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POPULATION AND DEMOGRAPHICS

BACKGROUND INFORMATION



Population and Demographics

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Population and Demographics

INTRODUCTION

This section of the Comprehensive Plan describes how Madison's population and demographics has changed over the past several decades and it forecasts population and demographic changes for the next 20 to 30 years. The following information is included in this section as required by s. Wis. Stats. Section 66.1001 (2) (a) of Wisconsin's Smart Growth Law:

- Population forecasts;
- Household forecasts;
- Employment forecasts;
- Demographic trends;
- Age distribution;
- Education levels;
- Income levels;
- Employment characteristics.



For the first time, Madison's population is less than 50 percent of the total county population. The major institutions that have shaped Madison and provided the City with stability and resilience to uncertainty are still major forces influencing not only Madison's growth, but that of the State as well. The City, though referred to as a single governmental unit, is a dynamic network of established and new neighborhoods, employment centers, commercial districts and corridors, and school districts that are often affected by national and even international forces beyond local control.



DEMOGRAPHIC CONDITIONS, TRENDS AND PROJECTIONS

POPULATION GROWTH TRENDS AND PROJECTIONS 1970-2030

Over the past 30 years, population in the City of Madison grew more slowly than population in Dane County. As shown in Table 1 below, the annual percent population increase in Madison between 1970 and 2000 was 0.7 percent compared to an annual percent increase of 1.6 percent in Dane County. Between 1990 and 2000, Madison’s population increased by an annual percent change of 0.9 percent compared to Dane County’s 1.6 percent increase. In addition, Madison’s population became an increasingly smaller share of Dane County’s population over the past 30 years, decreasing from 59.7 percent in 1970 to 48.8 percent in 2000.

Table 1: City of Madison and Dane County Population Change 1970 - 2000

	Total Population				Annual Percent Change	
	1970	1980	1990	2000	1990–2000	1970-2000
Dane County	290,272	323,545	367,085	426,526	1.6%	1.6%
City of Madison	173,258	170,616	190,766	208,054	0.9	.7%
City as % of County	59.7%	52.7%	52.0%	48.8%	—	—

Source: U.S. Bureau of the Census, and Dane County Regional Planning Commission.

According to the Wisconsin Department of Administration (WisDOA), population in the City of Madison as of January 1, 2005 was 221,735, a 6.5 percent increase from a population of 208,054 in 2000. Further, WisDOA estimates that Dane County’s 2005 population was 458,297, an increase of 7.4 percent from the 2000 population of 426,526. These estimates are slightly higher than the projections for 2005 shown on the next page in Table 2. The Table 2 projections were calculated from year 2000 population figures.

Table 2 also shows that between 2000 and 2030, population in the City of Madison is projected to increase 27.3 percent compared to the rest of Dane County, which is projected to increase 36.0 percent.

As shown in Table 3 on the next page, the City of Madison is projected to experience an increase in households of 32.4 percent from 2000 to 2030 while the remainder of Dane County is expected to experience an increase in households of 60.8 percent. The City’s share in the number of households is expected to decrease from 51.3 percent in 2000 to 46.4 percent 2030.



Table 2: City of Madison and Dane County Population Projections 2000 - 2030

	Actual	Population Projections								
	2000	2005	2010	2015	2020	2025	2030	2000-2030 Projected Population Change	2000-2030 % Change	Average Annual % Change 2000-2030
City of Madison	208,054	219,242	228,154	236,094	245,079	255,391	264,850	56,796	27.3%	1.1%
Dane County Total	426,526	455,927	480,053	503,017	527,534	554,848	579,976	15,345	36.0%	1.2%
Remainder of Dane County	218,472	236,685	252,419	266,923	282,455	299,457	315,126	96,654	44.2%	1.5%

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, and the Madison Area MPO.

Table 3: City of Madison and Dane County Household Projections 2000 - 2030

	Actual	Household Projections								
	2000	2005	2010	2015	2020	2025	2030	2000-2030 Projected Household Change	2000-2030 % Change	Average Annual % Change 2000-2030
City of Madison	89,019	95,140	100,354	104,738	109,230	113,565	117,900	28,881	32.4%	1.1%
Dane County Total	173,484	187,768	200,334	211,077	222,178	233,110	253,768	80,284	46.3%	1.5%
Remainder of Dane County	84,465	92,628	99,980	106,339	112,948	119,545	135,868	51,403	60.8%	2.0%
City as % of County	51.3%	50.7%	50.1%	49.6%	49.2%	48.7%	46.4%	---	---	---

Source: Demographic Services Center, Division of Intergovernmental Relations, Wisconsin Department of Administration.

