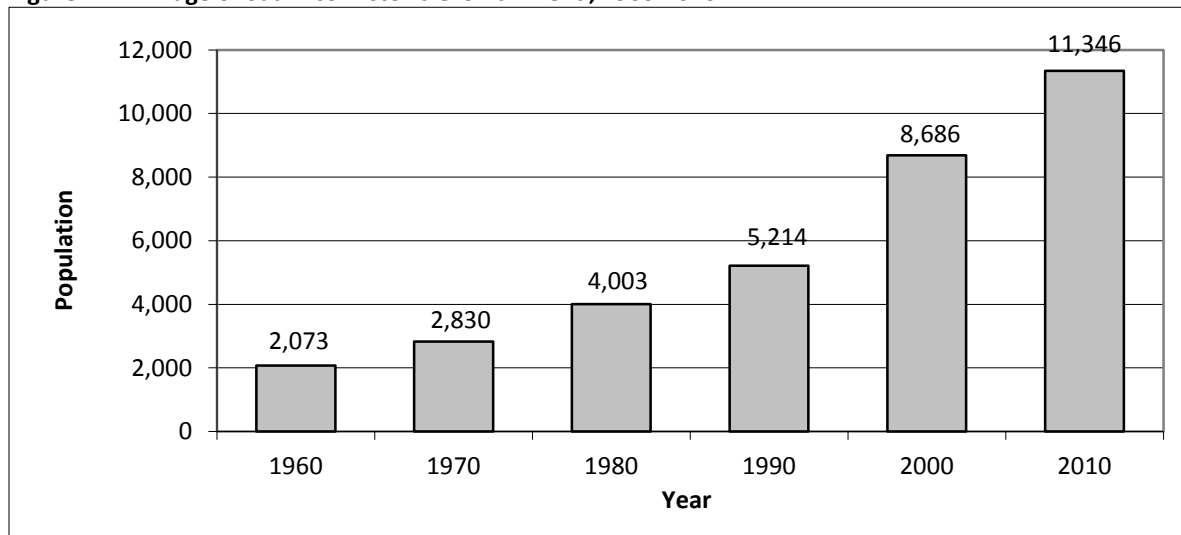


**Demographic Trends**

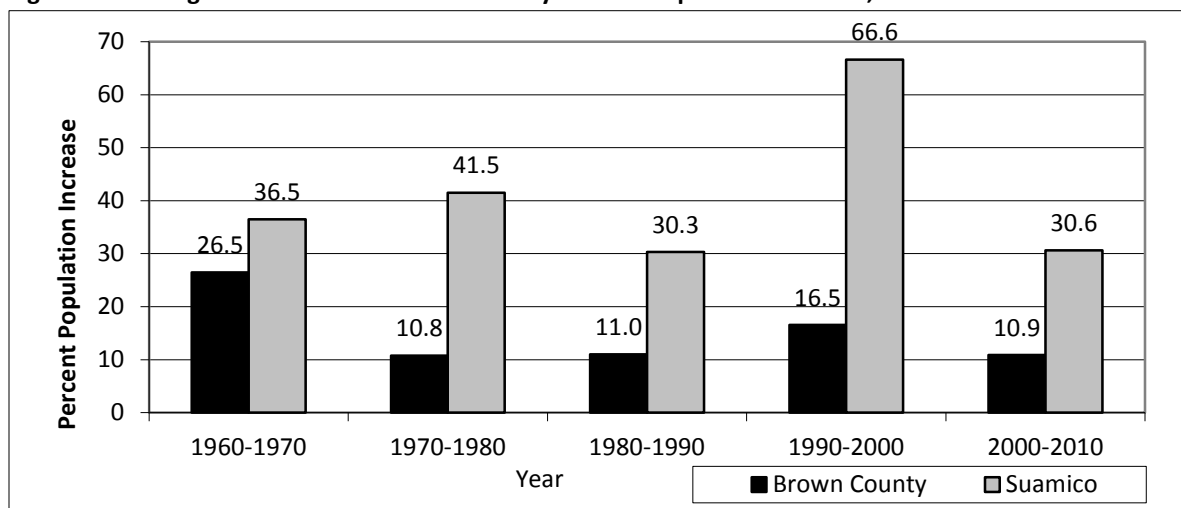
As shown in Figure 1-1 and Figure 1-2, between the years of 1960-1990, the Village of Suamico grew at a steady rate, adding 3,141 residents over a 30-year time-period, which equates to 1,047 residents per decade. However, between the years of 1990 and 2000, the Village population spiked upward, adding 3,472 new residents in a 10-year timeframe, for an increase of 66.6 percent. The relatively rapid population growth has continued through 2010, with the addition of 2,660 residents, or a growth rate of 30.6 percent since 2000. The Wisconsin Department of Administration – Division of Intergovernmental Relations population estimates for the years 2011-2012 indicate the population is continuing to grow to an estimated 11,461 residents in 2012.

