report cards each academic year. The data presented in **Table 30** in **Appendix A** is based upon statewide standards of tests taken in November 2008 and June 2009. Excluding Greenport Union Free School District, all of the school districts serving the Town have performance levels that exceed those of the state, with the exception of sixth grade mathematics



at Fishers Island Union Free School District. Fishers Island Union Free School District has the strongest performance levels in the 2008-09 academic year. In terms of performance, Oysterponds Union Free School District ranks just below Fishers Island, and Mattituck-Cutchogue Union Free School District and Southold Union Free School District just behind Oysterponds. The performance levels among students at Greenport Union Free School District are not as high as the other districts in the Town, and special attention and the allocation of resources should be considered to increase their performance.

There are no students who qualify for free or reduced-price lunch in the Fishers Island Union Free School District, the New Suffolk Common School District, or the Oysterponds Union Free School District. A small portion of students at Mattituck-Cutchogue Union Free School District and Southold Union Free School District are eligible for such programs. However, the greatest share of eligible students is enrolled in Greenport Union Free School District, indicating a greater financial need among families in this district.

APPENDIX A

**DATA TABLES AND FIGURES FOR THE
FULL DEMOGRAPHIC INVENTORY**



TOWN OF SOUTHOOLD

**DATA TABLES AND FIGURES FOR THE
FULL DEMOGRAPHIC INVENTORY FOR THE
COMPREHENSIVE PLAN UPDATE**

The demographic inventory outlines the past, present and projected (where available) demography throughout the Town of Southold (including each of the ten hamlets, but excluding the Village of Greenport¹). The following tables and figures illustrate the general demographic, housing, social and economic data compiled for the purpose of the full demographic inventory.

Table 1
POPULATION TRENDS, TOWN OF SOUTHOOLD:
1790 – 2000, 2009 (Estimate) and 2014 (Projection)

Year	Population	Year	Population
1790	3,219	1910	10,577
1800	2,200	1920	10,147
1810	2,613	1930	11,669
1820	2,968	1940	12,046
1830	2,900	1950	11,632
1840	3,907	1960	13,295
1850	4,723	1970	16,804
1860	5,833	1980	19,172
1870	6,715	1990	19,836
1880	7,267	2000	20,599
1890	7,705	2009 (Estimate)	21,605 ²
1900	8,301	2014 (Projection)	22,090

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report

¹ It is important to note that the Village of Greenport is included in all datasets that illustrate Townwide demographic statistics. Moreover, some datasets – such as crime data and school district performance – include the Village of Greenport since coverage extends into the jurisdiction boundary.

² Nielsen Claritas' population estimate of 21,605 residents is comparable to the U.S. Census Bureau's 2009 townwide population estimate of 22,631 residents. It is important to note that while similar methodology was used to estimate the town's population, the five percent difference between the two figures can be attributed to slightly different sampling methods, as well as the point in the year when estimates were made.



Figure 1
POPULATION TRENDS, TOWN OF SOUTHOLD:
1790 – 2000, 2009 (Estimate) and 2014 (Projection)

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report

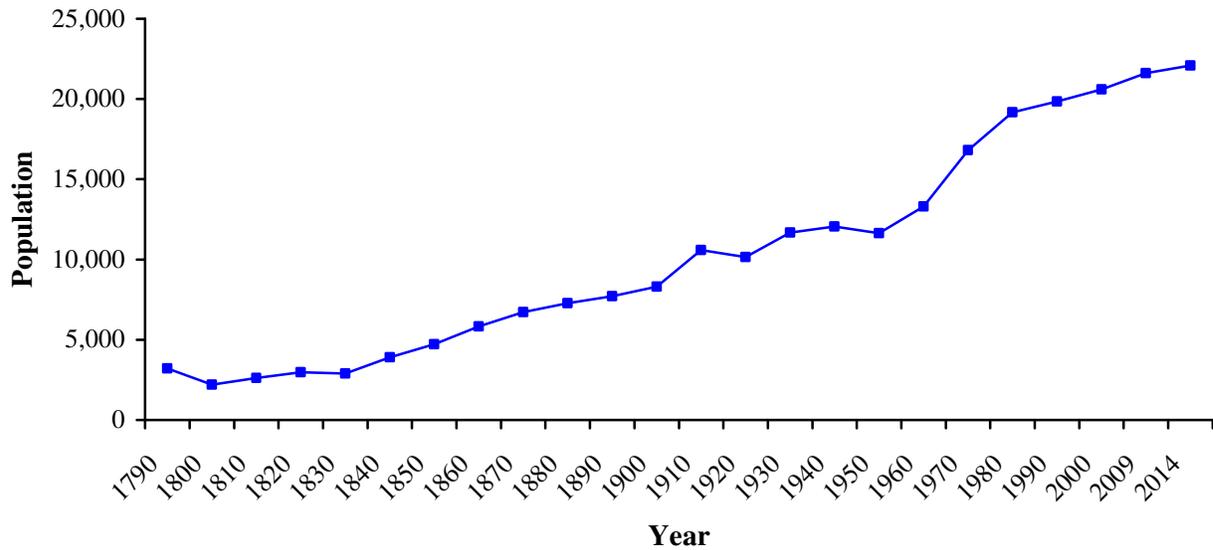




Table 2
POPULATION TRENDS, BY HAMLET: 1880 – 2000, 2009 (Estimate) and 2014 (Projection)

Year	Hamlet									
	Cutchogue	East Marion	Fishers Island	Greenport West	Laurel	Mattituck	New Suffolk	Orient	Peconic	Southold
1880	--	--	--	--	--	--	--	786	--	--
1890	--	--	--	--	--	--	--	808	--	--
1900	--	--	--	--	--	--	--	--	--	--
1910	--	--	--	--	--	--	--	--	--	--
1920	--	--	--	--	--	--	--	--	--	--
1930	--	--	--	--	--	--	--	--	--	--
1940	1,050	--	572	--	--	1,578	--	572	608	1,368
1950	--	--	--	--	--	1,089	--	--	--	1,027
1960	1,418	720	508	1,142	--	1,485	--	697	863	2,624***
1970	2,713*	531**	462	1,682**	598	3,039**	*	709**	835**	3,749**
1980****	2,788*	656	318	1,571	962	3,923	*	855	1,056	4,770
1990	2,627	717	329	1,614	1,094	3,902	374	817	1,100	5,192
2000	2,849	756	289	1,679	1,188	4,198	337	709	1,081	5,465
2009 (Estimate)	2,891	838	475 ³	2,008	1,284	4,201	291	711	1,055	5,771
2014 (Projection)	2,892	870	571	2,164	1,311	4,229	300	703	1,031	5,918

Source: U.S. Census Bureau; Long Island Regional Planning Board; Claritas MarketPlace Census Demographic Overview Report

* The hamlets of Cutchogue and New Suffolk were previously known as one place, called Cutchogue-New Suffolk. As such, the population within the hamlet of New Suffolk is included in the population of the hamlet of Cutchogue in both 1970 and 1980.

