

ECONOMIC SNAPSHOT

Dane County's age makeup to change

Between 2005 and 2030, Dane County's population is projected to increase by 27 percent, to 579,976. However, population growth will be concentrated in a few age categories.

For example, the number of county residents age 60 and older will more than double and will account for more than half of the total increase in the county's population. The number of children under age 10 will grow by 38.3 percent compared to a statewide increase of 11.3 percent, while the number of 40- to 49-year-olds will increase by only 1.2 percent.

Dane County will add more residents than any other county. However, because most of the growth will be in a few age groups, the effects will be greater in certain sectors.

For instance, Dane County will add more than 35,000 new residents under the age of 20. That represents 39 percent of the total projected increase of residents younger than 20 for the entire state.

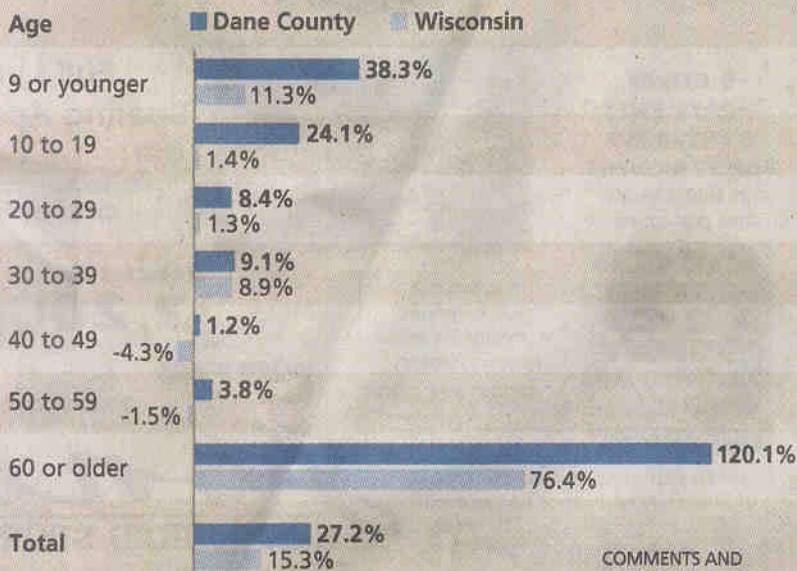
A change in the county's demographics raises questions for local businesses:

- How will the surge of the youth population in Dane County affect local schools?
- How will the dramatic increase in the number of Dane County residents 60 and older impact the housing market?
- How will retailers respond to the changes in their customer base?
- Will the relatively modest increases in middle-aged adults affect the local labor pool and competition for employees?

More information on Wisconsin's future population is available in the Wisconsin Department of Administration report "Wisconsin Population 2030", downloadable at: http://www.doa.state.wi.us/docs_view2.asp?docid=2114

— Bill Pinkovitz

Projected change in population by age, 2005 to 2030



SOURCE: David Egan-Robertson, Wisconsin Department of Administration

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