It should be noted that the Census data presented herein for East Orange is from the Long Form (Summary File 3) of the 2000 U.S. decennial Census. The Long Form surveys a sample population (generally 1 in 6 households) in order to compile more detailed data. Acknowledging that fact, the Census may significantly underestimate the demographic, employment, economic, and housing characteristics of the City based upon 1) sampling methods, 2) probability of accuracy, and 3) underestimated population figures. In addition, the U.S. Census does not account for the redevelopment initiatives and activities that occurred after 2000 which have added new residents, jobs and housing. It should be noted that efforts to obtain more accurate information were incorporated into the Master Plan document, where available.

INTRODUCTION

The demographic information that formed the basis of the 1990 Master Plan is in many cases no longer valid or representative of the existing conditions found within and surrounding East Orange today. The purpose of the Community Demographic Profile is to provide a context for the 2006 East Orange Master Plan by describing "baseline" or existing conditions based on the most current data available. This information serves as an overview and more detailed land use, housing, employment information that is found throughout this plan.

The area of Essex County that is now known as the City of East Orange was first settled in May of 1666 by 30 puritan families. These families left their settlement in New Haven as a result of the merging with the Connecticut colony and the Puritan's theocratic form of self-governance was no longer guaranteed. Feeling threatened, the Puritans moved into northern New Jersey and negotiated terms with Governor Carteret for land. They were granted the land between the Passaic River (north), Weequahic Creek (south), Newark Bay (east), and the foot of Newark Mountain (now known as Orange Mountain).

When the Puritan settlers arrived at the site, they discovered that the land was still under Native American control. Governor Carteret negotiated with the Native Americans and an agreement for payment was reached. Among the items paid were coats, alcohol, guns, and wampums. The settlement was called Newark in honor of Reverend Abraham Pierson who studied at Newark-on-Trent in England.

As the settlement expanded onto Orange Mountain more diverse groups, including the English and Scottish, were attracted to the area and moved onto the mountain. A series of Native American trails were expanded in order to facilitate the movement of people between the mountains.

On November 27, 1806, Orange was incorporated into a sovereign township, which enabled it to raise taxes to create fire and police departments as well as pave roads and erect street lamps. The residents of the First Ward were not pleased with the Township, as most were farmers who where apposed to the urbanization. As a result, East Orange seceded from Orange on March 4, 1863, becoming an independent Township consisting of 2,400 acres and 3,000 residents. By 1900, the population of East Orange had exploded to 30,000 and the township's government format no longer met the needs of the

growing population. East Orange was incorporated as a City on December 9, 1899. By 1920, the population had expanded to 40,000, and by 1963, the population had doubled again numbering at almost 80,000.

In the mid-1960s, the development of the interstate highway system enabled the upper and middle class to move out of the inner cities into more rural and less developed suburban areas. Like other Essex Valley locations, East Orange and its businesses suffered from this "urban" and "economic flight" of the gentry, and the City was also indirectly affected by the Newark riots in 1967. After the turn of the century, East Orange changed from a bedroom community to a more transient and diverse population. In 1969, East Orange was the first New Jersey municipality to elect a black mayor, a year ahead of neighboring Newark, and has had the longest history of African-American political leadership within the state. By the early 1970s, the racial composition of East Orange became increasingly diverse.

Darryl Jeffries, a former spokesman for East Orange stated in a Newshouse News Service article entitled, "The Gap: In a Single Statistic, the Measure of a Racial Tragedy" that East Orange is "the most densely populated community of color in the United States."[1] Over time, the City's racial composition has changed. While the US Census may in many cases under represent urban communities, it does indicate that population of more than one race and those with Haitian, Jamaican, and African descents have increased. For a more detailed discussion of the racial and ethnic composition in East Orange, see "Racial Breakdown" in the Population Characteristics section of the Community Profile.

