

Demographics Analysis



Green Bay Smart Growth 2022

Demographic Analysis

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Demographic Analysis

Population Trends

The 2000 United States Census identified the City of Green Bay as having a population of 102,313. This is an increase of 6.1 percent when compared to the City's 1990 population of 96,644 residents.

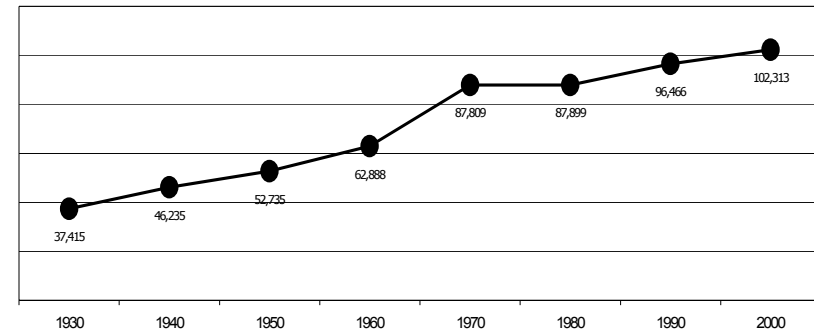
The population of the City has been steadily increasing since 1930. Growth was greatest for the City prior to 1970, with increases ranging from 14 percent to almost 40 percent per decade. The greatest growth occurred in the decade between 1960 and 1970, when the population grew by 24,921 residents or 39.6 percent. The main reason for this inflated growth rate was the consolidation between the Town of Preble and the City of Green Bay. The Town of Preble's population at the time of consolidation was estimated to be 14,500 persons; therefore the actual growth of the City proper was 10,421 persons, still a sizable increase of 16.6 percent that more closely matches previous increases. The City's growth rate has been more modest over the last three decades with only a minimal increase of 1 percent between 1970 and 1980. Table 2-1 identifies Green Bay's population from a historical perspective and Figure 2-1 depicts the growth of the City's population graphically.

Table 2-1: City Population Growth, 1930-2000

Year	Population	Population Change	Percent Change
1930	37,415	n/a	n/a
1940	46,235	8,820	23.6%
1950	52,735	6,500	14.1%
1960	62,888	10,153	19.3%
1970	87,809	24,921	39.6%
1980	87,899	90	1.0%
1990	94,466	8,567	9.7%
2000	102,313	5,847	6.1%

Source: United States Census

Figure 2-1: Green Bay Population Growth by Decade, 1930-2000



2. Demographic Analysis

Population Projections through 2020

Population increases should continue in the foreseeable. Interim projections prepared by the Wisconsin Department of Administration indicate that Green Bay's overall population will grow by 7.2 percent over the next 20 years, reaching approximately 110,313 residents by the year 2020. A trend of a decreasing rate of growth is apparent in these projections. This may be attributed to the future development of the majority of the open land remaining within the City's boundaries. However, other factors such as an increase in densities and the addition of lands through annexation may alter these numbers. Table 2-2 summarizes these projections and Figure 2-2 depicts them graphically.

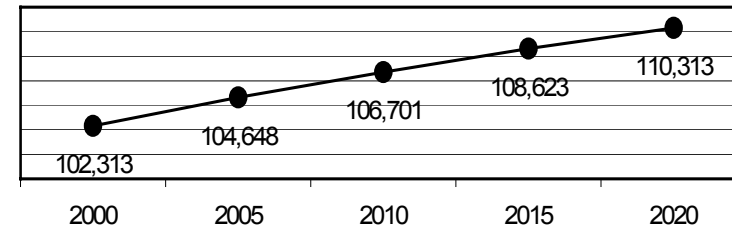
Table 2-2: Population Projection

Year	Population	Population Change	Percent Change
2000	102,313	n/a	n/a
2005	104,648	2,335	2.3
2010	106,701	2,053	2.0
2015	108,623	1,922	1.8
2020	110,313	1,690	1.6
Total		8,000	7.8

Source-Wisconsin Dept. of Administration, WI Interim Population Projections 2000-2020, 2002

These projections were prepared by the Wisconsin Department of Administration as interim calculations utilizing the 2000 Census enumeration. The City of Green Bay does not expect to receive the detailed 2000 Department of Administration projections until sometime in 2003. Because these projections are also used for other official purposes, including the calculation of state shared revenue and other state aids, the City will update this section of the comprehensive plan upon the release of the 2000 projections.