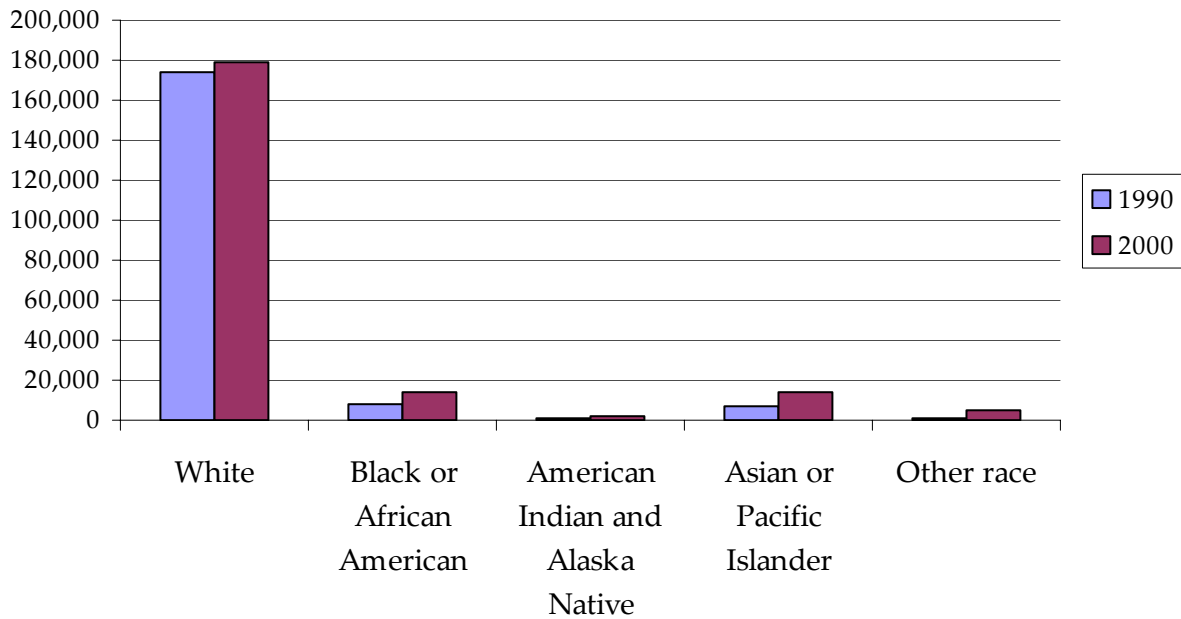


Table 4: City of Madison Racial Composition 1990 - 2000

	1990	2000	% Increase
White	173,504	178,831	3.1%
Black or African American	8,109	14,234	75.5%
American Indian and Alaska Native	752	1,898	152.4%
Asian or Pacific Islander	7,471	13,744	83.1%
Other Race	1,426	4,644	225.7%
Hispanic or Latino of Any Race	3,877	8,512	119.5%

Source: U.S. Bureau of the Census, and Dane County Regional Planning Commission.

Figure 1: City of Madison Racial and Ethnic Composition 1990-2000 (Source U.S. Bureau of the Census)



Madison’s minority population increased significantly between 1990 and 2000. As shown above in Table 4 and Figure 1, the Other Race category increased most followed by the American Indian and Alaska Native, and the Hispanic population.



HOUSEHOLDS

The number of smaller households is increasing as the average household size is decreasing (Table 5). Some contributing factors are the increasing divorce rate, decreasing birth rate, postponement of marriage, and an increase in the proportion of people 65 years old and older. With a decline in household size, additional housing is necessary. In 1990, one and two person households accounted for 65.7 percent of all households in the City. By 2000, one and two person households accounted for 70.3 percent of all households (Table 5). As the number of smaller households has been increasing, the average household size has been decreasing. Between 1980 and 2000, average household size decreased from 2.4 to 2.2 (Table 5).