** The community boundaries were revised between the 1970 and 1980 census. The 1970 population figures illustrated in this table are comparable with the 1980 census designated place boundary, and as such the reported population changed from its original count under the 1970 census.

*** This figure represents 1,285 residents of the hamlet of Southold and 1,339 residents of North Southold-Bayview, which became part of the hamlet of Southold in 1970.

**** Prior to 1980, Cutchogue-New Suffolk included present-day Cutchogue, part of Laurel-East Mattituck and part of present-day Peconic; East Marion included the eastern part of present-day East Marion and the western part of present-day Orient; Greenport West included the western part of present-day East Marion and the eastern part of unincorporated Greenport; Laurel included part of Laurel-East Mattituck; Mattituck included present-day Mattituck and part of Laurel-East Mattituck; Orient included part of present-day Orient; Peconic included part of present-day Peconic; Robins Island was part of Cutchogue; Southold included North Southold-Bayview, present-day Southold, and part of present-day Greenport.

³ It is important to note that this population estimate is inflated when compared to the actual year-round population residing on Fishers Island. The Fishers Island Community Board conducted a population survey as part of the 2010 Census, and reported a year-round island population of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.



Table 3
NUMBER OF HOUSEHOLDS, BY HAMLET: 1990 – 2014

Hamlet	1990	2000	2009 (Estimate)	2014 (Projection)
Cutchogue	1,048	1,120	1,147	1,149
East Marion	305	329	368	383
Fishers Island	152	138	227 ⁴	274
Greenport West	641	750	905	978
Laurel	408	452	498	512
Mattituck	1,479	1,651	1,680	1,704
New Suffolk	188	172	150	155
Orient	371	330	334	332
Peconic	420	426	419	409
Southold	2,249	2,317	2,393	2,419
Town of Southold	8,125	8,461	8,890	9,080

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report

Table 4
AGE OF POPULATION, TOWN OF SOUTHOLD: 1990 – 2014

Age Group	1990	2000	2009 (Estimate)	2014* (Projection)
Infants and Toddlers	1,030	1,051	1,031	1,160
School-Aged	2,984	3,370	3,152	3,889
College-Aged	1,378	1,069	1,750	1,148
Working-Age	7,198	7,929	7,242	8,107
Empty Nesters	2,386	2,424	3,231	4,091
Retirees	4,860	4,756	5,199	6,092
Median Age	N/A	44.7 years	48.0 years	49.7 years

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst

* It is important to note that the sum of the various age groups does not exactly match the 2014 population projection as presented in **Table 1** and **Table 2**. Two data sources were used for projecting 2014 demographics, with projections varying slightly between the two sources.

⁴ It is important to note that this estimate is inflated when compared to the actual number of households residing on Fishers Island. According to the Fishers Island Utility Company, there exist 606 residential electric accounts, as of July 12, 2010. Of these, it is estimated that 117 are households residing in Fishers Island year-round, while the remaining 489 accounts are attributed to seasonal households.



Table 5
AGE OF POPULATION, BY HAMLET: 2009

Hamlet	Infants and Toddlers	School -Aged	College-Aged	Working Age	Empty Nesters	Retirees	Median Age
Cutchogue	4.2%	13.8%	8.4%	34.8%	17.3%	21.5%	47.9 years
East Marion	4.4%	13.0%	7.3%	28.6%	15.4%	31.3%	52.4 years
Fishers Island	3.6%	14.1%	7.4%	39.2%	17.1%	18.7%	47.2 years
Greenport West	4.9%	14.1%	6.7%	30.0%	15.1%	29.0%	50.5 years
Laurel	4.7%	15.2%	9.5%	37.9%	13.7%	19.1%	44.5 years
Mattituck	5.2%	15.6%	8.5%	36.5%	14.4%	19.8%	45.5 years
New Suffolk	0.7%	7.6%	5.5%	34.7%	18.6%	33.0%	55.9 years
Orient	3.8%	12.5%	6.9%	22.2%	18.0%	36.6%	57.6 years
Peconic	4.7%	15.5%	9.4%	33.6%	17.7%	19.1%	47.1 years
Southold	4.7%	14.6%	7.5%	31.9%	14.7%	26.7%	48.9 years
Town of Southold	4.8%	14.6%	8.1%	33.5%	15.0%	24.1%	48.0 years
Suffolk County	6.3%	18.1%	9.3%	41.0%	12.0%	13.3%	38.8 years

Source: Claritas MarketPlace Demographic Snapshot Report; ESRI Business Analyst

Table 6
AVERAGE HOUSEHOLD SIZE, BY HAMLET: 1990 – 2014

Hamlet	1990	2000	2009 (Estimate)	2014 (Projection)
Cutchogue	2.50	2.48	2.45	2.45
East Marion	2.35	2.30	2.28	2.29
Fishers Island	2.16	2.09	2.09	2.09
Greenport West	2.28	2.24	2.22	2.23
Laurel	2.68	2.61	2.56	2.60
Mattituck	2.64	2.53	2.49	2.53
New Suffolk	1.98	1.96	1.94	1.93
Orient	2.15	2.15	2.13	2.14
Peconic	2.62	2.54	2.52	2.53
Southold	2.30	2.35	2.40	2.37
Town of Southold	2.41	2.40	2.40	2.40
Suffolk County	3.04	2.96	2.94	2.96

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst



Table 7
HOUSING TYPE, TOWN OF SOUTHOLD: 1990 – 2009

Housing Type	1990	2000	2009 (Estimate)
Single Family, Detached	11,498	12,450	13,506
Single Family, Attached	261	252	282
Two – Four Units	675	516	993**
Five – Nine Units	195	335	
10 – 19 Units	44*	80	
20+ Units		51	
Mobile Home	306*	81	91
Boat, RV, Van, Other		4	5
Total Housing Units	12,979	13,769	14,933

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report

* It is important to note that in 1990, housing types were classified as 10+ units. Moreover, mobile homes, trailers, and other housing types were grouped together as one classification.