Figure 2-2: Population Projections



Comparison to County and State

The City of Green Bay's population as a share of the County's population has been decreasing. A comparison of the growth rate of Green Bay to Brown County is shown in Table 2-3. Since 1970 the City's share of the County's population has decreased from 55.5 percent to 45.1 percent. As the City of Green Bay's population continues to increase at a slower rate than the county and its municipal borders become fixed, it is expected that the City's share of the overall County's population will continue to decrease, barring factors like those mentioned previously.

The population of the City of Green Bay as a share of the State population has remained relatively constant at approximately 2 percent, as shown in Table 2-3.

Table 2-3: Comparison of City Population to that of the County and the State

	1970	1980	1990	2000
Green Bay Population	87,809	87,899	96,466	102,313
Brown County Population	158,244	175,280	194,594	226,778
State of WI Population	4,417,731	4,705,767	4,891,769	5,363,675
Green Bay's Share of the County	55.5%	50.1%	49.6%	45.1%
Green Bay's Share of the State	2.0%	1.9%	2.0%	1.9%

Source-United States Census

Summary of Population Data

The 2000 United States Census identified the City of Green Bay as having a population of 102,313. The City's population is expected to increase through 2020 at a moderate rate and is projected to reach 110,313 residents. The share of the City's population, if following the trends of the past, should remain relatively consistent with that of the State of Wisconsin at approximately 2 percent but may decrease in relation to Brown County. Factors such as an increase in densities and the addition of lands through annexation may alter these findings. New projections based on the final 2000 Census enumeration are anticipated to be released by the State of Wisconsin Department of Administration in 2003 and should provide additional data for the analysis.

Racial and Ethnic Composition

Over the past twenty years, the City of Green Bay has become much more racially and ethnically diverse. Between 1970 and 2000, Green Bay experienced a significant increase in all minority group populations, as can be seen in Table 2-4 and Figure 2-3. During the 1980 to 1990 period, the American Indian, Eskimo or Aleut population increased nearly 82 percent, the Black population increased nearly 105 percent, the Hispanic population (regardless of race) increased approximately 79 percent and the Asian/Pacific Islander population increased an astounding 500 percent.

The minority group growth trend continued, and increased in certain groups, during the 1990 to 2000 period. The American Indian, Eskimo or Aleut population increased at a percentage of 37 percent, the Black population and the Hispanic population (regardless of race) increased at much higher percentages of over 210 percent and 584 percent respectively and the Asian/Pacific Islander population increased approximately 74 percent.

Table 2-4: City of Green Bay Historic Racial or Ethnic Composition, Percent Change

Racial or Ethnic Category	Percent Change		
	1970-1980	1980-1990	1990-2000
All Races	0.1%	9.7%	6.1%
White	-1.6%	6.3%	-3.4%
Black	240.0%	105.0%	210.6%
American Indian, Esk. Or Aleut	78.0%	81.9%	37.1%
Asian & Pacific Islander	359.3%	500.5%	73.7%
Other	1033.3%	-5.9%	750.2%
Hispanic (regardless of race)	-	79.3%	584.9%