Table 5 shows that the average size of an owner occupied household is larger than the average size of a renter occupied household in Madison and Dane County. In 2000, the average size of an owner occupied household in Madison was 2.4 compared to 2.0 persons per renter-occupied household. The average number of persons per owner occupied households decreased between 1980 and 2000 (2.8 to 2.4) while the average number of persons per renter occupied households increased between 1980 and 1990 (1.9 to 2.0) and remained the same between 1990 and 2000 (2.0). Table 5 shows that Dane County experienced similar trends during the same time periods.

Table 5: City of Madison and Dane County Average Household Size

	Persons Per Household								
	Total Occupied			Owner-Occupied			Renter-Occupied		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
City of Madison	2.4	2.3	2.2	2.8	2.6	2.4	1.9	2.0	2.0
Dane County	2.6	2.5	2.4	3.0	2.8	2.6	1.9	2.1	2.0

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission



HOUSING UNITS

According to the U.S. Census Bureau, there were 92,353 housing units in the City of Madison in April 2000 (Table 6). Between 1990 and 2000, the City’s year-round housing stock increased by 12,306 units, or 13 percent. In 2000, the City of Madison comprised 51 percent of the County’s housing stock, compared with 54 percent in 1990. Table 6 also shows the percentage share of three-plus family units increasing for both Dane County and the City of Madison. Between 1970 and 2000 the percentage of homes with 3 or more units in the City of Madison and in Dane County increased slightly as a percentage of all homes while the percentage of homes of 1 and 2 units decreased slightly as a percentage of all homes (Table 6).

Table 6: City of Madison and Dane County Growth of Year-Round Housing Stock by Type: 1970-2000

Type	Housing Units – City of Madison							
	April 1970		April 1980		April 1990		April 2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1-Family	28,798	50.7%	34,174	49.6%	38,769	48.4%	44,565	48.2%
2-Family	5,485	9.6	5,611	8.1	5,605	7.0	5,739	6.2
3+ Family	21,959	38.7	28,632	41.5	34,882	43.6	41,084	44.5
Mobile Home	542	1.0	532	0.8	791	1.0	965	1.1
	56,784	100.0%	68,949	100.0%	80,047	100.0%	92,353	100.0%
Type	Housing Units – Dane County							
	April 1970		April 1980		April 1990		April 2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1-Family	54,855	59.7%	72,107	57.4%	85,541	57.9%	105,903	58.7%
2-Family	8,623	9.6	10,101	8.0	9,743	6.6	10,243	5.7
3+ Family	27,050	38.7	41,579	33.1	50,318	34.0	61,886	34.3
Mobile Home	1,398	1.0	1,824	1.5	2,247	1.5	2,366	1.3
	91,926	100.0%	125,611	100.0%	147,851	100.0%	180,398	100.0%

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission



Population and Demographics

As shown in Table 7 below, the percentage increase in forecasted housing units in the City of Madison is greater than the percentage increase in population for the same time period. This trend also applies to Dane County.

Table 7: City of Madison and Dane County Housing Projections

	Dane County				City of Madison			
	2000	2000 - 2030		2030	2000	2000 - 2030		2030
		Number	Percent			Number	Percent	
Population	426,526	153,450	36.0	579,976	208,054	56,796	27.3	264,850*
Housing Units	180,398	75,098	41.6	255,496	92,394	29,922	32.4	122,316

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, Dane County Regional Planning Commission, and Madison Area MPO.
** Period from 2025 to 2030 is a prorated estimate.*



Mid-Town Neighborhood



Sprecher Neighborhood

Madison and Dane County continue to see new growth on the edges of communities.



Population and Demographics

POPULATION BY AGE

The population in Dane County and Madison is aging. Table 8 below and Figure 2 on the next page, show the population change by age group in the City of Madison and Dane County. Between 1990 and 2000, the 45 to 54 year old age group increased 79.3 percent in Dane County and 71.7 percent in Madison. The 75 to 84 year old age group increased 29.5 percent in Dane County and 21.0 percent in Madison and the 85 year old or over age group increased 36.1 percent in Dane County and 19.9 percent in Madison.