** It is important to note that in 2009, housing types were classified as having two units and three – 19 units.

Table 8
HOUSING TYPE, BY HAMLET: 2009

Hamlet	Single Family, Detached	Single Family, Attached	Two Units	Three – 19 Units	20+ Units	Mobile Home	Boat, RV, Van, Etc.
Cutchogue	97.9%	0.5%	0.8%	0.3%	0.0%	0.5%	0.0%
East Marion	94.1%	0.8%	3.3%	1.0%	0.0%	0.2%	0.6%
Fishers Island	88.6%	3.8%	4.0%	3.5%	0.0%	0.0%	0.0%
Greenport West	78.3%	4.4%	1.8%	13.5%	0.0%	2.0%	0.0%
Laurel	97.4%	0.8%	0.7%	0.0%	0.0%	1.2%	0.0%
Mattituck	96.6%	0.8%	1.1%	0.8%	0.0%	0.7%	0.0%
New Suffolk	96.2%	1.9%	1.1%	0.4%	0.4%	0.0%	0.0%
Orient	96.9%	0.6%	1.3%	1.2%	0.0%	0.0%	0.0%
Peconic	96.8%	1.6%	0.0%	0.7%	0.0%	0.9%	0.0%
Southold	92.0%	2.6%	0.5%	3.2%	1.3%	0.5%	0.0%
Town of Southold	90.4%	1.9%	2.6%	4.1%	0.4%	0.6%	< 0.1%
Suffolk County	81.3%	4.3%	3.8%	6.4%	2.9%	1.1%	< 0.1%

Source: Claritas MarketPlace Demographic Snapshot Report



Table 9
HOUSING DIVERSITY, TOWN OF SOUTHOLD: 2009

Type of Housing	Administrator			
	North Fork Housing Alliance		Village of Greenport Housing Authority	
	Number of Units	Waiting List	Number of Units	Waiting List
Section 8 Units, Leased	246*	538**	85	16
Federal Low Home, Rentals	39	80	--	--

Source: Town of Southold Office of the Supervisor

* Of these, 16 units are project-based subsidized units at Lakeside Apartments. However, they are administered through the North Fork Housing Alliance.

** Of these, 71 are on a waiting list for Lakeside Apartments, which is administered through the North Fork Housing Alliance.

Table 10
YEAR STRUCTURE BUILT, BY HAMLET: 2009

Hamlet	1939 or Earlier	1940s	1950s	1960s	1970s	1980s	1990 - 1998	1999- 2009
Cutchogue	20.3%	6.0%	13.3%	14.1%	15.2%	14.6%	7.6%	9.0%
East Marion	17.4%	7.9%	15.6%	13.5%	10.2%	16.9%	4.8%	13.7%
Fishers Island	37.2%	3.1%	2.9%	2.8%	3.2%	3.9%	2.9%	43.8%
Greenport West	16.2%	10.3%	9.2%	14.7%	11.0%	11.6%	5.8%	21.2%
Laurel	14.8%	8.7%	14.8%	9.7%	16.2%	11.6%	8.5%	15.8%
Mattituck	19.3%	8.2%	15.0%	18.6%	12.7%	11.2%	8.4%	6.7%
New Suffolk	29.2%	4.9%	23.9%	18.9%	9.8%	8.3%	4.2%	0.8%
Orient	36.1%	4.3%	11.1%	7.8%	9.9%	16.4%	10.6%	3.8%
Peconic	16.1%	14.4%	13.8%	13.3%	22.4%	10.3%	8.2%	1.5%
Southold	12.9%	7.5%	15.0%	14.7%	14.3%	14.4%	10.6%	10.6%
Town of Southold	22.6%	7.4%	12.6%	12.9%	12.1%	12.4%	7.8%	12.2%
Suffolk County	9.4%	6.0%	17.9%	22.8%	18.1%	10.0%	7.3%	8.5%

Source: Claritas MarketPlace Demographic Snapshot Report



Table 11
HOUSING OCCUPANCY, TOWN OF SOUTHOLD: 1990 – 2009

Occupancy Status	1990	2000	2009 (Estimate)
Total Housing Units	12,979	13,769	14,933
Occupied Housing Units	8,125	8,461	8,890
<i>Owner-Occupied</i>	6,421	6,824	7,174
<i>Renter-Occupied</i>	1,704	1,637	1,716
Vacant Housing Units	4,854	5,308	6,043
<i>For Seasonal, Recreational and Occasional Use</i>	4,152	4,689	N/A

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report

Table 12
HOUSING OCCUPANCY, BY HAMLET: 2009

Hamlet	Total Housing Units	Occupied Housing Units	Owner – Occupied	Renter – Occupied	Vacant Housing Units*
Cutchogue	1,765	1,147	87.3%	12.7%	618
East Marion	827	368	81.8%	18.2%	459
Fishers Island	1,019	227	56.4%	43.6%	792
Greenport West	1,540	905	76.9%	23.1%	635
Laurel	766	498	85.9%	14.1%	268
Mattituck	2,393	1,680	85.8%	14.2%	713
New Suffolk	264	150	78.0%	22.0%	114
Orient	678	334	84.4%	15.6%	344
Peconic	682	419	84.2%	15.8%	263
Southold	3,917	2,393	83.7%	16.3%	1,524
Town of Southold	14,933	8,890	80.7%	19.3%	6,043
Suffolk County	543,260	483,725	79.7%	20.3%	59,535

Source: Claritas MarketPlace Demographic Snapshot Report

* The number of vacant units for seasonal, recreational and occasional use is not available for 2009. The figure represented in this table reflects data from the 2000 Census.