2. Demographic Analysis

Figure 2-3: Historic Racial Composition

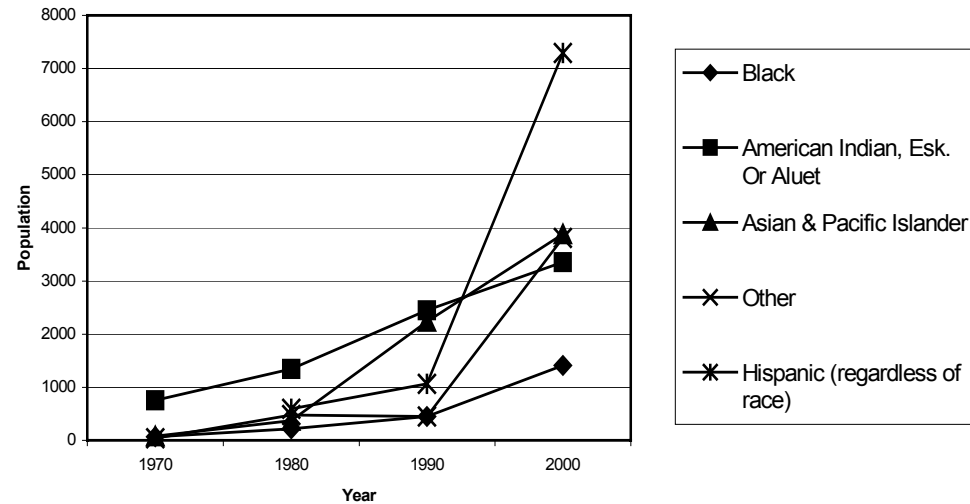
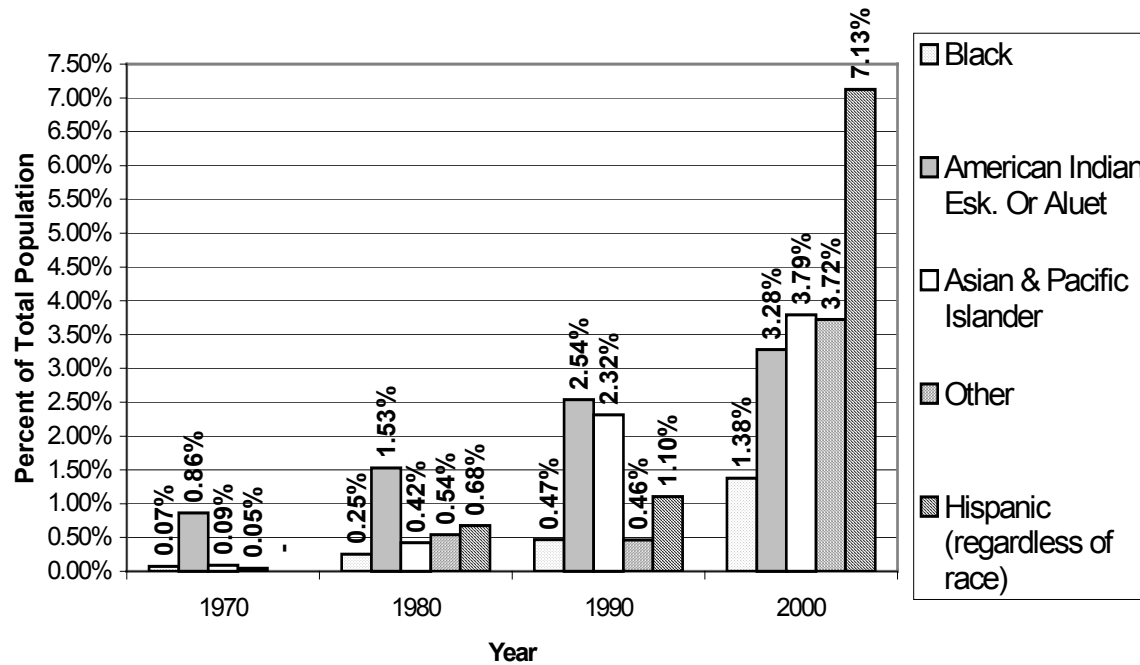