In comparison, the 25 to 34 year old group decreased -6.0 percent in Dane County and -5.0 percent in Madison. The 5 to 9 year old group also decreased in Madison by -3.6 percent in 2000. In addition to the older age groups increasing in population and younger age groups decreasing, median age is increasing. The median age in Dane County increased from 30.7 years in 1990 to 33.2 years in 2000, and the median age in Madison increased from 29.3 years in 1990 to 30.6 years in 2000.

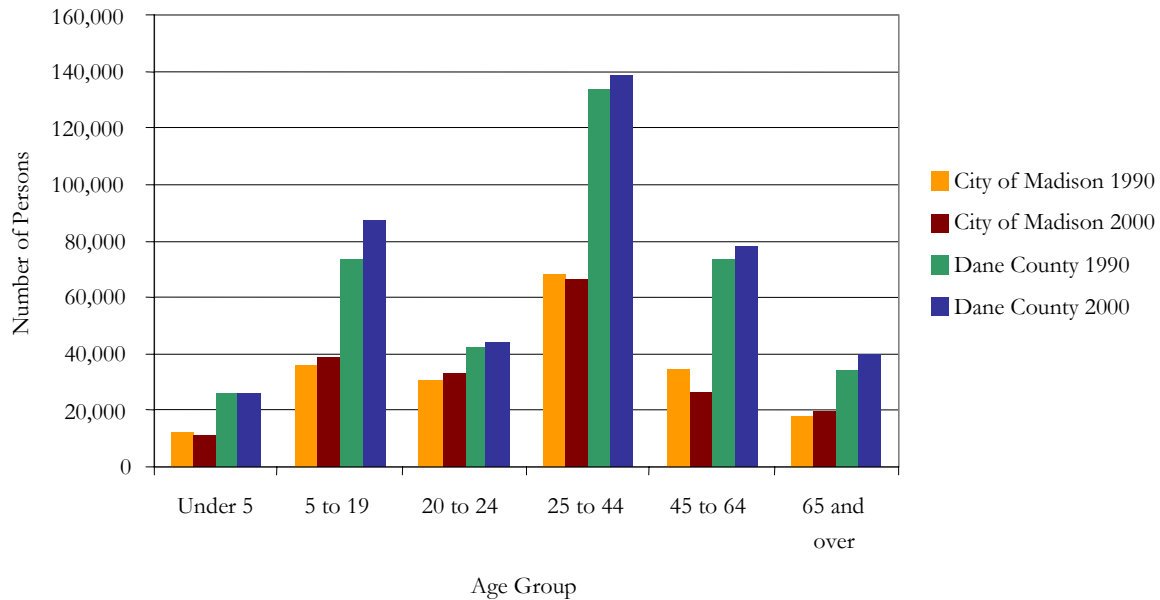
Table 8: City of Madison and Dane County Population by Age Group 1990 - 2000

Age Group	Dane County			Madison		
	1990	2000	% Change 1990 - 2000	1990	2000	% Change 1990 - 2000
Under 5 years	26,027	25,818	-0.8%	11,863	10,815	-8.8%
5 to 9	24,312	26,693	9.8%	10,387	10,016	-3.6%
10 to 14	21,392	27,733	29.6%	8,527	10,332	21.2%
15 to 19	27,760	32,912	18.6%	16,297	18,192	11.6%
20 to 24	42,123	43,986	4.4%	30,670	32,394	5.6%
25 to 34	72,726	68,386	-6.0%	38,997	37,054	-5.0%
35 to 44	60,830	70,108	15.3%	29,381	29,925	1.9%
45 to 54	33,578	60,220	79.3%	15,469	26,553	71.7%
55 to 64	24,359	30,801	26.4%	11,840	13,589	14.8%
65 to 74	18,999	20,211	6.4%	9,813	9,508	-3.1%
75 to 84	11,010	14,255	29.5%	5,807	7,025	21.0%
85 or over	3,969	5,403	36.1%	2,211	2,651	19.9%
Total	367,085	426,526	16.2%	191,262	208,054	8.8%
Median Age	30.7	33.2		29.3	30.6	

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission



Figure 2: City of Madison and Dane County Population by Age 1990-2000 (2000 Census)



LABOR FORCE AND EMPLOYMENT CHARACTERISTICS

Labor force and employment characteristics are shown in Tables 9 and 10 on the next page. From 1980 to 2000, Madison’s labor force increased from 95,363 to 127,932 for a net increase of 32,569. This increase reflects an annual growth rate of 1.7 percent. During this same time period, Dane County’s labor force increased from 178,136 to 255,838 for a net increase of 77,702, reflecting an annual growth rate of 2.2 percent.