Over the past decade, the City has undertaken significant strides to rejuvenate itself, enhance the quality of living, and promote its ethnic and demographic diversity.   Prior to the suburban exodus, the City of East Orange was a viable, affluent bedroom community for New York commuters. Since that time, the City has made, and is making great strides to redevelop and conquer the City that is sensitive to its grand, old buildings, historic heritage and magnificent churches. The City has combated prolonged vacancy rates and overcrowding housing conditions; squatter problems lack of employment opportunities, dilapidated building conditions, quality of life issues, and underutilization of land.
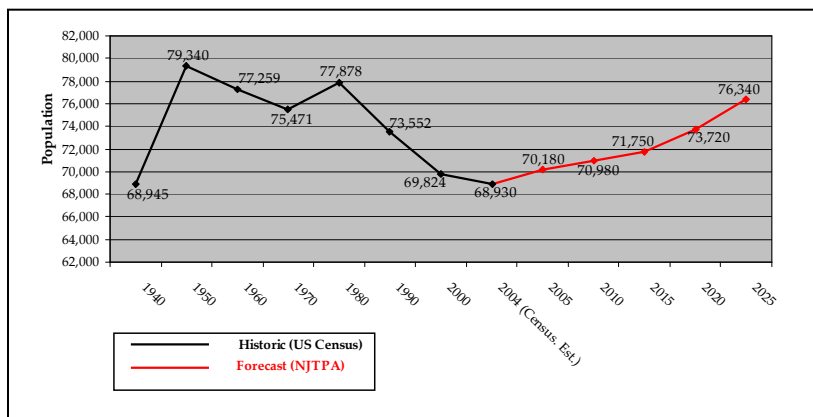
---

[1] "The Gap: In a Single Statistic, the Measure of a Racial Tragedy," by Jonathon Trove. Newshouse News Service, c.2005.
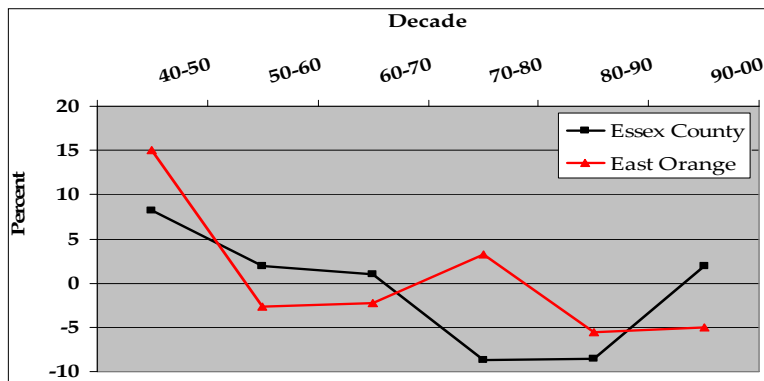
POPULATION CHARACTERISTICS

Total Population

East Orange's resident population in 2000 was 69,824, a decrease of only five percent since 1990, which was the base year for the 1990 Master Plan. While the US Census population estimate in 2004 was 68,930, a more accurate figure may be closer to 75,000. The greatest rate of growth in the last 60 years was between 1940 and 1950 when the population increased 15 percent from 68,945 to 79,340. Although the decade 1990 – 2000 posted a slight decrease in population of five percent, the North Jersey Transportation Planning Authority (NJTPA) forecasts continued growth to the year 2025 with East Orange reaching a population of 76,340, an increase of over 6,000 people. Again, this number may be significantly underestimated, given that it may be based upon an inaccurate figure, and the fact that it does not include the City's recent redevelopment projects.

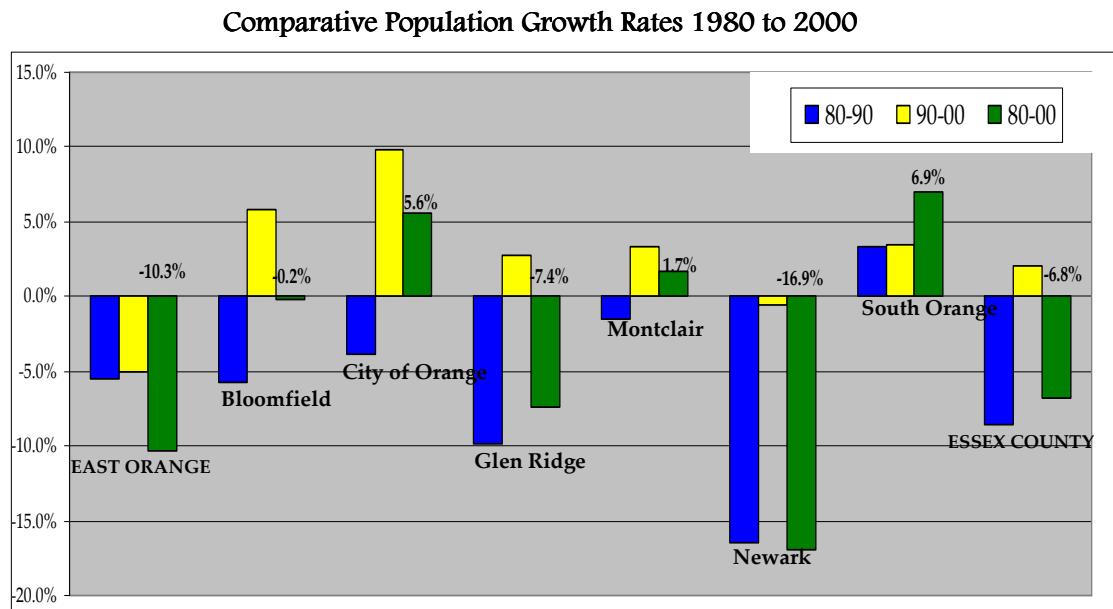### Population Growth 1940 to 2025

Population Growth Rates By Decade

Source: US Bureau of the Census, 2000.

