

II. DEMOGRAPHICS



2013 Master Plan Update

A. Population Trends

Genoa Township has historically been a rural community, with 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 suburban migration began to spread into Livingston County. Cities like Brighton and Howell also played a pivotal role in attracting residents, businesses and small industries to the region.

Accompanying residential growth has been supportive commercial and public facilities. Gradually, the area began to establish a healthy employment base. Population growth 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.
- 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.
- In 2010, Genoa Township's population had reached 19,821, growing 24.7% from 2000, and making it the second largest community in Livingston County.
- According to SEMCOG, the population of the Township is projected to reach 23,061 people by 2040.

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 2000 Census figures which indicated that over 51% of the Township's work force commuted to employment centers outside Livingston County.

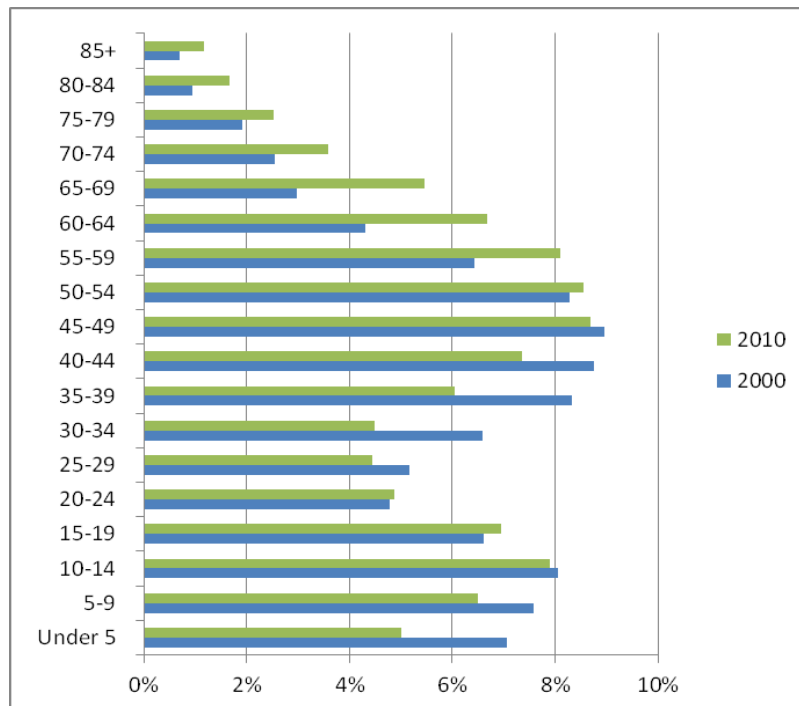
Growth in Genoa Township has also been influenced by development in its two neighboring cities, Howell and Brighton. Since available land is limited in those cities, developers have sought locations in Genoa Township.

POPULATION TRENDS									
	1950	1960	1970	1980	1990	2000	2010	% Change 1970-2010	% Change 2000-2010
Genoa Twp.	901	1,066	4,800	9,261	10,820	15,901	19,821	313%	24.7%
City of Brighton	1,861	2,282	2,457	4,268	5,686	6,701	7,444	203%	11.1%
Brighton Township	1,645	2,875	5,882	11,222	14,815	17,673	17,791	202%	0.7%
Green Oak Township	1,837	4,631	7,598	10,802	11,604	15,618	17,476	130%	11.9%
Hamburg Township	1,713	3,189	5,481	11,318	13,083	20,627	21,165	286%	2.6%
City of Howell	4,353	4,861	5,224	6,976	8,147	9,232	9,489	82%	2.8%
Oceola Township	1,030	1,453	2,496	4,175	4,866	8,362	11,936	378%	42.7%
Livingston County	26,725	38,233	58,967	100,289	115,645	156,951	180,967	207%	15.3%

Demographics

A review of general population characteristics is important to assist in determining future land use, community facilities and service needs. The distribution of population by age for 2000 to 2010 is shown in the chart below.

Young adult age groups (25-44) decreased as a percentage of the population from 2000 to 2010, while senior age cohorts (while 55+) increased.



Education

The educational attainment for Genoa Township is somewhat mixed when compared to the county and region. Genoa Township has higher percentages of students graduating high school and attending college, but lower percentages of students who complete four-year and advanced degrees, as shown in the table below.

EDUCATIONAL ATTAINMENT			
	Township	County	SE Mich
Graduate or Professional Degree	8.5%	17.6%	11.5%
Bachelor's Degree	15.8%	24.6%	17.0%
Associate Degree	8.8%	7.4%	7.7%
Some College, No Degree	25.6%	21.3%	23.2%
Graduated High School	30.9%	21.4%	28.5%
Did Not Graduate High School	10.4%	7.8%	12.2%

Household Size

There has been a decrease in the average household size, as shown in the table below. This is similar to the national trend of single young professionals, married couples with fewer children, and the aging of the baby boomer generation.

The average household size in Genoa Township has consistently been smaller than the county and region, and all three locations have seen a similar decline in household size in the last decade.

AVERAGE HOUSEHOLD SIZE		
	2000	2010
Genoa Twp.	2.72	2.54
Livingston County	2.80	2.67
SE Michigan	2.58	2.51

Housing Construction

For the first half of the 2000s, hundreds of new housing units were being built in Genoa Township each year. Due to the financial difficulties of the second half of the 2000s, only a handful of new housing units were being built per year. Even though the rate of construction has slowed considerably, the impacts of the first half of the 2000s has contributed to higher traffic levels on the township's local roads and the shift from a rural to suburban character throughout the township.

BUILDING PERMITS	
Year	New Units
2000	466
2001	302
2002	442
2003	340
2004	241
2005	126
2006	47
2007	18
2008	8
2009	4
2010	6
2011	6
2012	6

B. Economics

Income

Household incomes in Genoa Township tend to be slightly lower than most other communities within Livingston County. In 2000, Household incomes in Genoa Township were just over \$90,000, while most of the surrounding communities were closer to \$100,000 with the exception of Brighton and Howell. From 2000-2010, every community in the area saw significant decreases in median income (15% or more in each community). Median income in Genoa Township decreased the most of any community, dropping from \$93,450 to \$67,548, a 27.7% decrease.

MEDIAN INCOME COMPARISONS			
	2000	2010	Change 00-10
Genoa Twp.	\$93,450	\$67,548	-27.7%
City of Brighton	\$62,690	\$46,731	-25.5%
Brighton Township	\$109,866	\$93,327	-15.1%
Green Oak Township	\$98,391	\$75,881	-22.9%
Hamburg Township	\$99,421	\$84,648	-14.9%
City of Howell	\$57,535	\$43,094	-25.1%
Oceola Township	\$99,655	\$80,996	-18.7%
Livingston County	\$88,217	\$72,129	-18.2%

Employment

The largest employer in Genoa Township continues to be the management/business sector, at just under 40% of the total occupation. Service and sales sectors combine to contribute 45% of the total occupation share.

OCCUPATION (what they do)				
	2000		2010	
	#	%	#	%
Management, business, science, and arts occupations	3,270	38.0%	3,655	38.1%
Service occupations	1,032	12.0%	1,875	19.5%
Sales and office occupations	2,237	26.0%	2,417	25.2%
Natural resources, construction, and maintenance occupations	860	10.0%	681	7.1%
Production, transportation, and material moving occupations	1,119	13.0%	973	10.1%
Civilian employed population 16 years and over	8,604		9,601	