From 2000 to 2030, Madison’s labor force is projected to increase 28,330, or 22.1 percent compared to the County’s labor force, which is projected to increase 27.1 percent. The City’s percentage share of the County’s labor force is expected to continue past trends and decrease from 50.0 percent in 2000 to 48.1 percent in 2030 (Table 10). This decrease is consistent with the past trends and the forecast of Madison’s overall population growth relative to Dane County’s population growth, where Madison’s population has been decreasing as a share of Dane County’s population.



Table 9: City of Madison and Dane County Civilian Labor Force: 1980-2000

	City of Madison			Dane County		
	1980	1990	2000	1980	1990	2000
Labor Force	95,363	112,239	127,932	178,136	214,857	255,838
Employed	91,175	108,284	121,828	169,658	208,069	246,064
Unemployed	4,188	3,955	6,104	8,478	6,788	9,774
% Unemployed	3.5%	3.8%	4.8%	4.8%	4.4%	3.2%

Source: U.S. Bureau of the Census and the Madison Area MPO

Table 10: City of Madison and Dane County Civilian Labor Force Projections: 2000-2030

	Labor Force			Forecast	Change		
	1980	1990	2000	2030	2000-2030 Amount	2000-2030 Percent	2000-2030 Annual %
City of Madison	95,363	112,239	127,932	156,262	28,330	22.1%	0.7%
Dane County	178,136	214,857	255,751	325,125	69,374	27.1%	0.9%
City as % of County	53.5%	52.2%	50.0%	48.1%			

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, Dane County Regional Planning Commission, and the Madison Area MPO.

*Period from 2025 to 2030 is a prorated estimate



United States Postal Service Letter Carrier



Table 11: City of Madison and Dane County Employment Projections: 2000-2030 (based on place of work)

	Employment			Forecast 2030	Change		
	1980	1990	2000		2000-2030 Amount	2000-2030 Percent	2000-2030 Annual %
City of Madison	N.A.	166,340	186,550	246,000	59,450	31.9%	1.06%
Dane County	170,000	231,000	285,000	382,600	97,600	34.3%	1.14%
City as % of County	N.A.	72.0%	65.5%	64.3%			

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, Dane County Regional Planning Commission, and the Madison Area MPO.

Employment trends by occupation and industry in the City of Madison are compared to Dane County in Table 11 above, and Figure 3 below. Information on industry is related to the kind of business conducted by a person’s employing organization and occupation describes the type of work that a person does on the job.

In 2000, the employed population 16 years and older in Madison and Dane County was primarily working in management, professional and technical; sales and office; and, blue-collar occupations (Table 12, next page). Between 1990 and 2000, Dane County and the City of Madison experienced employment increases in all occupational categories except for farming, fishery and forestry. Also shown in Table 12, the largest employment increase in Madison was in the blue-collar category (117.3 percent), and in Dane County the largest increase was in the management, professional and technical occupation category (35.6 percent).

Figure 3: City of Madison and Dane County Employment by Occupations 2000 (2000 Census)

