Introduction

- Population and economic projections serve as a basis for updating the regional land use and transportation plans to 2050
  - Future size and characteristics of the Region’s population
  - Future number and types of jobs
- The Commission has developed projections five times since 1960, typically with the release of decennial Census data
  - A range (high, intermediate, and low) of population, household, and employment levels are projected
- Most recent projections prepared in 2000 for the 35 year period to 2035 and used as a basis for the year 2035 land use and transportation plans
Introduction

• Population and household projections: 2050
  • SEWRPC Technical Report No. 11 (5th edition) *The Population of Southeastern Wisconsin*

• Employment projections: 2050
  • SEWRPC Technical Report No. 10 (5th edition) *The Economy of Southeastern Wisconsin*

• Both reports were recently approved by the Commission's Advisory Committee on Regional Population and Employment Forecasts
Population Trends

- The Region's population was 2,020,000 in 2010, a 4.6 percent increase since 2000
- This increase was greater than the 1970s and 1980s, but less than the 1990s
Population Trends

- There was an increase in people age 50 to 64 and a decrease in people age 35 to 44 between 2000 and 2010, largely reflecting the aging of “baby-boomers”

- The median age of the Region’s population has increased steadily between 1970 and 2010 from about 27 to 37 years of age

- The Region’s minority population increased by 29 percent between 2000 and 2010 to 582,900 persons

- Most of the minority population lives in Milwaukee County
• Population change in the Region is a function of natural increase (births minus deaths) and net migration (balance of migration into and out of the Region)
Household Trends

- Households, or occupied housing units, are important in land use and public facility planning.

- There were about 800,100 households in the Region in 2010, a 6.8 percent increase since 2000.
  - Household growth rate exceeding population growth rate.

- Average household size is decreasing in the Region.
  - 3.36 persons in 1950
  - 2.47 persons in 2010
  - Increase in Non-family and one person households.
Economic Trends

- An understanding of the Region’s economic base is also important in land use and public facility planning
  - Number and type of jobs (“place of work” data)
  - Labor force (“place of residence” data)
  - Income levels

- There were 1,176,600 jobs in the Region in 2010, a 2.7 percent decrease from 2000

- Prior to the 2000s there was job growth each decade since 1950
Economic Trends

- Service industry jobs have increased significantly in the Region since 1970 and manufacturing jobs have decreased.
- Similar shifts have happened Statewide and Nationwide.

EMPLOYMENT BY GENERAL INDUSTRY GROUP IN THE REGION: 1970-2010

- Agriculture
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Services
- Government
- Other
Year 2050 Projections

- As in past studies, the Commission prepared high, intermediate, and low projections, which recognize uncertainty in predicting future socio-economic conditions.

- The intermediate projection is considered the most likely and constitutes the “forecast” to be used as a basis for preparing regional land use and transportation plans.

- The high and low projections provide a range of population, household, and employment levels that may occur under significantly higher or lower, but plausible, growth scenarios for the Region.
Year 2050 Population Projections

- Cohort-component method used in projecting population:
  - Establish base population disaggregated into age-sex cohorts
  - Establish an estimating cycle (five years) for age- and sex-specific fertility, survival, and migration rates
    - Gradual increase in fertility rate
    - Increased life expectancy
    - Modest improvement in net migration due to long term economic growth and retirement of baby-boomers
  - Apply rates to base population for each cycle over the projection period
Year 2050 Population Projections

- The Region's population would increase from 2,020,000 in 2010 to 2,354,000 in 2050 under the intermediate growth scenario.
Year 2050 Population Projections

- Most of the growth will occur due to natural increase
Year 2050 Population Projections

- Persons 65 or older are expected to account for about 21 percent of the Region’s population, compared to 13 percent in 2010.

- The minority share of the Region’s population is projected to increase from 29 percent in 2010 to nearly 45 percent in 2050.

- A similar increase in the minority share of total population is expected for the Nation as a whole.
Year 2050 Household Projections

- The Region's households would increase from 800,100 in 2010 to 972,400 in 2050 under the intermediate growth scenario.
- Average household size is projected to decrease from 2.47 persons in 2010 to 2.36 persons in 2050.
Year 2050 Employment Projections

- Total employment is disaggregated into major industry groups and projections were developed for each group considering:
  - Historic trends
  - Projections from other agencies
  - Various economic outlooks
- Projected employment is linked to the estimated size of the future labor force based on population projections
- Commission employment projections show long-term employment trends, irrespective of shorter term business cycle-related employment fluctuations
Year 2050 Employment Projections

- The Region's employment would increase from 1,176,600 jobs in 2010 to 1,386,900 jobs in 2050 under the intermediate growth scenario.
- Continuing shift from manufacturing to service oriented jobs in the Region.

![Graph showing actual and projected employment from 1970 to 2050.](image)
Comparison of Year 2050 Projections to Previous Commission Projections

COMPARISON OF YEAR 2050 POPULATION PROJECTIONS WITH PRIOR COMMISSION FORECASTS

ACTUAL LEVEL
1963 FORECAST FOR YEAR 1990 REGIONAL LANDUSE PLAN
1974 FORECAST FOR YEAR 2000 REGIONAL LANDUSE PLAN
1991 FORECAST FOR YEAR 2010 REGIONAL LANDUSE PLAN
1995 FORECAST FOR YEAR 2020 REGIONAL LANDUSE PLAN
2004 FORECAST FOR YEAR 2035 REGIONAL LANDUSE PLAN
2013 HIGH PROJECTION FOR 2050
2013 INTERMEDIATE PROJECTION FOR 2050
2013 LOW PROJECTION FOR 2050
Comparison of Year 2050 Projections to Previous Commission Projections

COMPARISON OF YEAR 2050 HOUSEHOLD PROJECTIONS WITH PRIOR COMMISSION FORECASTS

- 1963 Forecast for Year 1990 Regional Land Use Plan
- 1974 Forecast for Year 2000 Regional Land Use Plan
- 1991 Forecast for Year 2010 Regional Land Use Plan
- 1995 Forecast for Year 2020 Regional Land Use Plan
- 2004 Forecast for Year 2035 Regional Land Use Plan
- 2013 High Projection for 2050
- 2013 Intermediate Projection for 2050
- 2013 Low Projection for 2050
Comparison of Year 2050 Projections to Previous Commission Projections

Comparison of Year 2050 Employment Projections with Prior Commission Forecasts

Note: Annual employment data are not available for the years 1951-1959 and 1961-1969.