

POPULATION TRENDS

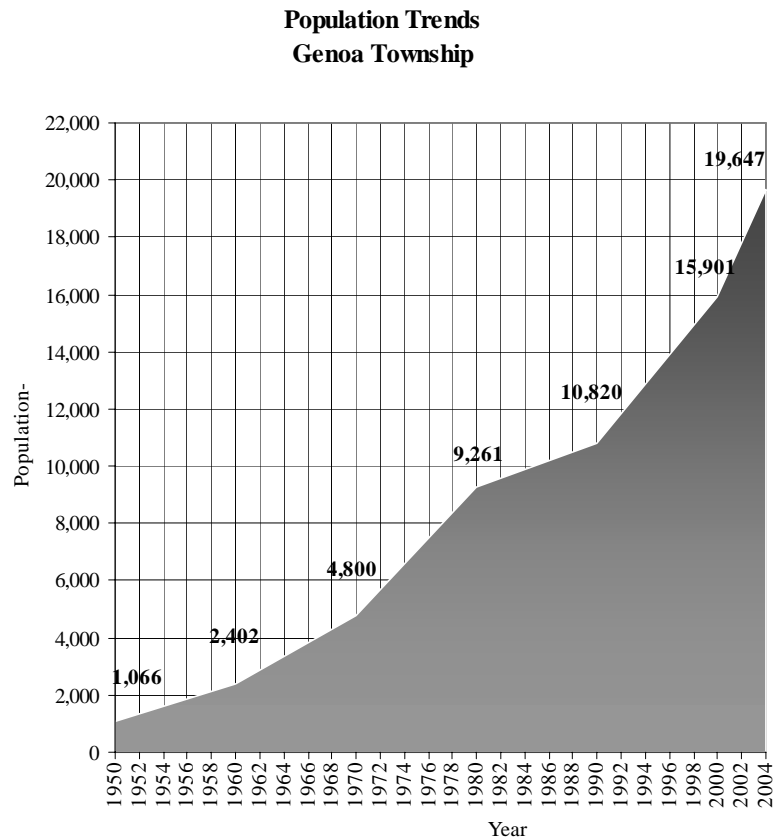
POPULATION TRENDS

Genoa Township has historically been a rural community, with resort-type development along Lake Chemung, the Tri-Lakes, and the Township's other 15 lakes. The once dominant rural/lake resort character of Genoa Township has been changing since the early 1970's, when suburbanites from the Detroit and Ann Arbor area began looking at Livingston County as a convenient commute between the rural lifestyle and metro area employment. The small town atmosphere associated with the cities of Brighton and Howell also attracted residents, businesses and small industries to this area.

Genoa Township's population doubled every decade between 1950 and 1980, then doubled again between 1980 and 2004.

Following close behind the residential growth has been supportive commercial and public facilities. Gradually the area began to establish its own healthy employment base. The growth in population in Genoa Township, as well as many of the surrounding Townships, has been substantial since 1960. Review of census and building permit information has revealed the following trends:

- The growth rate from 1960-1980 for Genoa Township was consistently greater than the total growth rate for Livingston County. The Township's population doubled every decade between 1950 and 1980.
- The growth rate from 1980 to 1990 for Genoa Township was the smallest since 1940.
- In 1990 the Township had 10,820 people and was the fourth largest municipality in Livingston County.
- The 2000 Census indicated Genoa Township had 15,901 people; making it the third largest community in Livingston County. By 2004 the South Eastern Michigan Council of Governments (SEMCOG) estimated the Township's population at 19,647 people. This represents a 5.8 percent



Genoa Township's population grew 47 % between 1990 and 2000.

average annual growth rate, as compared to last decade's average annual growth rate of 3.9 percent.

- According to SEMCOG the population of the Township is projected to continue increasing at an annual growth rate of 1.5 percent, nearly reaching 30,000 people by the year 2030.

Genoa Township's population was 19,647 in 2004.

The most apparent reasons for the Township's growth are its quality of life, availability of sewers, abundance of vacant/agricultural land, accessibility to employment centers in metropolitan areas and the establishment of its own healthy employment base. The importance of convenient access is evidenced by Census figures which indicated that over 51% of the Township's work force commuted to employment centers outside Livingston County. The thriving employment base can be seen along the Grand River Avenue corridor.