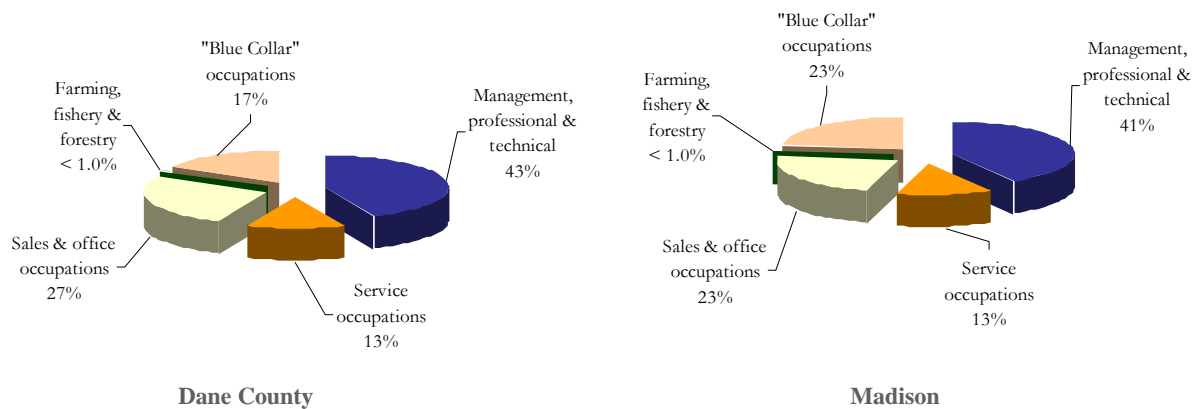


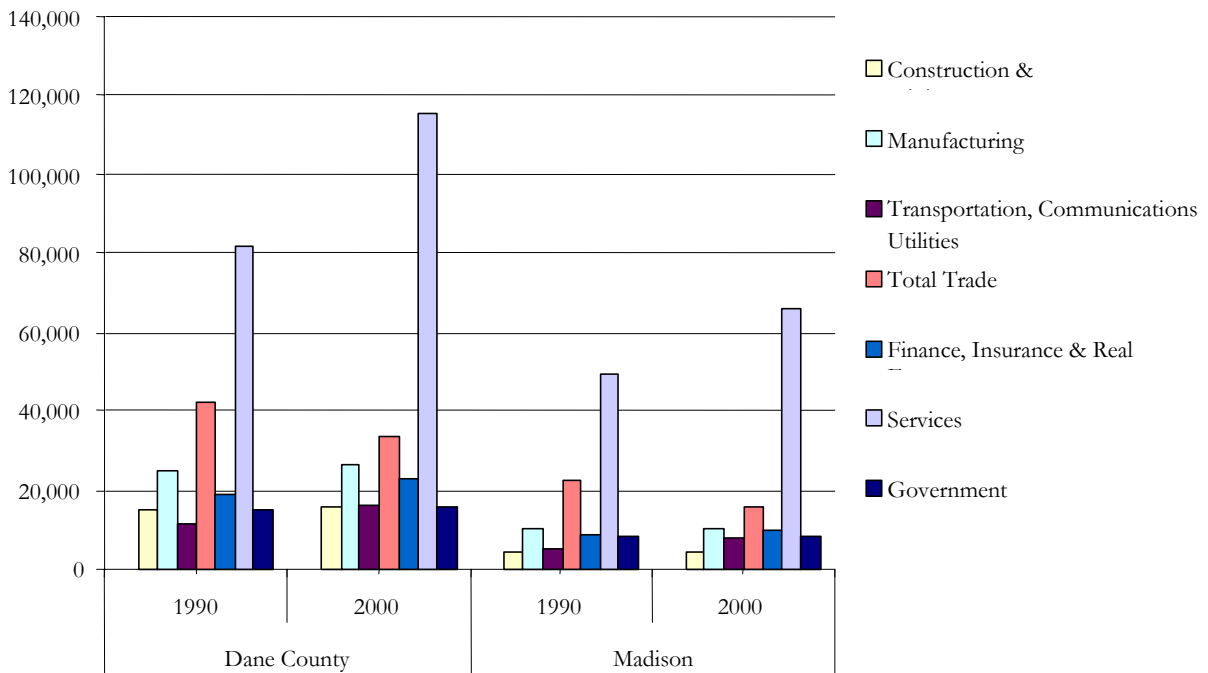


Table 12: City of Madison and Dane County Occupations of Employed Persons Age 16 & Older 1990 – 2000

Occupation Groups	Dane County			Madison		
	1990	2000	% Change	1990	2000	% Change
Management, professional & technical	79,158	107,347	35.6%	45,781	57,139	24.8%
Service occupations	27,110	31,362	15.7%	15,827	17,217	8.8%
Sales & office occupations	60,792	65,285	7.4%	31,204	31,276	0.2%
Farming, fishery & forestry	4,541	891	-80.4%	966	243	-74.8%
"Blue Collar" occupations	36,468	41,179	12.9%	14,506	31,519	117.3%

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, and Dane County Regional Planning Commission.