**Figure 1-1: Village of Suamico Historic Growth Trend, 1960-2010**



Source: U.S. Bureau of the Census 1960-2010.

**Figure 1-2: Village of Suamico and Brown County Percent Population Increase, 1960-2010**

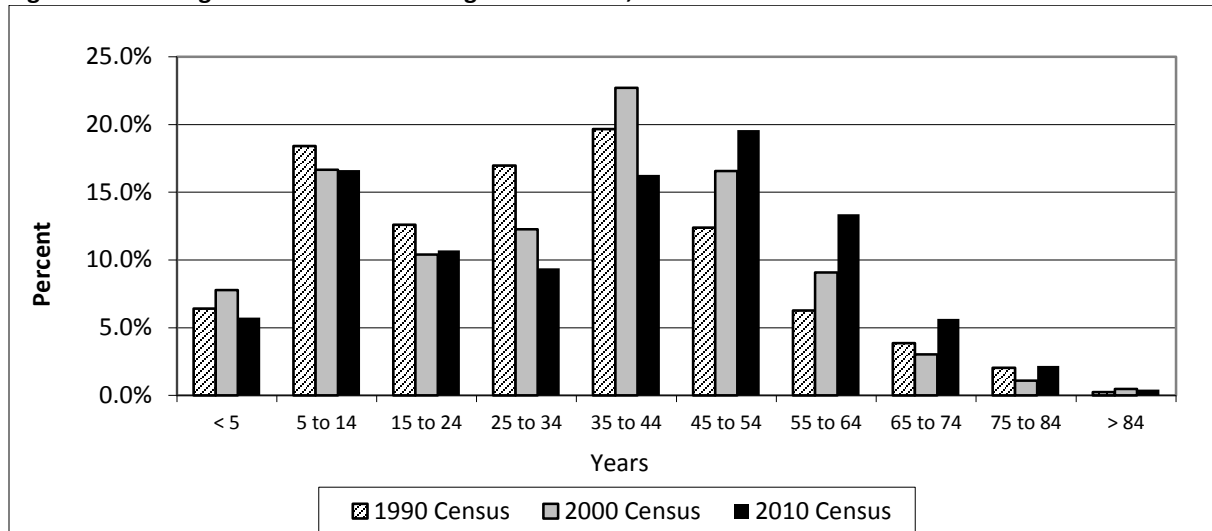


Source: U.S. Bureau of the Census 1960-2010.

**Age Distribution**

Census figures show that the 2010 median age of Village of Suamico residents was 41.1 years of age as compared to 36.2 years of age in 2000, which indicates an aging population. Suamico’s median age is significantly older than the State of Wisconsin at 38.3 years and Brown County at 36.1 years. The trend of a generally aging population in Suamico is depicted in Figure 1-3, where the age cohorts which experienced significant percentage growth over the past 10 years are those aged 45 to 54, 55 to 64, and 65 to 74.