Growth in Genoa Township has been influenced also by development in the two neighboring cities, Howell to the west and Brighton to the east. Since these cities have limited available land, developers have sought locations in Genoa Township which are convenient to residents and businesses of both communities.

Table 1
Population Trends
Genoa Township, 1950-2004

Year	Population	Numeric Change	Annual % Change
1950	1,066	--	--
1960	2,402	1,336	8 %
1970	4,800	2,398	7 %
1980	9,261	4,461	7 %
1990	10,820	1,559	2 %
2000	15,901	3,157	4 %
2004	19,647	3,746	5 %

Source U.S. Bureau of Census
SEMCOG 2004 Population Estimates

Table 2
Population Trends
Genoa Township and Surrounding Areas, 1990-2004

	1990	2,000	% change 90-00	2004	% change 00-04
Genoa Township	10,820	15,901	47.0 %	19,647	23.6%
City of Brighton	5,686	6,701	17.9 %	7,206	7.5%
Brighton Township	14,815	17,673	19.3 %	18,307	3.6%
Green Oak Township	11,604	15,618	34.6 %	17,455	11.8%
Hamburg Township	13,083	20,627	57.7 %	22,426	8.7%
City of Howell	8,184	9,232	12.8 %	9,784	6.0%
Oceola Township	4,825	8,362	73.3 %	10,707	28.0%
Livingston County	115,645	156,951	35.7 %	178,937	14.0%

Source U.S. Bureau of Census
SEMCOG 2004 Population Estimates

POPULATION CHARACTERISTICS

Demographics

A review of the general characteristics of the population is important to assist in determining future land use and community facility and service needs. The distribution of population by age for 1980 to 2000 is shown in Table 3. The following is a summary of general population characteristics of Genoa Township compiled by the U.S. Census Bureau:

- The 1990 Census indicated that the largest amount of residents in Genoa Township was between 35 to 64 years old. By 2000 this age group had increased 59%.

- Although overall the 5 to 17 years old group was the second largest group, residents 65 and over were the second fastest growing age group.

- Population between 18 and 34 years of age increased 25% between 1990 and 2000, however this group represented 22% of total population in 1990 and by 2000 had decreased to 19% of total.

Table 3
Population by Age Group

Age	1990		2000		1990 to 2000 Change
	Population	Percent	Population	Percent	
0 to 4	733	7%	1,124	6%	53%
5 to 17	2,269	21%	3,199	20%	41%
18 to 34	2,373	22%	2,968	19%	25%
35 to 64	4,512	42%	7,168	45%	59%
65 and over	933	9%	1,442	9%	55%
Total	10,820		15,699		47%

Source - 2000 U.S. Census Bureau and SEMCOG

Genoa Township's educational attainment is slightly higher than the county and state averages.

Education

The educational attainment for persons 25 years and older in 1990 was comparable to county and state averages. The percent of Genoa Township residents over the age of 25 with high school diplomas was approximately the same as Livingston County and higher than the State of Michigan average. However, the percent of residents with college degrees in Genoa Township is higher than the county or State averages.

Table 4
Educational Attainment Percentages
For Residents 25 Years and Older

	High School Diploma	College Degree
Genoa Township	92 %	33 %
Livingston County	91 %	28 %
Michigan	83 %	22 %

Source - 2000 U.S. Census Bureau and SEMCOG

HOUSING CHARACTERISTICS

Household Size

There has been a decrease in the average household size, as shown in Table 5. The decrease in household size is likely related to the type of residential development which is occurring, and the proportion of “empty nester” households within the Township. Since the introduction of public sanitary sewer and water, a portion of the residential development has been attached housing suitable for smaller households. In addition to the availability of municipal water and sewer services, part of the reduction in household size can be attributed to a national trend of single young professionals and married couples with fewer children per family and the aging of the baby boomer generation.