Table 13
HOUSING VALUES OF OWNER-OCCUPIED UNITS, BY HAMLET: 2009

Hamlet	Less than \$100,000	\$100,000 - \$199,000	\$200,000 - \$299,999	\$300,000 - \$499,999	\$500,000 - \$999,999	\$1,000,000 and Greater	Median Housing Value
Cutchogue	0.9%	1.0%	6.2%	29.5%	46.5%	16.0%	\$591,912
East Marion	0.0%	1.7%	6.0%	49.5%	33.9%	9.0%	\$471,429
Fishers Island	0.0%	0.0%	0.0%	18.8%	71.9%	9.4%	\$646,739
Greenport West	1.9%	5.7%	23.0%	35.3%	25.0%	9.1%	\$379,706
Laurel	0.0%	2.1%	9.1%	42.1%	37.6%	9.1%	\$482,738
Mattituck	0.6%	0.1%	7.5%	46.7%	33.8%	11.2%	\$478,550
New Suffolk	0.0%	0.0%	3.4%	47.9%	37.6%	11.1%	\$494,118
Orient	0.0%	1.1%	4.6%	24.1%	43.3%	27.0%	\$681,962
Peconic	0.0%	0.0%	0.6%	36.0%	48.2%	15.3%	\$613,208
Southold	0.0%	0.8%	6.0%	43.8%	41.3%	8.2%	\$497,386
Town of Southold	0.4%	1.5%	9.1%	40.1%	37.9%	10.9%	\$479,579
Suffolk County	1.3%	4.0%	19.3%	44.8%	25.4%	5.2%	\$389,576

Source: Claritas MarketPlace Demographic Snapshot Report

Table 14
EDUCATIONAL ATTAINMENT, TOWN OF SOUTHOLD: 1990 – 2009

Level of Educational Attainment	1990	2000	2009 (Estimate)
Total Population: 25+ Years Old*	14,571	15,109	15,672
Less than 9 th Grade	1,111	615	643
9 th – 12 th Grade, No Diploma	1,361	1,162	1,200
High School Graduate**	4,999	4,580	4,779
Some College, No Degree	2,821	2,798	2,881
Associate Degree	1,058	1,151	1,196
Bachelor's Degree	1,920	2,600	2,725
Graduate or Professional Degree	1,301	2,160	2,248

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report

* It is important to note that the total population aged 25 years and older varies slightly from the total population aged 25 years and older, as illustrated in **Table 4**. This is attributed to unequal response rates among various questions in the Census.

** Includes equivalency



Table 15
EDUCATIONAL ATTAINMENT, BY HAMLET: 2009

Hamlet	Population 25+	Less than 9th Grade	9th - 12th Grade, No Diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
Cutchogue	2,129	7.3%	6.8%	23.5%	15.4%	5.7%	21.8%	19.4%
East Marion	631	4.4%	7.3%	31.1%	21.2%	7.4%	17.4%	11.1%
Fishers Island	356 ⁵	2.0%	3.4%	33.7%	13.2%	7.9%	21.3%	18.5%
Greenport West	1,490	2.4%	11.3%	31.9%	21.8%	5.3%	18.3%	8.9%
Laurel	907	2.0%	6.6%	32.0%	15.7%	12.0%	15.9%	15.9%
Mattituck	2,971	3.0%	6.0%	27.4%	21.1%	8.1%	17.6%	16.9%
New Suffolk	251	2.4%	10.0%	34.3%	17.9%	6.4%	13.5%	15.5%
Orient	546	2.7%	3.5%	29.1%	19.8%	6.0%	19.6%	19.2%
Peconic	743	3.5%	10.2%	28.0%	19.8%	12.7%	15.2%	10.6%
Southold	4,226	2.2%	5.8%	34.4%	18.2%	8.5%	16.9%	14.1%
Town of Southold	15,672	4.1%	7.7%	30.5%	18.4%	7.6%	17.4%	14.3%
Suffolk County	961,974	4.4%	9.5%	31.4%	19.5%	8.0%	15.5%	11.7%

Source: Claritas MarketPlace Demographic Snapshot Report

⁵ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate.



Table 16
LANGUAGE SPOKEN AT HOME, TOWN OF SOUTHOLD: 1990 – 2009

Language	1990	2000	2009 (Estimate)
Total Population: 5+ Years Old*	18,765	19,558	20,574
English	17,315	17,661	18,596
Spanish	253	742	768
Other Indo-European Languages**	N/A	1,059	1,103
Asian and Pacific Island Languages	38	93	104
Other Language	1,159	3	3
Speak English Less Than “Very Well”	490	690	N/A

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report

- * It is important to note that the total population aged 5 years and older varies slightly from the total population aged 5 years and older, as illustrated in **Table 4**. This is attributed to unequal response rates among various questions in the Census.
- ** The 1990 Census did not list “Other Indo-European Language” or “Other Language” as an option for respondents. For the purpose of this analysis, the number of persons speaking another language in 1990 was determined through subtracting those speaking English, Spanish, and Asian and Pacific Island languages from the total population aged 5 years and older.

Table 17
LANGUAGE SPOKEN AT HOME, BY HAMLET: 2009

Hamlet	Population 5+	English	Spanish	Other Indo-European Languages	Asian and Pacific Island Languages	Other Language
Cutchogue	2,769	91.0%	5.6%	2.9%	0.6%	0.0%
East Marion	801	88.3%	2.6%	8.9%	0.2%	0.0%
Fishers Island	458 ⁶	97.6%	1.5%	0.9%	0.0%	0.0%
Greenport West	1,909	88.7%	3.1%	5.9%	2.3%	0.0%
Laurel	1,224	89.9%	1.6%	7.8%	0.7%	0.0%
Mattituck	3,982	91.9%	2.0%	6.1%	0.0%	0.0%
New Suffolk	289	87.5%	2.4%	10.0%	0.0%	0.0%
Orient	684	93.6%	1.0%	5.0%	0.0%	0.4%
Peconic	1,005	94.0%	2.9%	1.8%	1.3%	0.0%
Southold	5,497	91.5%	2.0%	6.3%	0.2%	0.0%
Town of Southold	20,574	90.4%	3.7%	5.4%	0.5%	0.0%
Suffolk County	1,359,906	83.1%	8.7%	6.3%	1.5%	0.4%

Source: Claritas MarketPlace Demographic Snapshot Report

⁶ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas’ examined both the year-round and seasonal island population in their estimate.