**Figure 1-3: Village of Suamico Historic Age Distribution, 1990-2010**

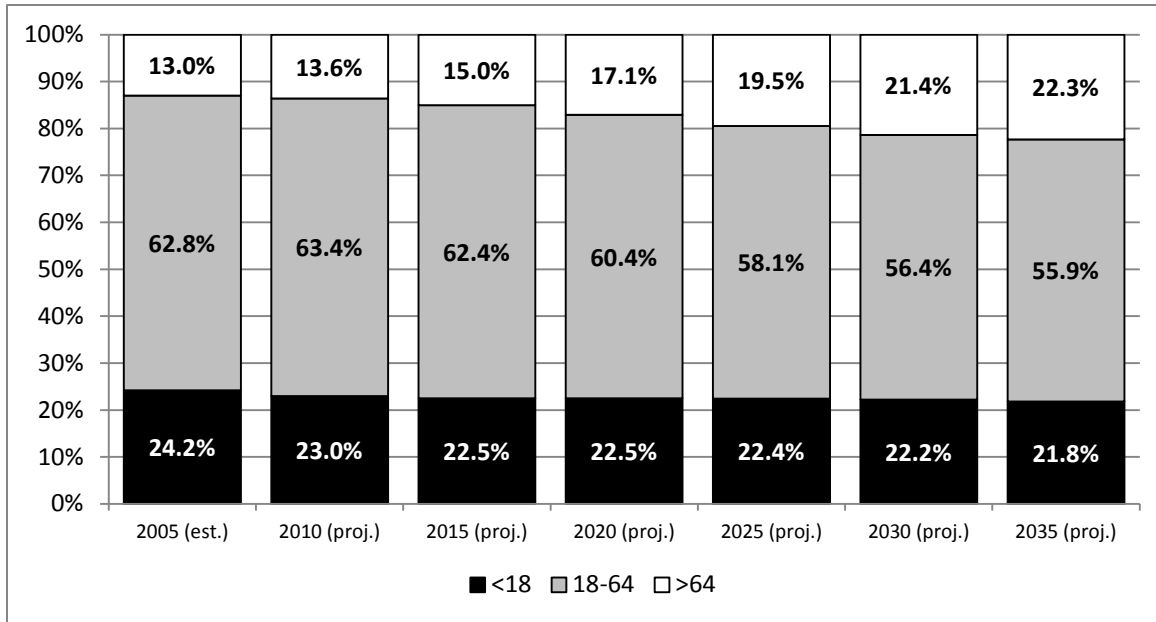


Source: U.S. Bureau of the Census 1990-2010.

In terms of general age cohorts – school aged (0-24 years), working aged (25-64) and retirement age (65 years and greater), it is important to note the percentages of retirement aged Suamico residents increased from 4.57 percent in 2000 to 8.25 percent in 2010. This is a significant, rapid increase in the percentage of senior citizens living in Suamico, which follows a national, state and county trend of an aging population.

The Wisconsin Department of Administration – Demographic Services Center prepared statewide broad age cohort (school-age, work-age, and retirement age) projections through the year 2035. The data is compiled in Figure 1-4 and graphically depicts how the “retirement age” cohort is projected to proportionately increase from 13.0 percent of the state’s population to 22.3 percent by 2035. Considering Suamico’s age breakdown is generally older than the statewide trends, it can be reasonably expected Suamico’s broad age cohorts will project a generally older trend. As the people within the baby boomer generation continue to age, it is necessary to ensure that the social and economic support networks are in place for a comfortable retirement, land use, varied housing options and transportation facilities account for the aging population and a highly skilled workforce is ready to replace them.

**Figure 1-4: Wisconsin Projected Population by Broad Age Cohort, 2000-2035**



Source: Wisconsin Department of Administration – Demographic Services Center, “A Report on Projected State and County Populations and Households for the Period 2000-2035 and Municipal Populations, 2000-2030” October 2008, <http://www.doa.state.wi.us/docview.asp?locid=9&docid=2108>.