An analysis of population growth over the last 20 years shows that East Orange had the greatest loss of population when compared to the County and its neighbors, except Newark who lost its resident population at a rate of –17 percent. East Orange posted losses in both decades (1980 to 1990 and 1990 to 2000), while the City of Orange, Montclair and South Orange gained population over the last 20 years.   South Orange was the only municipality of East Orange's neighbors who experienced population growth during the 1980 to 2000 time period.
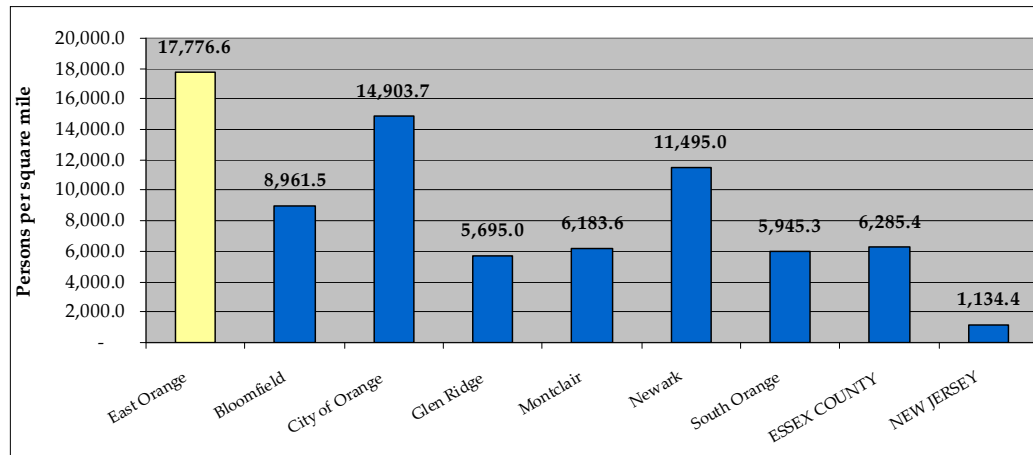
Comparative Population Growth Rates 1980 to 2000

Source: US Bureau of the Census, 2000.

In 2000, East Orange ranked second in total population among its six neighboring towns. In the same year, East Orange ranked second in total population out of the 21 municipalities in Essex County. Newark had the largest population in the County with 273,546 people and Essex Fells had the smallest with 2,162 people.

East Orange's 2000 population density of 17,776.6 persons per square mile surpassed the density in the County, State, and every municipality in Essex County. Fairfield – at 675.8 persons per square mile was the least densely populated town in Essex County.

Population Density, 2000

Source: US Bureau of the Census, 2000.

Racial and Ethnic Breakdown

Even though the city's resident population has been steadily decreasing, from 77,878 in 1980 to 69,824 in 2000, the racial and ethnic composition of East Orange residents has increased in diversity over time.

Race, Hispanic origin and ancestry data for both 1990 and 2000 were collected for East Orange, however it should be noted that the 1990 Census data is not directly comparable to the 2000 data, and caution must be used when interpreting changes in the racial composition of the US population over time.

Unlike the 2000 Census, the 1990 Census did not allow respondents to select more than one race for their racial identity. Between 1990 and 2000, of the resident population who identified themselves as only <u>one</u> race, the percentage of white people decreased, and the percentage of black people increased.   It should be noted that as indicated in the 2000, the number of respondents whose background consisted of more than one race comprised almost 5 percent of the City's population.