Table 2-5: City of Green Bay Racial or Ethnic Composition-Population

Racial Category	1970		1980		1990		2000	
	Number	% of total	Number	% of total	Number	% of total	Number	% of total
All Races	87,809	100	87,899	100	96,466	100	102,313	100
White	86,865	99	85,482	97	90,888	94	87,841	86
Black	65	0.2	221	0.4	453	0.5	1,407	1.5
American Indian, Esk. Or Aluet	756	1	1,346	1.5	2,448	2.5	3,355	3.3
Asian & Pacific Islander	81	0.1	372	0.4	2,234	2.3	3,881	3.9
Other	42	0.1	476	0.5	448	0.5	3,809	3.2
Hispanic (regardless of race)	-	-	594	0.7	1,065	1.1	7,294	7.1

Figure 2.4: Historic Racial Composition



The increases in minority populations in the City of Green Bay over the past twenty years appear to be quite large, but it is important to note that the overall minority group population comprised only 2.75 percent of the total population in 1980, 5.88 percent in 1990 and 14.34 percent in 2000 as depicted in Table 2-5 and Figure 2-4.

Summary of Racial and Ethnic Data

The racial and ethnic makeup of the City of Green Bay has become increasingly more diversified over the last three decades. If the increase in racial and ethnic residents in the city follows current trends, it can be expected that all nonwhite racial categories as well as the Hispanic population will continue to rise in the future, comprising a greater share of the overall population.

2. Demographic Analysis

Age and Gender Distribution

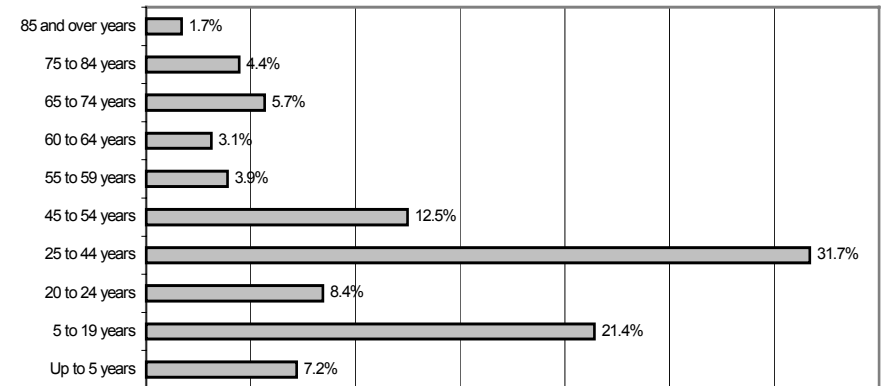
The age distribution for the population of Green Bay is fairly evenly distributed, according to the 2000 Census. Gender distribution is nearly equal, with females comprising 50.7 percent and males 49.3 percent. The median age of Green Bay's residents is 33.2 years, with 37 percent of the population being under 25 years of age, 31.7 percent between 25-44 years of age and 31.3 percent 45 or over. Table 2-6 further breaks down the City's population by age and Figure 2-5 depicts the distribution graphically.

Table 2-6: Current Population Characteristics, 2000

		Count	Percentage
Total Population:		102,313	100.0%
Gender:			
	Male	50,433	49.3%
	Female	51,880	50.7%
Age:			
	Up to 5 years	7,359	7.2%
	5 to 19 years	21,914	21.4%
	20 to 24 years	8,632	8.4%
	25 to 44 years	32,423	31.7%
	45 to 54 years	12,766	12.5%
	55 to 59 years	3,985	3.9%
	60 to 64 years	3,192	3.1%
	65 to 74 years	5,783	5.7%
	75 to 84 years	4,535	4.4%
	85 and over years	1,724	1.7%
Median Age:		33.2	

Source-United States Census

Figure 2-5: Current Age Distribution



There has not been a major change in the distribution of gender and age within the last three decades with the exception of the median age, which has increased from 25.2 in 1970 to 33.2 in 2000. The age distribution of Green Bay is very similar to that of Brown County; the County's median age is slightly older (34.2).