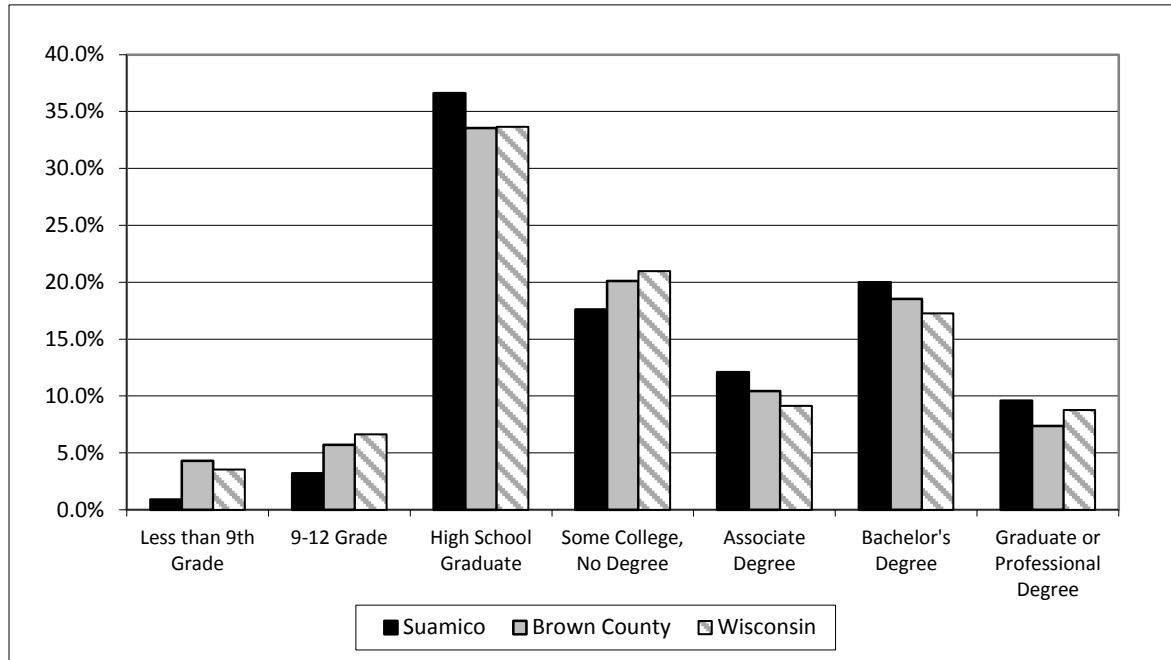
### Education Levels

As is evident from Figure 1-5, the largest percentage of Village of Suamico residents has earned a high school diploma. This is very similar to both Brown County and the State of Wisconsin. In terms of advanced education beyond high school, the Village has a higher percentage of residents with associate’s degrees, bachelor’s degrees, and graduate or professional degrees than either the county or state.

According to the U.S Bureau of Labor Statistics Current Population Survey, higher educational attainment is directly correlated to lower unemployment rates and higher median income<sup>1</sup>. For example, according to the survey, a person with a high school diploma had median 2012 weekly earnings of \$652 and an average unemployment rate of 8.3 percent as compared to a person with a bachelor’s degree weekly earnings of \$1,066 and an average unemployment rate of 4.5 percent. The median weekly incomes for advanced degrees, such as a master’s degree, professional degree, or doctoral degree similarly increase and average unemployment decreases as one increases educational attainment.

<sup>1</sup> United States Bureau of Labor Statistics, Current Population Survey, 2012. [http://www.bls.gov/emp/ep\\_chart\\_001.htm](http://www.bls.gov/emp/ep_chart_001.htm)