Race in East Orange, 1990 and 2000

1990		2000	
Total Population	**73,552**	Population of one race	**67,171**
White	5,301	White alone	2,683
Black	66,157	Black or African American alone	62,462
American Indian, Eskimo, or Aleut	311	American Indian, Alaska, Native	177
Asian or Pacific Islander	452	Asian Alone	302
Asian		Asian	n/a
Asian Indian	174	Asian Indian	137
Chinese	61	Chinese	34
Filipino	129	Filipino	89
Japanese	18	Japanese	4
Korean	18	Korean	2
Vietnamese	8	Vietnamese	14
Thai	6	Thai	n/a
Other Asian	38	Other Asian	22
Pacific Islander	11	Native Hawaiian, Pacific Islander Alone	51
Hawaiian	4	Native Hawaiian	10
Guamanian	7	Guamanian or Chamorro	4
		Samoan	14
		Other Pacific Islander	23
Other Race	1,320	Some other race alone*	1,496
Population of two or more races	n/a	Population of two or more races	2,653
* "Some other race" was included in Census 2000 for respondents who were unable to identify with the five Office of Management and Budget race categories. Respondents who provided write-in entries such as Moroccan, South African, Belizean, or a Hispanic origin (for example, Mexican, Puerto Rican, or Cuban) are included in the Some other race category.			
Source: US Bureau of the Census, Summary File 1 (SF 1) 100-Percent Data.			

The US Census further considers Hispanic origin in addition to race. The number of East Orange residents of a Hispanic origin increased from 2,981 in 1990 to 3,284 in 2000. More specifically, people of Mexican and "Other Hispanic" origin increased over the past decade.

Hispanic Origin, 1990 and 2000

1990		2000	
Total Population	73,552	Total Population	69,824
Hispanic origin	2,981	Hispanic or Latino (of any race)	3,284
Mexican	105	Mexican	196
Puerto Rican	1,345	Puerto Rican	1,248
Cuban	174	Cuban	138
Other Hispanic	1,357	Other Hispanic or Latino	1,702
Not of Hispanic origin	70,571	Not Hispanic or Latino	66,540
White alone	4,596	White alone	1,874
Source: US Bureau of the Census, Summary File 1 (SF 1) 100-Percent Data.			

The US Census defines ancestry as a person's ethnic origin, heritage, descent, or "roots," which may reflect their place of birth, place of birth of parents or ancestors, and ethnic identities that have evolved within the United States. In 1990 and 2000, respondents were permitted to select one or more ancestry for themselves. The table below represents total ancestry data (single or multiple) in 1990 and 2000 for East Orange residents.

From 1990 to 2000, East Orange residents of Arab, British, European, French (except Basque), Guyanese, Portuguese, Subsaharan African, United States or American, and West Indian ancestry increased. More specifically, within the West Indian ancestry, people of Barbadian, British West Indian, Haitian, and Jamaican ancestry grew by 10 percent or more.

Ancestry, 1990 and 2000

	1990	2000
Total Population	73,552	69,904
Ancestry specified	63,163	58,649
Single Ancestry	61,127	54,701
Multiple Ancestry	2,036	1,974
Ancestry unclassified or not reported	10,389	13,229

Ancestry	1990	2000	Number Change	Percent Change
Arab	32	100	68	>100.0
Arab; Arab/Arabic	--	33		
Arab; Egyptian	--	52		
Arab; Jordanian	6	10	4	66.7
Arab; Moroccan	--	5		
Arab; Other	26	--		
Armenian	7	--		
Australian	10	--		
Austrian	55	15	-40	-72.7
Belgian	-	6		
Brazilian	-	47		
British	22	51	29	>100.0
Canadian	33	16	-17	-51.5
Croatian	5	--		
Czech	14	--		
Czechoslovakian	5	--		
Danish	30	6	-24	-80
Dutch	165	76	-89	-54
English	528	180	-348	-66
European	16	18	2	12.5
Finnish	16	5	-11	-68.8
French (except Basque)	72	87	15	20.8
French Canadian	49	21	-28	-57.1
German	663	246	-417	-62.9
Greek	64	--		
Guyanese	808	1,460	652	80.7
Hungarian	110	21	-89	-80.9
Irish	1,144	538	-606	-52.9
Israeli	--	13		
Italian	985	581	-404	-41
Latvian	8	--		
Lithuanian	32	12	-20	-62.5
Northern European	--	6		
Norwegian	49	--		
Pennsylvania German	11	--		
Polish	477	60	-417	-87.4
Portuguese	51	79	28	54.9
Romanian	8	--		
Russian	111	25	-86	-77.4
Scotch-Irish	57	40	-17	-29.8