Table 18
TOTAL CRIMES COMMITTED, TOWN OF SOUTHOLD: 2005 – 2009

Type of Crime	2005	2006	2007	2008	2009
Fireworks	2	1	2	1	1
Drug Use	34	41	38	35	32
Homicide	--	--	--	1	--
Kidnapping	--	--	--	1	--
Child - Unlawful Dealing	3	6	5	1	5
Resisting Arrest	2	5	2	3	1
Menacing	10	6	4	5	10
Domestic/Family	188	195	147	159	136
Sex Crimes	20	9	18	10	10
Robbery	9	4	2	6	3
Assault	19	21	22	21	9
Off. Against Public Order	1	5	1	2	1
Public Order/Harassments	211	209	194	189	168
Criminal Trespass	54	49	45	31	40
Criminal Mischief	324	271	235	248	262
Arson	3	1	2	1	6
Issuing Bad Check	6	12	11	8	8
Identity Theft	47	52	33	72	53
Larceny	332	358	315	355	310
Burglary	93	90	78	107	76
Other Type of Crime	261	235	240	255	258
TOTAL: ALL CRIMES	1,619	1,570	1,394	1,511	1,389

Source: Town of Southold Police Department

Table 19
TOTAL CRIMES COMMITTED, BY PLACE: 2005 – 2009

Hamlet	2005	2006	2007	2008	2009
Cutchogue	171	169	146	161	178
East Marion	71	58	41	59	37
Fishers Island	2	1	4	1	--
Greenport Village	395	370	349	294	307
Greenport West	147	204	159	189	125
Laurel	73	78	56	78	64
Mattituck	309	280	268	270	245
New Suffolk	11	16	10	11	9
Orient	48	36	38	34	30
Peconic	62	58	62	90	107
Southold	312	290	248	313	275
Out-of-Town	18	10	13	11	12
TOTAL	1,619	1,570	1,394	1,511	1,389

Source: Town of Southold Police Department



Table 20
MEDIAN HOUSEHOLD INCOME (ADJUSTED*), BY HAMLET: 1990 – 2009

Hamlet	1990	2000	2009 (Estimate)
Cutchogue	\$70,198	\$81,565	\$82,314
East Marion	\$63,265	\$55,544	\$53,125
Fishers Island	\$62,785	\$62,942	\$59,000
Greenport West	\$50,763	\$54,896	\$53,779
Laurel	\$60,656	\$71,810	\$74,049
Mattituck	\$59,773	\$68,962	\$74,045
New Suffolk	\$76,943	\$64,370	\$66,477
Orient	\$57,342	\$56,638	\$53,750
Peconic	\$68,992	\$65,243	\$66,827
Southold	\$59,565	\$58,648	\$63,652
Town of Southold	\$58,094	\$62,166	\$66,464
Suffolk County	\$80,641	\$81,340	\$83,344

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst; CPI Inflation Calculator via Bureau of Labor Statistics

* 1990 and 2000 data have been adjusted to reflect 2009 dollars.

Table 21
PER CAPITA INCOME (ADJUSTED*), BY HAMLET: 1990 – 2009

Hamlet	1990	2000	2009 (Estimate)
Cutchogue	\$41,363	\$43,657	\$44,643
East Marion	\$26,303	\$30,365	\$29,009
Fishers Island	\$28,193	\$39,434	\$39,379
Greenport West	\$25,303	\$32,794	\$31,462
Laurel	\$28,497	\$33,517	\$35,428
Mattituck	\$28,743	\$32,518	\$35,048
New Suffolk	\$44,237	\$40,789	\$40,739
Orient	\$33,354	\$36,606	\$35,535
Peconic	\$30,280	\$30,328	\$33,464
Southold	\$33,806	\$37,078	\$35,795
Town of Southold	\$31,248	\$34,409	\$36,383
Suffolk County	\$30,336	\$33,111	\$34,403

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst; CPI Inflation Calculator via Bureau of Labor Statistics

* 1990 and 2000 data have been adjusted to reflect 2009 dollars.



Table 22
COMMUTING PATTERNS, TOWN OF SOUTHOLD: 1990 – 2009

Means of Transportation	1990	2000	2009 (Estimate)
Total Workers: 16+ Years Old	8,395	8,917	9,716
Drove Alone	6,585	7,001	7,611
Carpooled	957	749	819
Public Transportation*	126	287	319
Walked	637	318	351
Other Means***	90	128	133
Worked at Home	**	434	483
Mean Travel Time to Work	N/A	26.8 minutes	26.6 minutes

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report

* Includes transportation via taxi

** The 1990 Census combined “Walked” and “Worked at Home” as an option for respondents.

*** Includes transportation via motorcycle and bicycle, among others.



Table 23
COMMUTING PATTERNS, BY HAMLET: 2009

Hamlet	Workers 16+	Drove Alone	Carpooled	Public Transportation*	Walked	Other Means**	Worked at Home	Mean Travel Time to Work
Cutchogue	1,332	80.0%	5.6%	2.4%	4.6%	2.6%	4.7%	31.1 minutes
East Marion	318	81.8%	9.1%	4.7%	0.0%	0.0%	4.4%	25.7 minutes
Fishers Island	300 ⁷	66.7%	4.0%	7.0%	14.0%	0.0%	8.3%	12.4 minutes
Greenport West	915	74.8%	9.9%	5.1%	3.6%	0.0%	6.6%	24.1 minutes
Laurel	616	84.3%	8.8%	1.5%	1.1%	0.5%	3.9%	27.4 minutes
Mattituck	2,020	84.8%	7.1%	1.2%	2.2%	0.0%	4.8%	29.7 minutes
New Suffolk	168	75.6%	11.3%	1.2%	3.0%	0.0%	8.9%	27.3 minutes
Orient	239	74.5%	8.4%	3.3%	2.9%	2.1%	8.8%	33.0 minutes
Peconic	453	75.9%	9.1%	1.5%	0.0%	8.4%	5.1%	33.6 minutes
Southold	2,506	78.9%	9.4%	2.9%	3.2%	1.3%	4.4%	31.3 minutes
Town of Southhold	9,716	78.3%	8.4%	3.3%	3.6%	1.4%	5.0%	26.6 minutes
Suffolk County	704,753	78.1%	10.0%	6.7%	1.7%	0.8%	2.7%	33.5 minutes

Source: Claritas MarketPlace Demographic Snapshot Report

* Includes transportation via taxi

** Includes transportation via motorcycle and bicycle, among others.

⁷ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.