**Table 5
Household Trends**

	1970	1980	1990	2000	1990 - 2000 % change
Total Population	4,800	9,261	10,820	15,901	47%
Number of Households	1,643	2,996	3,709	5,839	57%
Average Persons Per Household	3.28	3.23	2.91	2.72	(6.5%)

Source - U.S. Census Bureau

The average household size in 1990 was 2.91 persons per occupied household. This is near the county average of 2.94 persons per household. By 2000 the average household size in Genoa had decreased to 2.72, while the county’s average was 2.80 persons per household.

Number of persons per household is declining in Genoa, as with most other communities.

Housing Construction

During the early to mid 1980's the rate of housing construction in Genoa Township had been characterized for a slower pace than other communities. This slow down in construction rates can be largely attributed to economic trends in Michigan that temporarily slowed migration into Livingston County. During the late 1980's, Genoa Township saw an increased and steady growth in housing construction. Since 1990 the rate of housing construction has been increasing at nearly an exponential rate. While this level of development is characteristic of southeastern Livingston County and the economic growth of the region, it is important to note that there has been a strong and clear influence of the national lending policies that triggered a boom in residential real estate markets. The ease to borrow money at a lower rate than in previous years has influenced the pace of development, which is consequently

Housing construction during the mid 1990's is over twice the rate of the previous decade.

having an impact on the community. Traffic levels on local roads continue to increase and the natural rural character of Genoa Township is being eroded slowly by development.

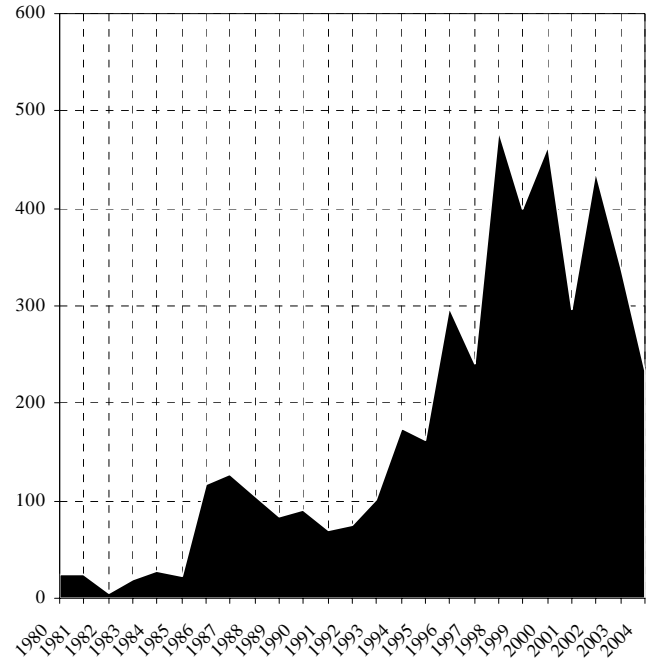
Housing Costs

In 1990, the median value of owner occupied homes in Genoa Township was \$ 159,624 (in 1999 \$'s). By 2000, housing values had increased to \$224,900 (in 1999 \$'s).

In the mid 1990's the Livingston County Planning Department completed a study of affordable housing in Livingston County. This study pointed out that expansion in housing opportunities is necessary if there is to be expansion in the community's employment base. Maintenance of housing opportunity is also necessary to preserve the diversity in the community's population.

The recent availability of public water and sewer has allowed for developments in Genoa Township that provide housing for families with moderate incomes, younger families and older populations. These developments included smaller, more affordable homes to meet the needs of younger families, as well as a mixture of housing types such as attached condominiums to meet the needs of "empty nesters." These developments have occurred in specific areas of the Township that have the essential public utilities, services and transportation facilities.

**Residential Building Permits
Genoa Township**



**Table 6
Residential Building Permits
Genoa Township, 1990-2004**

Year	New Dwellings
1990	91
1991	69
1992	75
1993	101
1994	175
1995	163
1996	299
1997	241
1998	479
1999	400
2000	464
2001	296
2002	438
2003	337
2004	234

Source SEMCOG

POPULATION PROJECTIONS

Three factors that modify the population of an area are births, deaths and migration. The birth and death rate are factors that can be predicted based upon trends. The in-and-out migrations are largely influenced by the local economy, transportation accessibility, development policies and local lending policies.