**Figure 1-5: Educational Attainment**

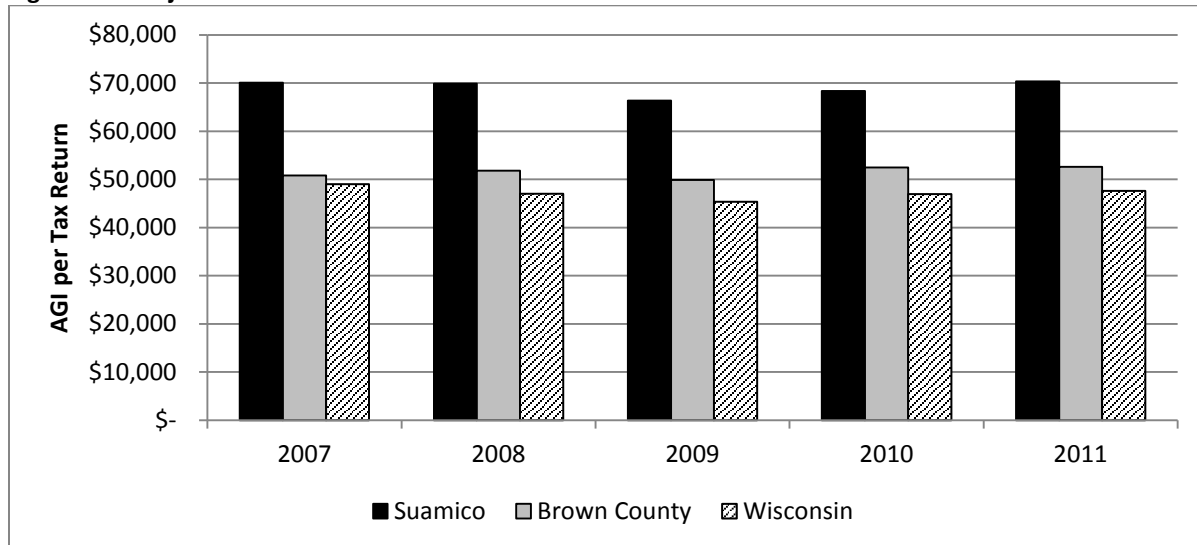


Source: U.S.Census Bureau, 2010.

**Income Levels**

According to the Wisconsin Department of Revenue-Division of Research and Analysis, the Village of Suamico’s adjusted gross income (AGI) per tax return is significantly higher than both the county and state. The most recent year for which information is available lists the year 2011 AGI for the Village of Suamico at \$70,340, which is a \$1,969 increase from the 2010 AGI. Figure 1-6 displays the AGI trend over the past five years.

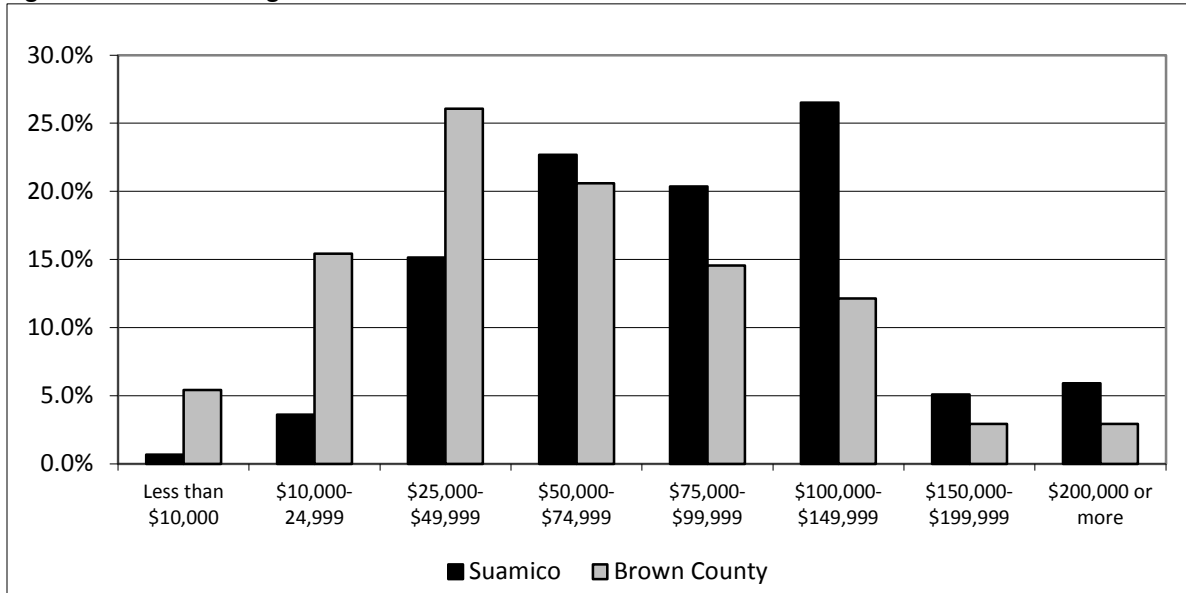
**Figure 1-6: Adjusted Gross Income Per Wisconsin Income Tax Return**