Ancestry (cont)	1990	2000	Number Change	Percent Change
Scottish	123	31	-92	-74.7
Serbian	--	23		
Slavik	16	--		
Slovak	141	--		
Subsaharan African	1,536	2,774	1,238	80.6
Subsaharan African; African	789	1,598	809	>100.0
Subsaharan African; Cape Verdean	7	6	-1	-14.2
Subsaharan African; Ethiopian	--	149		
Subsaharan African; Ghanian	156	217	61	39.1
Subsaharan African; Liberian	--	162		
Subsaharan African; Nigerian	376	495	119	31.6
Subsaharan African; Other Subsaharan	208	130	-78	-37.5
Subsaharan African; Sudanese	--	7		
Subsaharan African; Ugandan	--	10		
Swedish	54	--		
Swiss	38	--		
Ukrainian	37	30	-7	-19
United States or American	925	1,147	222	24
Welsh	51	18	-33	-64.7
West Indian (excluding Hispanic origin groups)	6,305	7,743	1,438	22.8
West Indian (excluding Hispanic groups); Bahamian	28	18	-10	-35.7
West Indian (excluding Hispanic groups); Barbadian	107	193	86	80.4
West Indian (excluding Hispanic groups); Belizean	--	59		
West Indian (excluding Hispanic groups); Bermudan	--	37		
West Indian (excluding Hispanic groups); British West	195	260	65	33.3
West Indian (excluding Hispanic groups); Haitian	2,499	2,852	353	14.1
West Indian (excluding Hispanic groups); Jamaican	2,391	3,368	977	40.9
West Indian (excluding Hispanic groups); Other West Indian	127	9	-118	-92.9
West Indian (excluding Hispanic groups); Trinidadian and Tobagonian	485	518	33	6.8
West Indian (excluding Hispanic groups); U.S. Virgin Islander	--	23		
West Indian (excluding Hispanic groups); West Indian	473	406	-67	-14.2
Yugoslavian	21	--		
Other Ancestries	50,315	43,174	-7,141	-14.2
Source: US Bureau of the Census, 2000.				

As shown below, the number of East Orange residents who were foreign-born increased by 30 percent, from 9,535 in 1990 to 12,759 in 2000, whereas the number of native East Orange residents or residents born within the United States decreased by 10 percent.

Nativity and Place of Birth, 1990 and 2000

	1990	2000	Number Change	Percent Change (%)
Native	64,017	57,145	-6,872	-10.7
Born in United States	62,751	56,022	-6,729	-10.7
State of residence	39,840	39,270	-570	-1.4
Different state	22,911	16,752	-6,159	-26.9
Born outside United States	1,266	1,123	-143	-11.3
Foreign born	9,535	12,759	3,224	33.8
Entered 1990 to March 2000	n/a	5,293	--	--
Naturalized citizen	193	5,879	5,686	>100.0
Not a citizen	946	6,880	5,934	>100.0
Source: US Bureau of the Census, Summary File 1 (SF 1) 100-Percent Data.				

In 2000, East Orange residents who were foreign-born population were overwhelmingly from Latin America (82.6%).

Region of Birth of Foreign Born, 2000

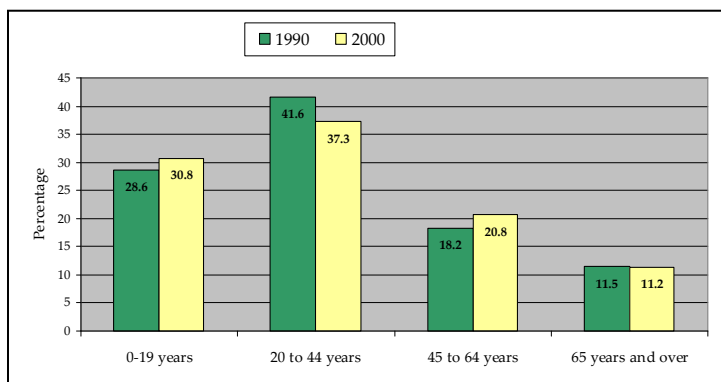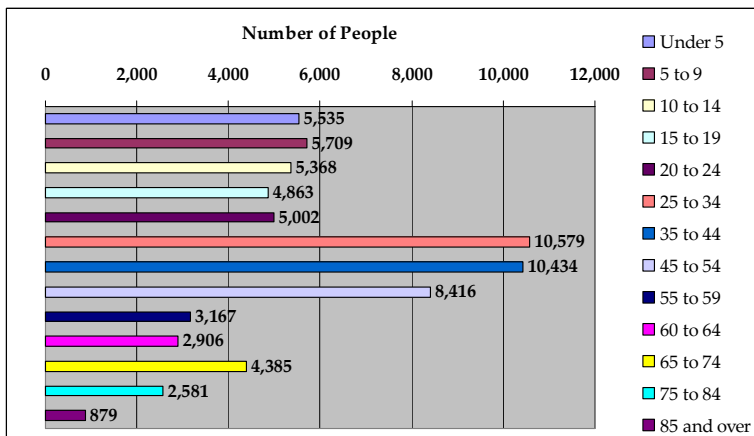|	Number	Percent
Europe	376	2.9
Asia	325	2.5
Africa	1,446	11.3
Oceania	6	--
Latin America	10,535	82.6
North America	71	0.6
Total	12,759	100.0
Source: US Bureau of the Census, Summary File 1 (SF 1) 100-Percent Data.		