Figure 2
UNEMPLOYMENT, BY HAMLET: 1990 – 2009
Source: U.S. Census Bureau; ESRI Business Analyst

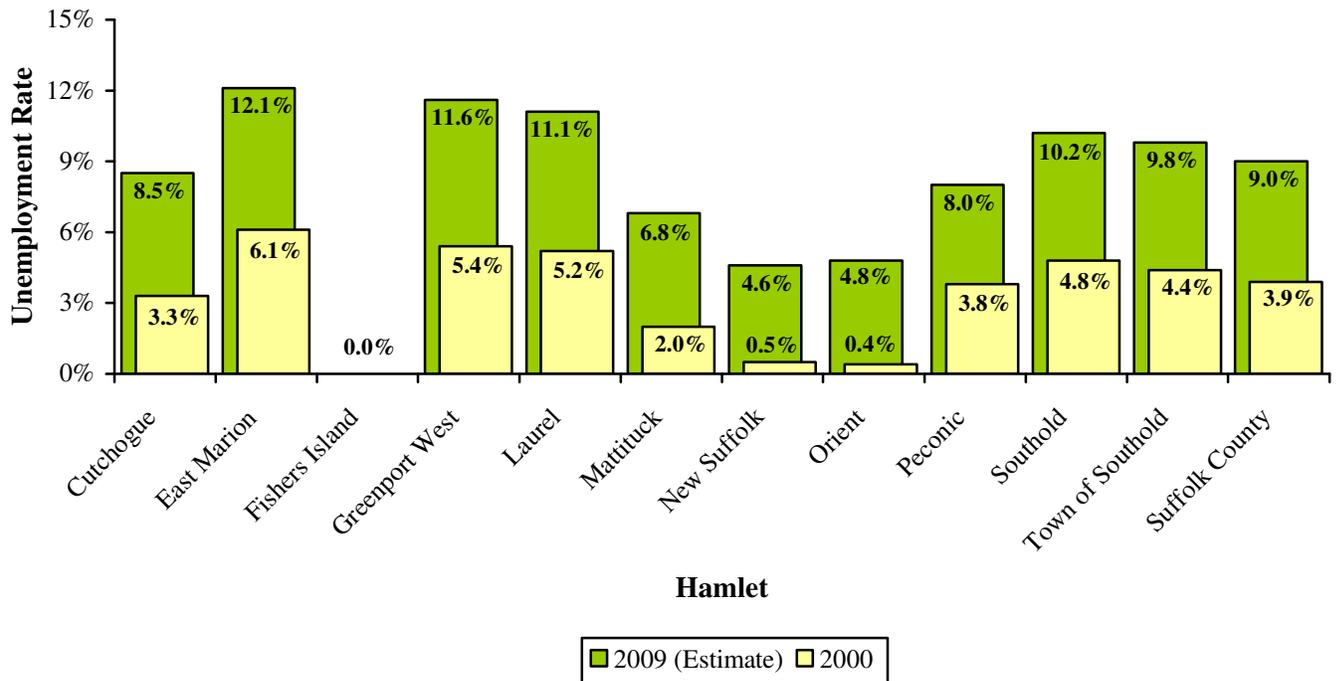


Table 24
EMPLOYMENT BY OCCUPATION, TOWN OF SOUTHOLD: 2000 – 2009

Occupation	2000	2009 (Estimate)
Employed Civilian Population: 16+ Years Old	9,118	9,938
Management, Professional and Related	3,372	3,667
Service	1,412	1,567
Sales and Office	2,389	2,606
Farming, Fishing and Forestry	169	179
Construction, Extraction and Maintenance	1,001	1,097
Production, Transportation and Material Moving	775	822

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report



Table 25
EMPLOYMENT BY OCCUPATION, BY HAMLET: 2009

Hamlet	Employed Civilian Pop. 16+	Management, Professional and Related	Service	Sales and Office	Farming, Fishing and Forestry	Construction, Extraction and Maintenance
Cutchogue	1,363	45.1%	12.0%	20.8%	3.7%	10.6%
East Marion	333	27.6%	11.7%	33.6%	1.8%	12.9%
Fishers Island	300 ⁸	26.0%	34.0%	19.7%	3.3%	12.7%
Greenport West	922	38.6%	19.1%	26.4%	0.3%	9.0%
Laurel	620	38.7%	15.0%	24.0%	1.0%	13.9%
Mattituck	2,036	36.5%	13.2%	28.2%	0.6%	10.6%
New Suffolk	173	30.1%	23.7%	23.1%	0.0%	15.0%
Orient	248	36.3%	9.3%	30.2%	0.4%	15.7%
Peconic	453	40.6%	21.4%	9.9%	3.3%	13.5%
Southold	2,589	39.0%	12.9%	30.6%	2.7%	9.3%
Town of Southold	9,938	36.9%	15.8%	26.2%	1.8%	11.0%
Suffolk County	718,088	35.7%	14.4%	28.7%	0.3%	10.2%

Source: Claritas MarketPlace Demographic Snapshot Report

Table 26
EMPLOYMENT BY INDUSTRY, TOWN OF SOUTHOLD: 2000 – 2009

Industry	2000	2009 (Estimate)
Employed Civilian Population: 16+ Years Old	9,118	9,938
Agriculture, Forestry, Fishing and Hunting, and Mining	220	223
Construction	932	1,035
Manufacturing	465	358
Wholesale Trade	358	377
Retail Trade	1,079	1,220
Transportation and Warehousing, and Utilities	378	417
Information	408	393
Finance, Insurance, Real Estate and Rental and Leasing	707	795
Professional, Scientific, Management, Administrative and Waste Management Services	917	1,115
Educational, Health and Social Services	1,940	2,868
Arts, Entertainment, Recreation, Accommodation and Food Services	641	762
Other Services (Except Public Administration)	378	446
Public Administration	695	728

Source: U.S. Census Bureau; ESRI Business Analyst

⁸ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.