Table 2-7: Historic Population Characteristics

		1970 - Total Count	1970 (%)	1980 - Total Count	1980 (%)	1990 - Total Count	1990 (%)
Total Population:		87,809	100.0%	87,899	100.0%	96,466	100.0%
Gender:							
	Male	41,944	47.8%	41,721	47.5%	46,070	47.8%
	Female	45,865	52.2%	46,178	52.5%	50,396	52.2%
Age:							
	Up to 5 years	8,291	9.4%	6,575	7.5%	7,787	8.1%
	5 to 17 years	24,337	27.7%	17,843	20.3%	17,222	17.9%
	18 to 21 years	5,144	5.9%	5,692	6.5%	4,463	4.6%
	21-24 years	5,887	6.7%	7,836	8.9%	6,399	6.6%
	25 to 44 years	19,358	22.0%	23,981	27.3%	32,893	34.1%
	45 to 54 years	8,880	10.1%	7,835	8.9%	8,314	8.6%
	55 to 59 years	4,064	4.6%	3,942	4.5%	3,475	3.6%
	60 to 64 years	3,523	4.0%	3,684	4.2%	3,735	3.9%
	65 to 74 years	5,077	5.8%	6,227	7.1%	6,480	6.7%
	75 to 84 years	3,248	3.7%	3,319	3.8%	4,343	4.5%
	85 and over years	n/a	n/a	965	1.1%	1,355	1.4%
Median Age:		25.2		27.4		31.5	

Source: United States Census

Summary of Age and Gender Distribution Data

The age distribution for the population of Green Bay is fairly evenly distributed and the distribution by gender is nearly equal. The one significant change is in the median age, which has increased from 25.2 years old in 1970 to 33.2 in 2000, reflecting an overall increase in the age of the general population. This increase may affect the demand, type, and amount of municipal services as well as related private goods and services.

Households

The steady growth of population in Green Bay has been mirrored and actually surpassed by the growth of households. The rate of increase in both population and household numbers is expected to slow through 2020. Table 2-8 identifies Green Bay’s household count and type from a historical perspective. Table 2-9 and Figure 2-8 depict the projected number of households relative to population growth.

Table 2-8: Households by Type

Household By Type	1970 Count	1970 %	1980 Count	1980 %	1990 Count	1990 %	2000 Count	2000 %
Total Households:	26,336	100	33,160	100	38,383	100	41,591	100
Family Households:	20,909	79	22,173	67	24,455	64	24,652	59
Married-couple family:	18,634	89	18,465	83	19,292	79	18,350	74
Female Householder:	2,681	14	3,622	16	4,156	17	4,512	11
Nonfamily Households:	n/a	n/a	10,987	33	13,928	36	16,939	41
Households with Individuals under 18	n/a	n/a	n/a		n/a		13,531	33
Households with Individuals over 65	n/a	n/a	6,748	20	4,230	11	8,369	20
Average household size:	3.27		2.6		2.45		2.40	

2. Demographic Analysis

Table 2-9: Forecast of Households

Year	Average Persons per Household	Forecast Population	Change 2002 - 2022	Forecast Households	Change 2002- 2022
2000	2.4	102,313		42,630	
2002	2.4	103,247		43,019	
2005	2.4	104,648		43,603	
2010	2.4	106,701		44,459	
2015	2.4	108,623		45,260	
2020	2.4	110,313		45,964	
2022	2.4	110,989	7,742	46,246	3,227

Source: Wisconsin Dept. of Administration, WI Interim Population Projections 2000-2020, 2002; URS Corporation.

Table 2-9 shows an increase of approximately 36 percent in the number of households over the last three decades; much higher than the 14 percent population increase over the same time period.

Table 2-9 indicates several of the trends that have resulted in this increase:

- A decrease in the percentage of family households, and an increase in non-family households;
- A decrease in the percentage of married couple families;
- An increase in households with individuals over 65 years of age; and
- A decrease in average household size.

The increase in non-family households is also related to the decrease in average household size. The average household has decreased by approximately 36 percent, from 3.27 persons per household in 1970 to 2.4 persons per household in 2000. Factors that may contribute to this change include the decrease in married couple households and the increase in households with individuals over 65.