Age of Residents

The median age in East Orange increased from 32.1 in 1990 to 33 in 2000, lower than the median age in both Essex County (34.7) and the State (36.1). Other municipalities, within the immediate region whose 2000 median age was lower than the County and State were Newark (30.8), the City of Orange (32.5), and South Orange (34.7). By comparison, the three highest or oldest median ages in the immediate region were found in Glen Ridge (37.8), Montclair (37.5), and Bloomfield (37.1).

From 1990 to 2000, East Orange residents aged 0-19 and 45 to 64 years increased at an average of 2.4 percent, whereas residents aged 20 to 44 years decreased from 41.6 to 37.7 percent. People aged 65 years and over remained the same.

Comparative Age Groups for East Orange, 1990 & 2000

East Orange Age Distribution, 2000

Source: US Bureau of the Census, 2000.

Income

Based on two standard measurements of income – median household and per capita – East Orange was below Essex County and the statewide figures in 1999 (the most recent income data available). Compared to the six surrounding towns, however, East Orange ranked sixth in median household income and sixth in per capita income.

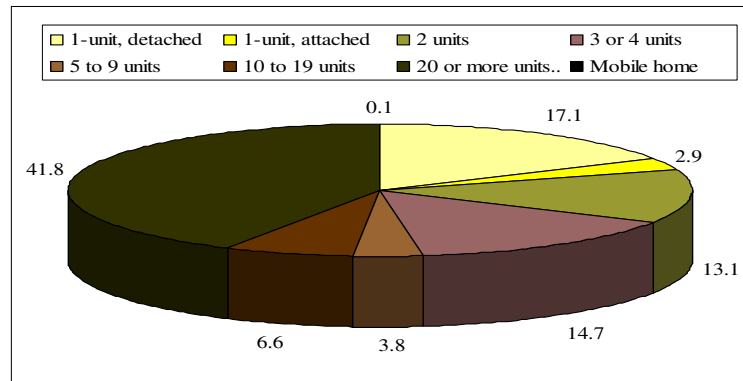| RANK BY 1999 MEDIAN HOUSEHOLD INCOME		RANK BY 1999 PER CAPITA INCOME	
Municipality	**Median Household Income ($)**	**Municipality**	**Per Capita Income ($)**
Glen Ridge	105,638	Glen Ridge	48,456
South Orange	83,611	Montclair	44,870
Montclair	74,894	South Orange	41,035
Bloomfield	53,289	Bloomfield	26,049
City of Orange	35,759	City of Orange	16,861
East Orange	32,346	**East Orange**	16,488
Newark	26,913	Newark	13,009
Essex County	44,944	Essex County	24,943
New Jersey	55,146	New Jersey	27,006
Source: US Bureau of the Census, 2000.			

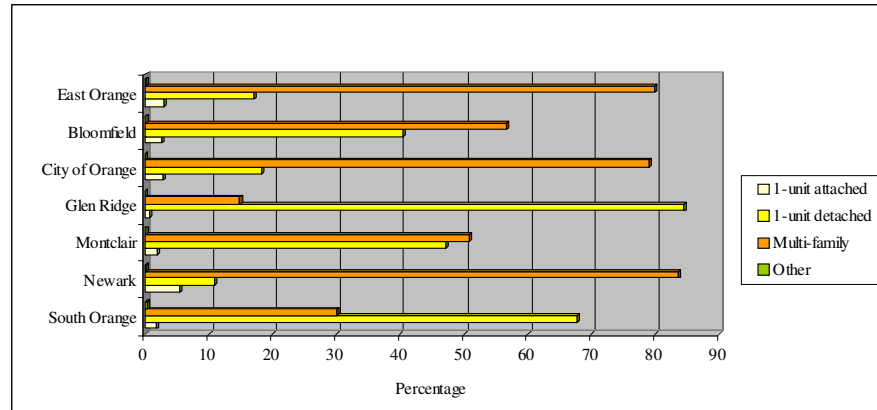## HOUSING CHARACTERISTICS

Housing Types

In the year 2000, various sized multi-family dwellings consisting of 2 to 20+ units represented 67 percent (19,055 units) of the total housing stock in East Orange (28,458 units). The next largest type of home was single-family <u>detached</u> homes at 17 percent of the total. The remaining 16 percent was made up of two-family dwellings and single-family <u>attached</u> units. These ratios have changed only slightly over the years. In 1990, for instance, multi-family dwellings were still the largest housing type in the City and represented 67 percent of the housing stock. Multi-family dwellings were also the largest housing type in each of the surrounding municipalities in 2000, excluding Glen Ridge and South Orange, where single- family homes represented the largest housing type. Montclair had the most diverse housing stock with multi-family homes comprising 50.9 percent and single-family homes comprising 47.2 percent of the total housing stock.