Table 27
EMPLOYMENT BY INDUSTRY, BY HAMLET: 2009

Hamlet	Cutchogue	East Marion	Fishers Island	Greenport West	Laurel	Mattituck	New Suffolk	Orient	Peconic	Southold	Town of Southold	Suffolk County
Employed Civilian Population: 16+ Years Old	1,363	333	300⁹	922	620	2,036	173	248	453	2,589	9,938	718,088
Agriculture, Forestry, Fishing and Hunting, and Mining	2.7%	1.9%	3.2%	0.3%	1.7%	2.6%	4.8%	1.5%	6.9%	1.6%	2.1%	0.3%
Construction	9.2%	10.9%	8.6%	11.4%	10.8%	8.3%	4.3%	16.2%	13.0%	9.4%	9.6%	7.2%
Manufacturing	4.7%	2.6%	0.0%	2.7%	2.0%	3.5%	2.7%	2.3%	7.8%	3.2%	3.3%	6.2%
Wholesale Trade	4.7%	2.2%	0.0%	2.4%	2.5%	3.9%	3.2%	2.3%	1.1%	4.6%	3.5%	4.0%
Retail Trade	9.0%	17.3%	8.6%	15.9%	7.7%	10.6%	9.6%	13.5%	10.4%	10.9%	11.4%	11.8%
Transportation and Warehousing, and Utilities	2.9%	6.4%	6.5%	2.4%	5.0%	3.5%	2.7%	6.2%	0.0%	3.6%	3.9%	5.8%
Information	5.8%	1.3%	1.6%	4.0%	1.3%	2.5%	3.2%	3.8%	5.2%	3.6%	3.7%	3.2%
Finance, Insurance, Real Estate and Rental and Leasing	8.6%	6.1%	4.9%	5.2%	12.1%	7.4%	16.6%	10.0%	3.7%	8.3%	7.4%	7.3%
Professional, Scientific, Management, Administrative and Waste Management Services	19.2%	10.9%	15.1%	6.3%	7.7%	8.4%	17.1%	12.7%	10.4%	8.5%	10.4%	10.7%
Educational, Health and Social Services	20.8%	25.6%	23.2%	24.6%	29.4%	31.4%	14.4%	17.3%	26.3%	28.5%	26.7%	28.3%

⁹ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.

Hamlet	Cutchogue	East Marion	Fishers Island	Greenport West	Laurel	Mattituck	New Suffolk	Orient	Peconic	Southold	Town of Southold	Suffolk County
Arts, Entertainment, Recreation, Accommodation and Food Services	3.7%	6.7%	15.1%	9.7%	5.7%	7.6%	7.5%	6.9%	6.5%	6.0%	7.1%	5.8%
Other Services (Except Public Administration)	4.9%	1.6%	7.6%	5.9%	5.0%	2.3%	8.0%	3.8%	1.3%	4.0%	4.2%	4.3%
Public Administration	3.7%	6.4%	5.4%	9.2%	8.9%	7.9%	5.9%	3.5%	7.3%	7.8%	6.8%	5.0%

Source: ESRI Business Analyst



Table 28
POVERTY STATUS, TOWN OF SOUTHOLD: 2000 – 2009

Poverty Status	1990		2000		2009 (Estimate)	
	Number	Percentage	Number	Percentage	Number	Percentage
Total Population*	19,622	--	20,599	--	N/A	--
Individuals Below Poverty Level	997	5.1%**	1,178	5.7%**	N/A	N/A
65+ Years Old	273	27.4%***	248	21.1%***	N/A	N/A
Total Families	5,785	--	5,871	--	6,093	--
Families Below Poverty Level	228	3.9%****	240	4.1%****	272	4.5%****

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report

- * This figure represents the total number of individuals for whom the poverty status is determined.
- ** This figure represents the individuals deemed to be below the poverty level, as a percentage of the total population for whom the poverty status is determined.
- *** This figure represents the individuals aged 65 years and older deemed to be below the poverty level, as a percentage of the total number of individuals who are below the poverty level.
- **** This figure represents the families deemed to be below the poverty level, as a percentage of the total number of families residing within the Town of Southold.

Table 29
POVERTY STATUS, BY HAMLET: 2009

Hamlet	Total Families	Families Below Poverty Level
Cutchogue	820	2.4%
East Marion	250	4.8%
Fishers Island ¹⁰	129	6.2%
Greenport West	559	5.0%
Laurel	378	2.6%
Mattituck	1,255	4.4%
New Suffolk	85	4.7%
Orient	209	2.9%
Peconic	306	1.0%
Southold	1,658	2.5%
Town of Southold	6,093	4.5%
Suffolk County	371,501	4.2%

Source: Claritas MarketPlace Demographic Snapshot Report

¹⁰ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.



Table 30
SCHOOL PERFORMANCE*: 2008-09 ACADEMIC YEAR

	Fishers Island Union Free School District	Greenport Union Free School District	Mattituck- Cutchogue Union Free School District	New Suffolk Common School District	Oysterponds Union Free School District	Southold Union Free School District	New York State
Total Enrollment: 2008-09	60	621	1,505	8	104	958	2,691,267
Grade 3: ELA	N/A	90%	85%	N/A	79%	84%	76%
Grade 4: ELA	N/A	67%	86%	N/A	100%	81%	77%
Grade 5: ELA	N/A	88%	93%	N/A	88%	91%	82%
Grade 6: ELA	100%	98%	90%	N/A	89%	93%	81%
Grade 7: ELA	100%	79%	95%	N/A	N/A	91%	80%
Grade 8: ELA	86%	64%	85%	N/A	N/A	90%	69%
Secondary Level: ELA	89%	72%	93%	N/A	N/A	88%	77%
Grade 3: Mathematics	N/A	88%	96%	N/A	93%	98%	93%
Grade 4: Mathematics	N/A	83%	91%	N/A	100%	93%	87%
Grade 5: Mathematics	N/A	100%	93%	N/A	89%	89%	88%
Grade 6: Mathematics	75%	98%	92%	N/A	94%	86%	83%
Grade 7: Mathematics	100%	86%	98%	N/A	N/A	95%	87%
Grade 8: Mathematics	100%	73%	90%	N/A	N/A	87%	80%
Secondary Level: Mathematics	89%	76%	96%	N/A	N/A	91%	77%
Grade 4: Science	N/A	97%	95%	N/A	100%	96%	88%
Grade 8: Science	100%	74%	91%	N/A	N/A	89%	68%
Graduation Rate**	100%	63%	92%	N/A	N/A	90%	74%
Eligible for Free Lunch	0	169	85	0	0	61	1,030,575
Reduced-Price Lunch	0	35	49	0	0	34	214,831

Source: New York State School Report Cards: Comprehensive Information Report and Accountability and Overview Report, via New York State Education Department.

* It is important to note that the performance figures presented illustrate the percentage of students who meet (Level 3) or exceed (Level 4) statewide learning standards. The difference between the figures presented above and one hundred percent represent the students who are not meeting (Level 1), or who are partially meeting (Level 2) these learning standards.