The inability to predict population growth with pinpoint accuracy does not diminish the importance of projections as a guide to local decision-making. For the purpose of this plan, projections are used to assess the effect of growth on current and desired conditions in the Township. Population projections serve as a target for the desired level of growth the community can bear without harming its physical and social environment. The Township Master Plan is formulated in response to meeting that desired level of growth.

A few different projections were applied to Genoa Township. The population projections prepared for the 2030 Regional Development Forecast by SEMCOG provide a useful guide to projecting future population growth. A comparison of the SEMCOG projections and a build-out of the future land use map show that there is adequate capacity within the plan's growth boundaries to accommodate the projected 2030 population.

In addition to the SEMCOG projections, statistical extrapolations of historic population trends and household building permit activity were analyzed. The following models were used:

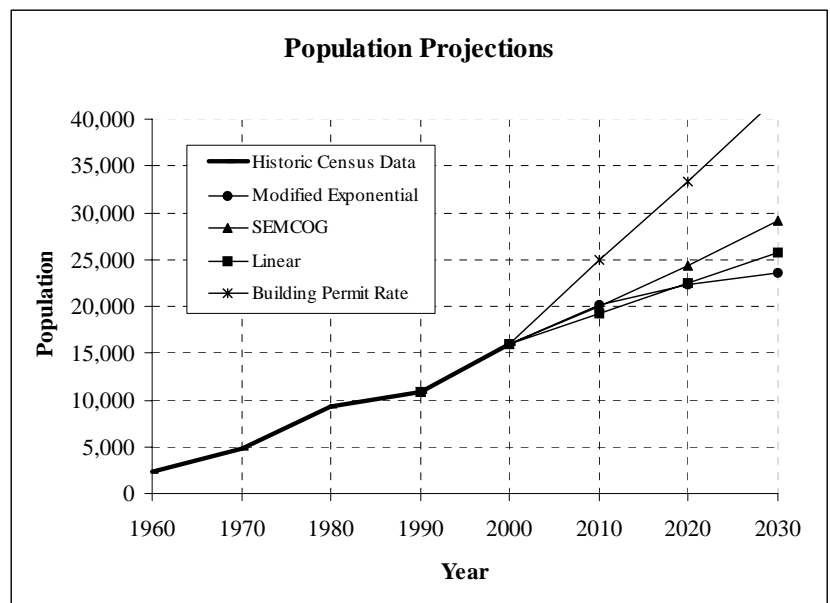
Linear Regression

This model is used when the population of the township has exhibited a trend of uniform growth, and is anticipated to do so in the future. The results of this

Table 7
Population Projection
Genoa Township, 2000-2030

	2000	2010	2020	2030
SEMCOG	15,901	19,976	24,349	29,083
Linear Regression		19,200	22,500	25,800
Modified Exponential		20,190	22,270	23,600
Building permits		24,910	33,360	42,280

SEMCOG projects Genoa Township's population will grow by 26% between 2000 and 2010 (from 15,901 to 19,976), and 83% between 2000 and 2030 (to 29,083).



model indicate a trend that is slightly lower than SEMCOG projections. This would be an indication that Genoa Township is expected to continue growing at a rate equal to or greater than historical rates.

Build-out Modified Exponential

This model represents a declining rate of growth approaching an upper capacity limit – a pattern perhaps represented by recent declines in the numbers of building permits. This figure was estimated at 23,600 persons for 2030. Such a trend would reflect market-based assumptions that include increasing local housing costs, decreasing availability of easy-to-develop land, declining persons-per-household ratios.

This method involved examining existing residential unit densities per acre and applying these ratios to the undeveloped land designated for similar uses. Trends in the numbers of people per residential unit were also considered. Projections based upon this process yields a growth exceeding the total estimated by SEMCOG.

Of course, it is unlikely that “build-out” will be achieved in Genoa Township by 2030, if ever. Also, adjustments to the amount of land available for residential development will occur over time and household population rates are likely to continue to decline somewhat. Combining these factors, total build-out may eventually approximate SEMCOG’s projection for 2030.