Distribution of Housing Types, East Orange 2000

Source: US Bureau of the Census, 2000.
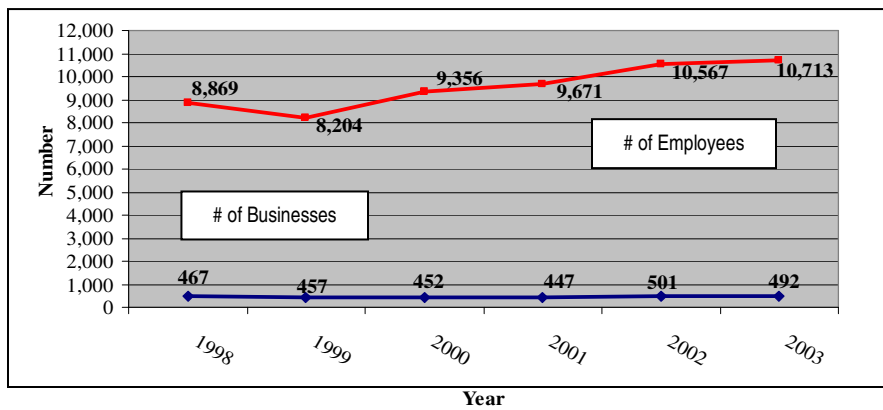
Summary of Housing Types, 2000

Source: US Bureau of the Census, 2000.

ECONOMIC

At Place Employment

The US Census reported that in 2003, there were 492 businesses located in East Orange employing 9,047 people. Since 1998, the number of businesses in East Orange increased by 25 businesses. This is according to the US Census, however, the US Census does undercount communities such as East Orange. During that same time period, the number of employees in East Orange increased by 1,844 people. Health Care and Social Assistance, Retail Trade, and Other Services (except public administration) were the top three industries located in East Orange accounting for 276 out of the 492 establishments. The Health Care and Social Assistance sector accounted for 25 percent of all businesses and comprises establishments providing health care and social assistance for individuals. The industries in this sector are arranged on a continuum starting with those establishments providing medical care exclusively, continuing with those providing health care and social assistance, and finally finishing with those providing only social assistance.

Number of Businesses and Number of Employees, East Orange, 1998 to 2003

Source: US Bureau of the Census, 2000.

Types of Businesses, East Orange, 2003
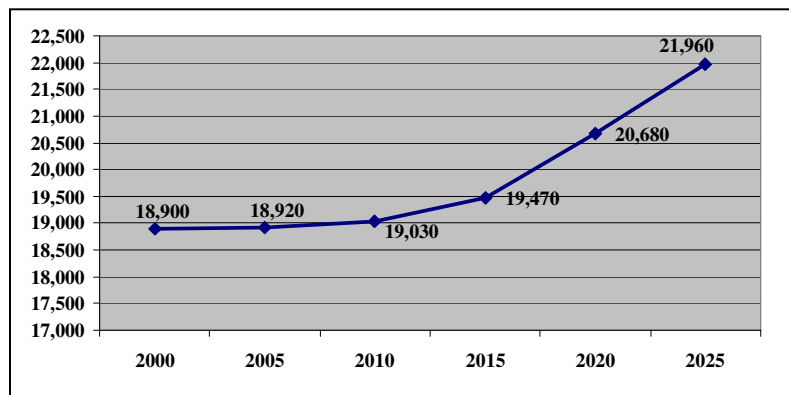
Type of Industry	Number	Percent
Health care and social assistance	121	24.6
Retail trade	93	18.9
Other services (except public administration)	62	12.6
Professional, scientific & technical service	49	10.0
Real estate & rental & leasing	42	8.5
Accommodation & food services	39	7.9
Transportation & warehousing	17	3.5
Admin, support, waste mgt, remediation ser	16	3.3
Finance & insurance	12	2.4
Manufacturing	10	2.0
Construction	9	1.8
Educational services	9	1.8
Wholesale trade	5	1.0
Unclassified establishments	3	0.6
Management of companies & enterprises	2	0.4
Arts, entertainment & recreation	2	0.4
Information	1	0.2
Total	492	100
Source: US Bureau of the Census, 2000.		