Figure 4: City of Madison and Dane County Employment by Industry 1990 – 2000 (1990 & 2000 Census)





Population and Demographics

The percentages of different types of employment by industry are shown in Table 13 below. In 2000, the services sector comprised the highest proportion of jobs in Madison (54.1 percent). Between 1990 and 2000, employment increased for most industrial sectors in Dane County and Madison. The most significant increases were in the services sector in Dane County (41.9 percent) and Madison (34.6 percent). The most significant losses were in the trade industries, which decreased -20.2 percent in Dane County and -29.3 percent in Madison. A breakdown of the total trade sector figures reveals that the retail trade sector in Dane County lost nearly twice as much employment (-22.1 percent) as the wholesale trade sector (-11.4 percent). In Madison, the retail trade sector lost more employment as well with -30.2 percent compared to -0.22 percent for the wholesale trade sector. Minor employment losses were experienced by the manufacturing (-1.39 percent) and government (-2.93 percent) sectors in Madison.

Between 1990 and 2000, employment in the City of Madison increased by approximately 15.1 percent compared to 30.3 percent in Dane County. In Madison, the Dane County

Table 13: City of Madison and Dane County Employment by Industry 1990-2000

Industry Groups	Dane County					Madison				
	1990	% Total	2000	% Total	% Change '90-'00	1990	% Total	2000	% Total	% Change '90-'00
Construction & Mining	14,603	7.0%	15,572	6.3%	6.6%	4,272	3.9%	4,295	3.5%	0.5%
Manufacturing	11,100	5.3%	26,418	10.6%	138.0%	10,365	9.6%	10,221	8.4%	-1.4%
Transportation, Communication & Utilities	25,024	11.9%	15,988	6.4%	-36.1%	5,297	4.9%	7,775	6.4%	46.8%
Total Trade	42,232	20.1%	33,690	13.6%	-20.2%	22,254	20.6%	15,741	12.9%	-29.3%
Finance, Insurance & Real Estate	18,798	8.9%	22,755	9.2%	21.1%	8,795	8.1%	9,785	8.0%	11.3%
Services	81,483	38.8%	115,666	46.6%	42.0%	48,963	45.2%	65,917	54.1%	34.6%
Government	14,829	7.1%	15,975	6.4%	7.7%	8,338	7.7%	8,094	6.6%	-2.9%
Totals	210,059	—	248,064	—	—	108,284	—	121,828	—	—

Source: U.S. Bureau of the Census



EMPLOYMENT TRENDS AND FORECAST

As shown below in Table 14, between 1990 and 2000, employment in Madison increased 23,494, or 13 percent and employment in Dane County increased by 65,449 or 23 percent. Table 14 also shows that between 2000 and 2030, employment in Madison is forecasted to increase by 32 percent (low forecast) or 34 percent (high forecast). Dane County’s employment is forecasted to increase 36 percent (low forecast) or 37 percent (high forecast).

Table 14: City of Madison, Central Urban Service Area and Dane County Employment Trends and Forecast

	1970	1980	1990	2000	2010		2020		2030	
					Low	High	Low	High	Low	High
Madison			155,457	178,951	205,000	209,000	234,000	240,000	264,000	270,000
Central Urban Service Area	118,662	141,048	178,457	224,550	258,000	262,000	294,000	301,000	331,000	339,000
Dane County	122,646	167,438	215,983	281,432	333,000	338,000	387,000	394,000	441,000	450,000

Source: Dane County Regional Planning Commission

INCOME LEVELS

Median household income increased 78.2 percent in Madison between 1979 and 1989 compared to 42.6 percent between 1989 and 1999. The relatively large increase in the 1980s is largely due to the strong nationwide economy.

In Dane County, median household income also increased substantially (78.6 percent) in the 1980s followed by a much smaller increase in the 1990s of 50.5 percent. In 2000, the median earnings for male full-time, year-round workers in Madison were \$39,056 compared to \$30,062 for females.