Source: Wisconsin Department of Revenue, Adjusted Gross Income Per Return, 2007-2011.

The 2010 census also provides ranges for income levels. As is evident from the graph, the largest percentage of Suamico households is within the \$100,000 - \$149,999 income range at 26.5 percent, which is significantly higher than the county. As is indicated in Figure 1-7, household income levels in Suamico tend to be on the higher end of the ranges, with correspondingly much smaller percentages in the lower income ranges.

**Figure 1-7: Income Ranges**



Source: U.S. Census Bureau, 2010.

### Employment Characteristics

As displayed in Figure 1-8, management, professional and related occupations, and sales and office occupations are the largest two occupation categories for Village of Suamico residents with 36.5 percent and 26.2 percent of the population, respectively. These occupations correspond to the generally higher educational levels and income ranges found in the Village as compared to Brown County and the State of Wisconsin as a whole.

**Figure 1-8: Village of Suamico Employment by Occupation**

Occupation	Number	Percent
Management, professional, and related occupations	2,289	36.5
Sales and office occupations	1,639	26.2
Production, transportation, and material moving	924	14.7
Service occupations	730	11.7
Natural resources, construction, and maintenance	684	10.9

Source: U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates, Selected Economic Characteristics.

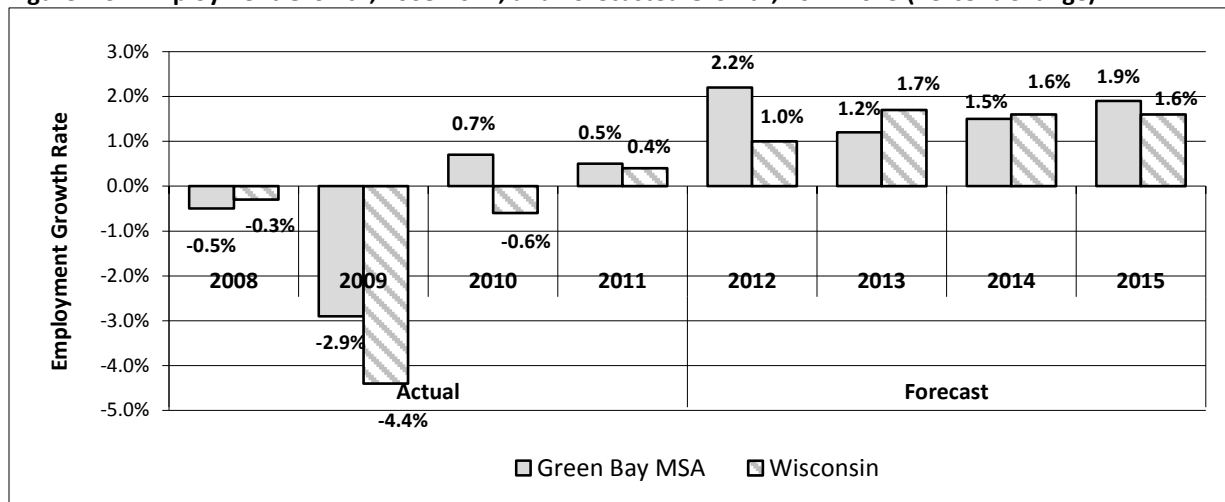
**Employment Forecast**

Current employment characteristics and trends are discussed in detail in the Economic Development Chapter of the comprehensive plan. However, the forecast section of this chapter sets the stage for later discussion regarding strengths and weaknesses of Village of Suamico employment sectors.