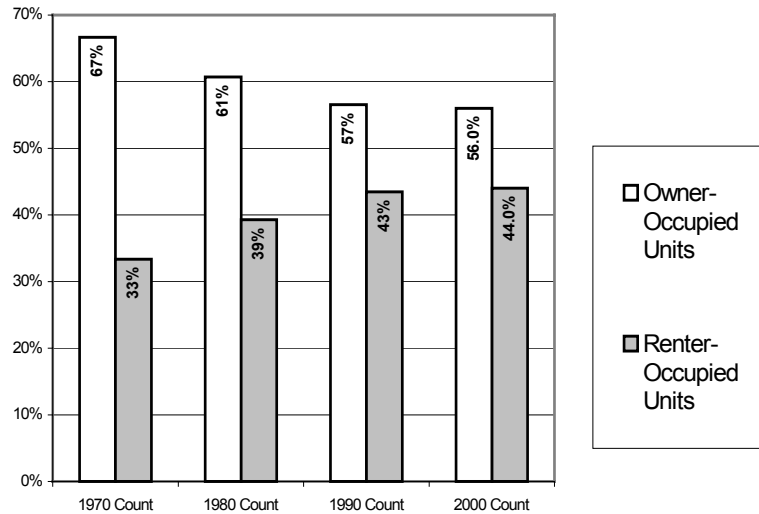
Projections for the following twenty years have been based on the assumption that the average household size will remain constant at the 2000 level of 2.4 per household. If the trend of smaller household sizes continues, the projections may fall short of actual numbers.

The changes in household make-up and family size over time also have an effect on the type of housing that is chosen or affordable by households. Table 2-10 and Figure 2-6 depict housing tenure patterns over the last three decades.

Table 2-10: Housing Tenure

	1970 Count	1970 %	1980 Count	1980 %	1990 Count	1990 %	2000 Count	2000 %
Owner-Occupied Units	17553	67%	20127	61%	21710	57%	23,281	56%
Renter-Occupied Units	8783	33%	13033	39%	16673	43%	18,310	44%
Average H/H size of Owner-Occupied	3.2		2.68		2.7		2.56	
Average H/H size of Renter-Occupied	2.2		1.65		2.12		2.19	

Figure 2-6: Housing Tenure



The proportion of owner-occupied units has decreased from 67 percent to 56 percent while renter-occupied units have increased from 33 percent to 44 percent. This change reflects the increasing number of multifamily units constructed in the 1970s and 80s. It is also affected by a multitude of other factors such as housing availability, the economic climate, and the increase in non-family households.

The level of housing occupancy indicates whether the increase in renter-occupancy is related to a lack of owner occupied housing in the Green Bay market. Table 2-11 depicts the occupancy rates over the last three decades.

Table 2-11: Housing Occupancy

Housing Occupancy	2000 Count	2000 %	1990 Count	1990 %	1980 Count	1980 %	1970 Count	1970 %
Total Housing Units	43,123	100	39,726	100	34,445	100	27,061	100
Occupied Units	41,591	96	38,383	97	33,160	96	26,336	97
Vacant Units	1,532	4	1,343	3	1,267	4	721	3
Owner-occupied vacancy rate	0.9		1		0.9		0.4	
Rental vacancy rate	4.1		4.1		2.3		2.7	

The table above indicates that the number of vacancies for owner-occupied units has remained relatively constant over the last thirty years with the exception of a significant increase in the 1980s. Rental vacancies, however, have increased, which indicates that there is no shortage of rental units, whereas owner-occupied units may be deficient. According to the Department of Housing and Urban Development, a vacancy rate of 5 percent for renter-occupied and 1.5 percent for owner-occupied units is desirable to ensure adequate choice for consumers. Using this as a standard, the housing market for both renter-occupied and owner-occupied units in Green Bay is deficient.

Summary of Household Data

The steady growth of population in Green Bay has been mirrored and actually surpassed by the growth of households. The changes in household make-up and family size over time also have affected the type of housing that is chosen or afforded by households. The increase in multifamily units over the last three decades has changed the balance between owner-occupied and rental housing.