Table 16: City of Madison and Dane County Median Household Income 1989-1999

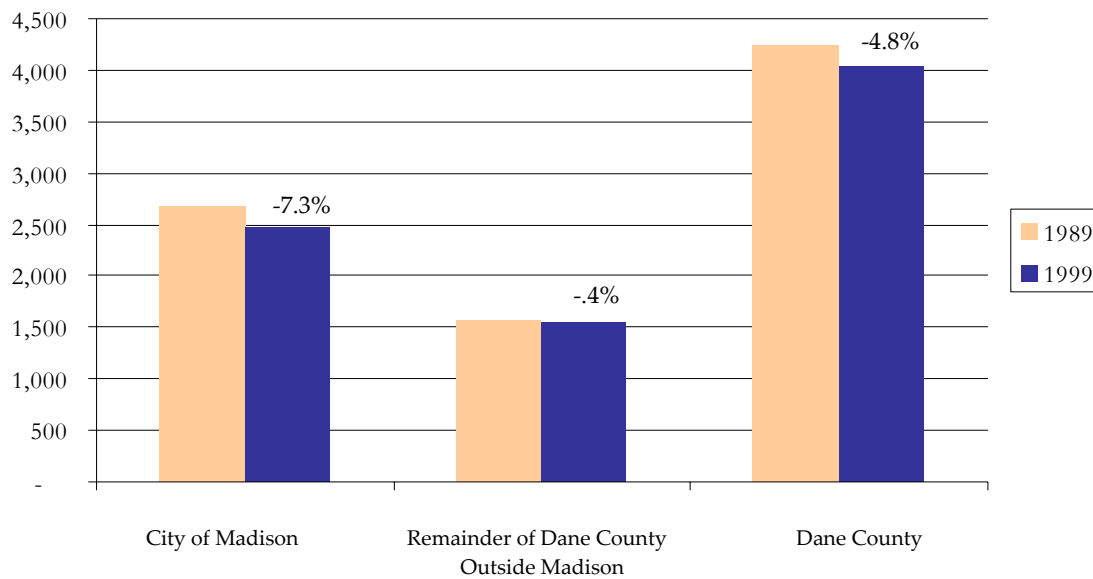
	Median Household Income		1989-1999 Change	
	1989	1999	Number	Percent
City of Madison	\$29,420	\$41,941	\$12,521	42.60%
Dane County	\$32,703	\$49,223	\$16,520	50.50%

Source: U.S. Bureau of the Census



Total personal income in Madison in 2000 was at 14.93 billion dollars. This figure is predicted to increase steadily until at least 2007 to 21.64 billion dollars. In 2003, statewide total personal income is forecast to increase 3.9 percent, only slightly higher than the 3.4 percent gain realized in 2002. The highest income growth for Wisconsin metropolitan areas is forecast for the Madison area in 2003 where employment levels are running approximately 2.0 percent above 2002 levels.

Figure 5: City of Madison and Dane County Families Below Poverty Status 1989 – 1999 (2000 Census)



Between 1989 and 1999, the number of families below poverty status decreased for Madison, those areas in Dane County but outside of Madison, and all of Dane County. The most marked decrease was in Madison, where the number of families below poverty status decreased by 7.3 percent.



SCHOOL ENROLLMENT AND EDUCATIONAL LEVELS

In 2000, nearly 60 percent of Madison’s population enrolled in school was in college or graduate school. The elementary school population was the next largest with 22.0 percent of the total.

Table 17: City of Madison School Enrollment - 2000

Population 3 years and over enrolled in school	73,085	100.0
Nursery school, preschool	3,151	4.3
Kindergarten	1,929	2.6
Elementary school (grades 1-8)	16,102	22.0
High school (grades 9-12)	8,604	11.8
College or graduate school	43,299	59.2

Source: U.S. Bureau of the Census

Residents 25 years and older in Madison and Dane County are well educated compared to the State of Wisconsin and the nation. Nearly half (48.2 percent) of Madison’s population 25 years and older has a college degree compared to 40.6 percent in Dane County; 14.8 percent in the State of Wisconsin, and; 24.4 percent in the U.S.

Table 18: City of Madison Educational Attainment - 2000

Population 25 years and over	126,804	100.0
Less than 9th grade	3,685	2.9
9th to 12th grade, no diploma	5,934	4.7
High school graduate (includes equivalency)	22,974	18.1
Some college, no degree	23,447	18.5
Associate degree	9,707	7.7
Bachelor’s degree	34,603	27.3
Graduate or professional degree	26,454	20.9

Source: U.S. Bureau of the Census

The high percentage of college educated adults in Madison and Dane County is partly due to the many University of Wisconsin students who remain in Madison after graduation because they are able to find jobs in the area. Many new residents with college degrees are also relocating to Madison from other places to take high-tech jobs in area research parks as well as with the University and with state and city offices.