The 2012 Metropolitan Area Outlook Report, produced by the Wisconsin Department of Revenue - Division of Research and Policy, is a quarterly report that discusses and compares current employment trends in the nation, state, and state metropolitan statistical areas, which includes the Green Bay Metropolitan Statistical Area (MSA). The report also projects future employment trends by metropolitan statistical areas based on local economic conditions and indicators.

As evidenced by the data depicted in Figure 1-9, the rate of economic growth in the Green Bay MSA (composed of Brown, Oconto, and Kewaunee Counties) is expected to slowly rebound from the depths of the recession in 2009. Forecasted rates of employment growth are projected to average approximately 1.7 percent from 2012 through 2015 for the Green Bay MSA and 1.5 percent for the State of Wisconsin.

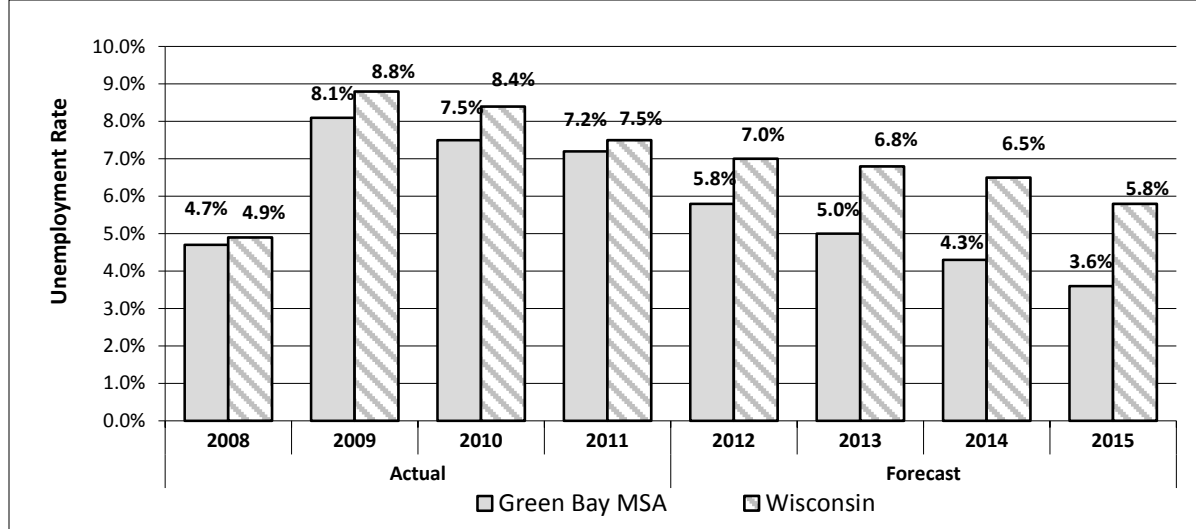
**Figure 1-9: Employment Growth, 2008-2011, and Forecasted Growth, 2012-2015 (Percent Change)**



Source: *Metropolitan Area Outlook Report*, Wisconsin Department of Revenue - Division of Research and Policy 2012.

Closely correlating with the projected rates of positive employment growth, it is expected that the unemployment rate within the Green Bay MSA and State of Wisconsin will also slowly decrease during the forecast period. The actual and forecasted unemployment rate is depicted in Figure 1-10. The Economic Development Chapter in the comprehensive plan provides additional data and analysis related to the Village of Suamico’s local economy.