2. Demographic Analysis

Income

The income history for the City of Green Bay draws on historic census data for median income of families and households. Table 2-12 depicts income and poverty status over the last three decades in the City, Brown County and the State of Wisconsin.

Families

Median family income in Green Bay has been below that of Brown County and the State for the last three decades. The City's growth of median family income surpassed the State in the 1980s by approximately 2 percent but remained lower than the County by approximately 4 percent.

Households

Median household income in Green Bay has been below that of Brown County and the State for the last three decades. The City's and State's median household income have grown at approximately the same rate while the County's has grown at a rate that is approximately 6 percent faster.

Per Capita Income

The per capita income in Green Bay has been below that of the State in the last three decades. The 1970s saw Green Bay's per capita income drop below that of the County, which surpassed the State in the 1980s and 90s. The City's and the State's per capita income grew at approximately the same rate, with the City having a higher increase in the 1980s, while the County's per capita income grew at a much higher rate in both decades analyzed.

Table 2-12: Income & Poverty

	1979					
	Green Bay		Brown County		Wisconsin	
Families	22,544		44,361		1,157,623	
Median Income	\$19,814		\$21,622		\$21,164	
Families below the Poverty Level	1,479	6.6%	2,307	5.2%	77,140	6.3%
Households	33,391		60,137		1,577,919	
Median Income	\$16,250		\$18,595		\$17,919	
Per Capita Income	\$6,991		\$7,185		\$7,383	
	1989					
	Green Bay		Brown County		Wisconsin	
Families	24,689		50,732		1,284,297	
Median Income	\$33,367		\$37,121		\$35,082	
Families below the Poverty Level	2,462	9.9%	3,387	6.7%	97,466	7.6%
Households	38,516		72,384		1,824,252	
Median Income	\$26,770		\$31,303		\$29,442	
Per Capita Income	\$12,969		\$13,906		\$13,276	
	1999					
	Green Bay		Brown County		Wisconsin	
Families	24,859		57,892		1,395,037	
Median Income	\$48,678		\$56,194		\$52,911	
Families below the Poverty Level	1,832	7.4%	2,691	4.6%	78,188	5.6%
Households	41,656		87,356		2,086,304	
Median Income	\$38,820		\$46,447		\$43,791	
Per Capita Income	\$19,269		\$21,784		\$21,271	

Poverty Status

The percentage of families below poverty level in the City has consistently remained higher than that of the County or State in the past three decades. Poverty among families increased in the 1980s but declined in the 1990s across all three jurisdictions.

Summary of Income Data

Median household and family income and per capita income in Green Bay have lagged behind those of Brown County and the State for the last three decades. Likewise, Green Bay contains a larger percentage of families below poverty level. Poverty levels increased during the 1980s but declined in the 1990s.

Occupations

Employment opportunities in Green Bay vary, but the technical, sales and administrative support industries employ the largest segment of the workforce (28 percent). Managerial, professional and specialty occupation are the other major employer (26.6 percent), while construction and service occupations are also heavy employers (36 percent combined). (Note that occupational categories related to production and construction changed between the 1990 and 2000 Census, as shown in Table 2-13.) All together, these occupations make up approximately 90 percent of Green Bay's employment. This distribution of occupation has not changed significantly over the last three decades; in fact, these occupations have comprised more than 87 percent of the employment in the City since the 1960s.

County and the State occupational distribution are very comparable to that of the City, although a larger percentage of the workforce is engaged in agriculture and forestry. In all three government types, the largest segment of the workforce is the technical, sales and administrative support industries.