Employment Projections

The NJTPA forecasts that East Orange will experience a modest 1 percent growth in jobs by the year 2010. By the year 2025, NJTPA forecasts that East Orange will grow by 16 percent (3,060 jobs).

Employment Projections, East Orange, 2000 to 2025

Source: North Jersey Transportation Planning Authority.

It should be noted that these employment projections do not account for any projected jobs created as a result of the 10 redevelopment projects, the Black Box Theater, the Hollywood Movie Theater, and the new Performing Arts Center that will be built.

Labor Force Characteristics

Employment Rates

In 2004, about one half (34,823) of East Orange's population was in the labor force. According to the NJ Department of Labor, the average unemployment rate was 8.0 percent. This was an improvement over the 1994 unemployment rate of 11 percent. In Essex County, the unemployment rate also decreased between 1994 and 2004, dropping from 8.3 to 5.9 percent. During the same period, unemployment dropped statewide from 6.8 to 4.8.

Annual Average Labor Force Estimates, 2004

	East Orange		Essex County		New Jersey	
	1994	**2004**	**1994**	**2004**	**1994**	**2004**
Labor Force	35,770	34,823	373,574	366,807	4,057,900	4,388,000
Employment	31,829	32,050	342,723	345,097	3,781,400	4,176,200
Unemployment	3,941	2,773	30,851	21,710	276,500	211,800
Unemployment Rate	11.0	8.0	8.3	5.9	6.8	4.8
Source: New Jersey Department of Labor.						

- **Labor Force Education**

In 2000, the US Census reported that slightly more than one third of the labor force in East Orange had at least a high school diploma (includes equivalency). In the same year, a little less than one quarter of the labor force had an associate or bachelor's degree, and 4.5 percent had a graduate or professional degree.

When comparing the surrounding towns, the County and the State, Glen Ridge had the greatest amount of people in their labor force with an associate or bachelor's degree with 39.5 percent., as well as the greatest amount of people with a graduate or professional degree with 31 percent, greatly surpassing the county and state percentages of 10.9 and 11 percent respectively.

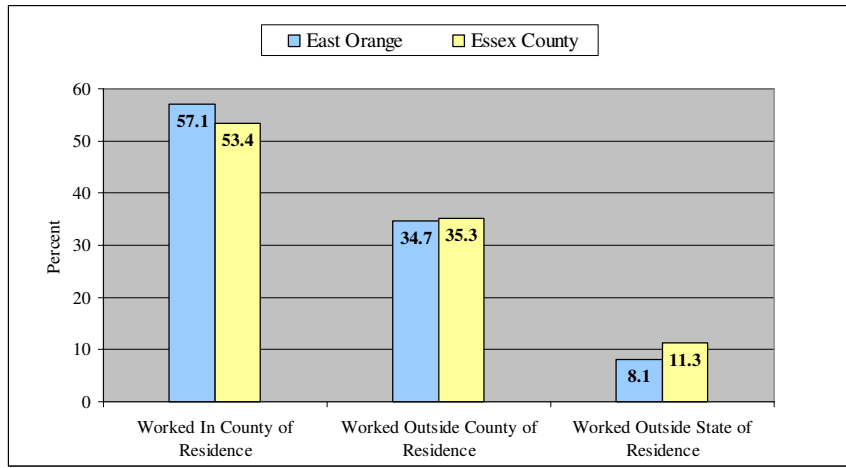**Educational Attainment-Population 25 yrs and over, 2000**

Jurisdiction	High school diploma	Some college, no degree	Associate or bachelor's degree	Graduate or professional degree
East Orange	31	21.4	15.4	4.5
Bloomfield	30.5	16.8	26.2	9.9
City of Orange	30	20.3	15.7	6.3
Glen Ridge	14.3	11.4	39.5	31
Montclair	16.1	14.4	34.3	27.1
Newark	30.5	15.2	9.3	3
South Orange	15.6	15.9	32.8	29.2
Essex County	27.2	16.8	20.6	10.9
New Jersey	29.4	17.7	24.1	11
Source: US Bureau of the Census, 2000.				

It should be noted that East Orange's educational attainment was higher in all categories than that of City of Newark, which is the largest City in the State of New Jersey.

Job Locations

In 2000, there were more East Orange residents working in Essex County (57.1%) than there were working outside of Essex County (34.7%). A small portion (8.1%) worked outside of the State. Countywide, the majority (53.4%) worked within Essex County, 35.3 percent worked outside of the County and 11.3 percent worked outside of New Jersey.

Job Location in East Orange and Essex County, 2000

Source: US Bureau of the Census, 2000.