**Figure 1-10: Unemployment Rate, 2008-2011, and Forecasted Unemployment Rate, 2012-2015**

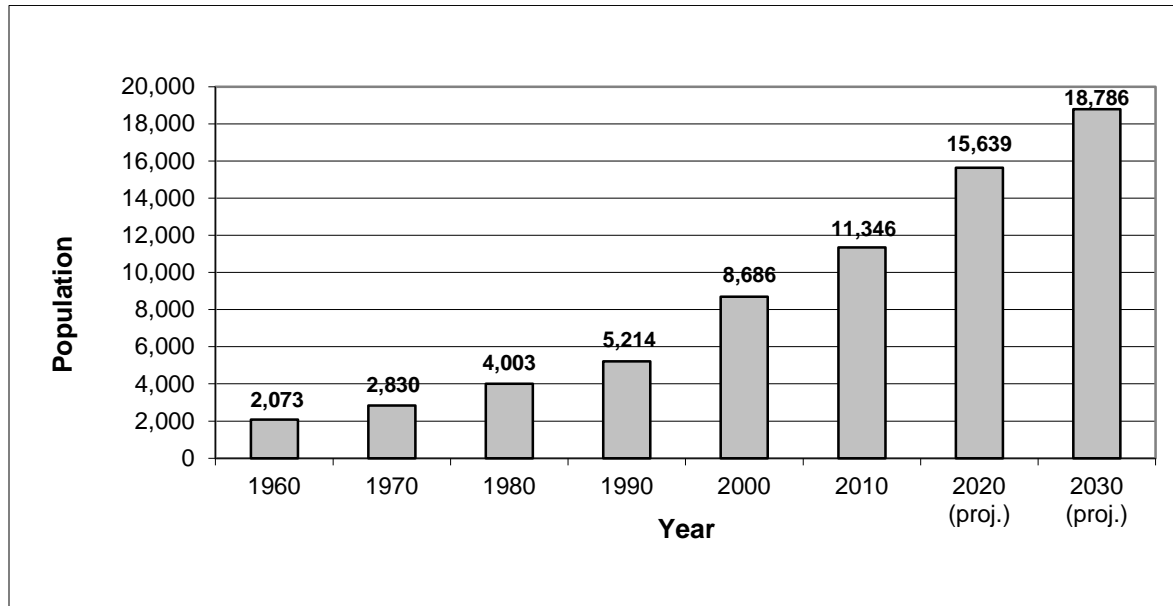


Source: Metropolitan Area Outlook Report, Wisconsin Department of Revenue - Division of Research and Policy 2012.

### Population and Housing Forecasts

In 2008, the Wisconsin Department of Administration released updated population projections for communities in the state through 2030. According to the projections, the Village of Suamico is forecasted to grow to 15,639 residents by 2020 and to 18,786 residents by 2030. This trend results in a projected 65.6 percent population growth rate from 2010 to 2030, or roughly 3.3 percent per year for the Village of Suamico. The historic and projected population of the Village from 1960 through 2030 is displayed in Figure 1-11.

**Figure 1-11: Village of Suamico Historic and Projected Population**



In order to determine an approximate number of corresponding housing units that may be needed by the year 2030, the projected additional 7,440 residents by 2030 were divided by the 2010 average of 2.76 people per household in the Village. Based upon Suamico's projected population and number of persons per household, there is a projected need for 2,696 additional housing units by 2030 to accommodate future population growth. The Housing Chapter will provide more detail regarding Suamico's current housing market, and local and national housing trends.

### **Summary**

The basic demographics of the Village of Suamico indicate the Village as a whole is a relatively wealthy, older and well-educated community that can expect continued population growth over the next 20 years. Over the next 20 years, the Village is projected to add approximately 7,440 new residents, increasing the total population to over 18,780. In order to house the projected increase in population, approximately 2,696 additional housing units may be needed by the year 2030. The population growth is likely driven by Suamico's natural beauty, quality schools, and easy access to the Green Bay Metropolitan Area via USH 41.

As the demographic trends indicate, the median age in the Village increased over the past 20 years from 32.4 years of age in 1990 to 36.2 years of age in 2000 and 41.1 years of age in 2010. The aging of the population somewhat mirrors county and national trends of an aging population, however, as identified in the chapter, it is important to note Suamico's median age is much older than either the county or the state. As the Village's population continues to age, providing a range of housing and other opportunities for the elderly will become an increasingly important issue.

Although the strong population, employment, and housing growth in the Village will provide an opportunity to implement many of the policy objectives in the comprehensive plan, providing services to the growing population while protecting the Village's unique natural resources in the face of development pressures must also be considered and planned.