Table 2-13: Green Bay Occupational Distribution

	1980		1990		2000	
	Number	%	Number	%	Number	%
Total in Workforce	39,842	100	47,686	100	52,778	100
Managerial, Prof. & Specialty Occupations	7,857	19	10,385	22	14,064	27
Technical, Sales & Admin. Support	12,413	31	15,710	33	14,756	28
Service	6,621	16	7,646	16	7,930	15
Farming, Forestry & Fishing	268	0.7	309	0.6	158	0.3
Precision Production, Craft & Repair	4,747	11	5,097	11	n/a	n/a
Operators, Fabricators & Laborers	7,936	20	8,539	18	n/a	n/a
Construction, Extraction and Maintenance					11,046	21
Production, Transport and Material Moving					4,824	9
	1980		1990		2000	
	Number	%	Number	%	Number	%
Total in Workforce	39,842	100	47,686	100	52,778	100
Managerial, Prof. & Specialty Occupations	7,857	19	10,385	22	14,064	27
Technical, Sales & Admin. Support	12,413	31	15,710	33	14,756	28
Service	6,621	16	7,646	16	7,930	15
Farming, Forestry & Fishing	268	0.7	309	0.6	158	0.3
Precision Production, Craft & Repair	4,747	11	5,097	11	n/a	n/a
Operators, Fabricators & Laborers	7,936	20	8,539	18	n/a	n/a
Construction, Extraction and Maintenance					11,046	21
Production, Transport and Material Moving					4,824	9

2. Demographic Analysis

Education

Education levels within the City of Green Bay have increased dramatically, as they have in the County and the State. Table 2-14 depicts the level of educational attainment for the last three decades for the City of Green Bay, Brown County and the State of Wisconsin.

Table 2-14: Education Levels, 1980 - 2000

	1980					
	Green Bay		Brown County		Wisconsin	
Total	49,953	100%	95,129	100%	2,593,382	100%
Less than High School	9,040	18.1%	15,913	16.7%	461,471	17.8%
1-4 Years of High School	27,252	54.6%	52,026	54.7%	1,371,090	52.9%
1 + Years of College	13,661	27.3%	27,190	28.6%	760,821	29.3%
	1990					
	Green Bay		Brown County		Wisconsin	
Total	60,721	100%	120,575	100%	3,094,226	100%
Less than High School	5,511	9.1%	10,186	8.4%	294,862	9.5%
1-4 Years of High School	30,321	49.9%	59,581	49.4%	1,514,907	49.0%
1 + Years of College	24,889	41.0%	50,808	42.1%	1,284,457	41.5%
	2000					
	Green Bay		Brown County		Wisconsin	
Total	64,507	100%	144,172	100%	3,475,878	100%
Less than High School	5,056	7.8%	8,754	6.1%	186,125	5%
1-4 Years of High School	28,934	44.9%	61,300	42.5%	1,534,105	44.2%
1 + Years of College	30,517	47.4%	74,118	51.4%	1,755,648	50.6%

The levels of educational attainment for all three types of government show a pattern of increased higher education. The 1980 census data indicate that approximately 18 percent of persons had less than a high school education, whereas the 2000 census indicates only about 8 percent. During the same time frame, the percentage of people receiving some college education has increased from approximately 27 percent to 47 percent. The City's college-educated population has remained somewhat below that of the County and State. However, the educational levels of persons living in City, County and State have all increased over time, as have the national numbers.

Summary of Issues

Population: Should the City actively strive to increase its population?

Race or Ethnicity: How can the City capitalize on the positive aspects of a cultural diverse population while minimizing potential conflict?

Services: In what ways can the City provide services specific to an increasingly racially and ethnically diverse population?

Age and Gender: In what ways can the City provide infrastructure and services specific to an aging population as well as encouraging private and quasi-public investment and development that cater to those needs?

Housing Types: What affect will the changes in household make-up be on the demand and availability of various housing types?

Household Size: Should the City encourage development specific to smaller household sizes and historically atypical household make-up?

Income: In what ways can the City help to increase the income of its residents and families?

Poverty: How can the City help to reduce the level of poverty among its families and decrease the growth of individuals and families below the poverty threshold to at least the levels of the county and state?

Employment: Should the City work to diversity its occupational pattern? If so, what should be done?

Education: In what ways can the City help to maintain the high levels of educational attainment as well as retaining and providing opportunities for higher education?