** The graduation rate represents the percentage of students that started high school in 2004 who earned a local or Regents diploma by August 31, 2008.

APPENDIX B

**METHODOLOGY FOR THE
FULL DEMOGRAPHIC INVENTORY**



TOWN OF SOUTHOLD

METHODOLOGY USED FOR THE FULL DEMOGRAPHIC INVENTORY FOR THE COMPREHENSIVE PLAN UPDATE

Various data and information from federal, state, local and private data sources was used in the preparation of the Full Demographic Inventory for the Comprehensive Plan Update. The methodology and sources of data are outlined in detail, below.

Town of Southold Office of the Supervisor provided pertinent data specific to Southold's housing inventory. This information included the number of accessory apartments and affordable owner-occupied units, as well as leased Section 8 units and Federal low home rentals administered through the North Fork Housing Alliance and the Village of Greenport Housing Authority.

Town of Southold Police Department provided crime statistics pertaining to the specific type of crime committed, as well as the total number of crimes committed by hamlet. Both data sets were illustrated over a five-year period, for purposes of comparison over time.

Suffolk County Planning Department was consulted for historic population data specific to Southold Town and each of the Town's hamlets. In addition, information specific to existing condominium complexes, cooperatives, senior citizen housing complexes, and subsidized apartment complexes were provided.

Long Island Regional Planning Board published a document entitled, "*Historical Population of Long Island Communities 1790 – 1980: Decennial Census Data*", in August 1982. This document was utilized to illustrate historic population trends among each of the Town's hamlets, Southold Town and Suffolk County.

This publication of this document required obtaining twenty federal census reports (1790 – 1980), extracting the population statistics for New York State, and tabulating the data for all municipalities and incorporated communities ever recorded in the Long Island area. Record cards for more than 400 places were produced; each one detailed a full census history. Data was then supplemented with unpublished or corrected community data.

It is important to note that most early census records only include incorporated places. Since 1960, when census tracts were first established in Suffolk County, detailed maps have been produced that accurately define unincorporated boundaries. In many instances, population figures were derived for communities that were not listed in a Census publication, through the aggregation of census tracts or parts of census tracts that make up a given community. Furthermore, unincorporated area boundaries within Suffolk County were changed extensively in 1980 to reflect then-current zip codes, school district lines, and other limits deemed useful in

determining boundaries. As such, it was often necessary to compute population figures to reflect the most recent census designated place boundaries, as of the date of publication of this document.

New York State Education Department prepared New York State District Report Cards, which includes the Comprehensive Information Report and the Accountability and Overview Report specific to each school district in New York State. All information reported were submitted by local school district officials.

Data was collected for Fishers Island Union Free School District, Greenport Union Free School District, Mattituck-Cutchogue Union Free School District, New Suffolk Common School District, Oysterponds Union Free School District, Southold Union Free School District, and New York State for comparison purposes. These reports provided total enrollment data, graduation rates, free and reduced-price lunch eligibility, and performance levels among elementary and secondary-level students in English language arts, mathematics and science.

United States Census Bureau was consulted for pertinent demographic data, including population trends, trends among the number of households, age, average household size, housing type, housing occupancy, educational attainment, language spoken at home, median household income, per capita income, unemployment rates, commuting patterns, employment by occupation, employment by industry, and poverty status among individuals and families. Data specific to Southold Town, as well as each of the hamlets was collected for 1990 and 2000.

United States Department of Labor, Bureau of Labor Statistics supplied the Consumer Price Index (CPI) inflation calculator. The CPI inflation calculator uses the average Consumer Price Index for a given calendar year in order to illustrate how dollar values have been adjusted for inflationary purposes. This represents the change in the prices of all goods and services purchased for consumption by households over time.

The CPI inflation calculator was used to adjust median household income and per capita income dollar values in 1990 and 2000, to reflect the equivalent of 2009 dollars. The use of this tool allows for the understanding of how the buying power of the dollar has changed over time, thus allowing for comparison of income between 1990, 2000 and 2009.

Nielsen Claritas Market Research created on-demand market data demographic reports specific to each of the Town's hamlets, Southold Town and Suffolk County through the Claritas MarketPlace resource. Reports were created to depict a Census Demographic Overview Report and a Demographic Snapshot Report for each of the geographic areas under study. Demographic factors in these reports included those pertaining to population, number of households, age, average household size, housing type, housing age, housing occupancy, the value of owner-occupied housing units, educational attainment, language spoken at home, median household income, per capita income, commuting patterns, employment by occupation and poverty status among families. This data was collected for 1990 and 2000 (as reported from the U.S. Census Bureau), as well as 2009 estimates and 2014 projections.

Nielsen Claritas is known as the industry leader in demographics. All estimates and projections provided by this source draw upon inputs from public and private agencies as well as national

household consumer databases, local governments, and service bureaus. Specific sources of data include the Current Population Survey and American Community Survey (via the United States Census Bureau), data on housing values from Acxiom, new construction data from ADVO, Equifax, InfoUSA, Targus, TeleAtlas North America, Bureau of Economic Analysis, income statistics from the Internal Revenue Service, Office of Federal Housing Enterprise Oversight, National Association of Realtors, deliverable address counts from the United States Postal Service, local government agencies, and other commercial and federal data sources.

Nielsen Claritas' market data reflects the impact of both national trends and local events such as major disasters, seasonal population shifts and key demographic changes within each geographic area. This range of data sources allows for the most reliable demographic information in the industry.

Environmental Systems Research Institute, Inc. (ESRI) generated on-demand reports specific to each of the Town's hamlets, Southold Town and Suffolk County through the ArcGIS Business Analyst Online program. Reports were created to depict a 1990-2000 Comparison Profile, a Demographic and Income Profile, and a Housing Profile for each of the geographic areas under study. Demographic factors in these profiles included those pertaining to age, average household size, median household income, per capita income, unemployment rates, and employment by industry in 1990 and 2000 (as reported from the U.S. Census Bureau), as well as 2009 estimates and 2014 projections.

All estimates and projections provided by this source draw upon data from sources including the Current Population Survey and American Community Survey (via the United States Census Bureau), Consumer Expenditure Survey (via the United States Bureau of Labor Statistics), United States Postal Service, Internal Revenue Service, National Bureau of Economic Research, Nielsen Claritas Market Research, Hanley Wood Market Intelligence, and other commercial and federal data sources.