Building Permits

This trend line involved taking historic housing construction rates and projecting this construction activity into the future to determine number of households. Then, based upon average household size, future population can be approximated. While this method assumes that housing construction rates will remain constant, it provides a comparison of the Township's recent development trends with the long range development of the community. Projections based upon housing construction rates yields a greater growth rate than the SEMCOG projections and linear regression. This is an indication that current rate in housing construction will begin to decline over time.

ECONOMICS

Income

Household incomes in Genoa Township tend to be somewhat higher than other areas of Livingston County, and significantly higher than the State of Michigan overall. In 1990, the median household income in Genoa Township was \$66,082 (in 1999 \$'s); compared to Livingston County's median household income of \$60,893 (in 1999 \$'s) and the state's median household income of \$41,708 (in 1999 \$'s). By 2000 median household income in Genoa Township had increased 8.0% in real terms reaching \$71,398 (in 1999 \$'s). Livingston County's median household income increased 10.7% during the past decade reaching \$67,400 (in 1999 \$'s) while the state's increased 7.1% reaching \$44,667 (in 1999 \$'s).

The median household income was \$ 71,398 for Genoa Township in 1999.

This higher median household income trend can be attributed to a number of factors such as; high educational attainment, natural features which make of Genoa a highly desirable place to live, and proximity to major employment centers in the Detroit, Ann Arbor, and Lansing areas. It is important to note, however, that during the last decade some of the surrounding communities have also observed increases in median household incomes, which makes of this trend a characteristic of the region, not only of Genoa Township. Brighton Township had a median household income of \$83,940 in 1999 and observed an increase of 11.8% in real terms, Oceola Township had an income of \$76,139 and observed an increase of 27.3% and Hamburg Township had income of \$75,960 and observed an increase of 17.4%. Only 3% or 162 of the 5,839 total households in Genoa Township were reported to be below the poverty level in 1999. This is comparable to Livingston County's average of 3%. Both rates are significantly lower than the state's average of 10.5%.

Unemployment was 2.1% for Genoa Township in 1999.

Employment

Genoa Township tends to have relatively low levels of unemployment. In 1989 the unemployment rate for Genoa Township residents was only 2.4%. By 1999 the unemployment rate in Genoa Township had decreased to 2.1% while the state's had decreased to 3.7%.

Table 8
Labor Force Status
Genoa Township, 1989-1999

	Persons	Percent	Persons	Percent	% Change
Persons 16 years and over	8,137	--	12,029	--	47.8%
Persons in labor force	5,830	71.6%	8,604	71.5%	47.6%%
Civilian labor force	5,823	71.6%	8,598	71.5%	47.7%%
Employed	5,635	69.3%	8,341	69.3%	48.0%%
Unemployed	195	2.4%	257	2.1%	31.8%%

Source - U.S. Census Bureau

The occupations of Genoa Township residents in 1999 were fairly diverse. White collar occupations are the most prevalent, but there are a significant number of skilled precision production, craft and repair occupations.

The industry that employs the largest group of Genoa Township residents is durable goods manufacturing. Employment in retail trade is also significant. There is a significant portion of the population employed in educational and professional services.

Genoa Township can be considered a residential community for people who work elsewhere. Commuting patterns indicate that nearly 51 percent of the workers reporting their place of work in the 1990 census were employed outside Livingston County. Outside of Livingston County, this percentage increased to 53% by 2000.

**Table 9
Occupation
Genoa Township, 1999**

Occupation	Percent
Management Professional and related	38%
Professional and related specialty	21%
Service	12%
Sales and office	26%
Construction extraction and maintenance	10%
Production transportation and materials	13%

Source - U.S. Bureau of Census

**Table 10
Industry
Genoa Township, 1999**

Industry	Percent
Agriculture, forestry, fisheries, hunting and mining	0.2%
Construction	8%
Manufacturing	25%
Wholesale trade	5%
Retail Trade	10%
Transportation warehousing and utilities	3%
Information	2%
Finance, insurance, real estate and rental leasing	5%
Professional services	11%
Educational Health and Social services	19%
Arts and Food services	7%
Other services	4%
Public administration	2%

Source - U.S. Census Bureau

