Ashwaubenon in Perspective

Population and Housing Trends in the Village of Ashwaubenon & Ashwaubenon School District

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Acknowledgements

Funding for this project was provided collaboratively by the Village of Ashwaubenon and the Ashwaubenon School District.

The majority of data used in this project are from the U.S. Census Bureau, 1990 and 2000. Additional data are from the Wisconsin Department of Administration Population Estimates, the Wisconsin Department of Health and Family Services (births and deaths), the National Realtor’s Association Home Sales, and home sales data from the Village of Ashwaubenon.

The maps shown in this report were created by Bill Buckingham of the Applied Population Lab.
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About This Report

The following is a demographic profile of the Village of Ashwaubenon completed by the Applied Population Laboratory, University of Wisconsin- Madison. This report was created to inform planning processes in the Village and in the Ashwaubenon School District by providing information on population dynamics and demographic changes that are impacting the local area. The goal of this study is to provide information to both the Village of Ashwaubenon and the Ashwaubenon School District that will aid in planning efforts for both entities, with an eye toward understanding the potential impacts of demographic shifts on school enrollment.

This project was completed in response to enrollment decline in the Ashwaubenon School District. Previously, the APL created a school enrollment projection series for the Ashwaubenon School District. The district is experiencing decline, particularly at the K-5 grade level, and is projected to continue to experience decline as small cohorts of children in grades K-5 advance through the school system. The current report provides information that will allow school district officials to better understand the population and housing dynamics behind the declining enrollments, as well as providing some insight into how long the decline might occur and circumstances under which the trends in enrollment might change.

The current report includes information on recent population change (including minority population change), the dynamics and characteristics of migration to and from the Village, and the shifting age structure in the Village. In addition, the report examines housing characteristics that might help to explain and/or predict the propensity for housing turnover in the Village. Data are displayed in maps, tables, and charts and summarized briefly in narrative form. Limited inferences about what these data might mean for future school district enrollment are made, but because future conditions are subject to any number of factors that are difficult to predict, these inferences should be considered speculative.

It is important for schools and municipalities to collaborate in their planning efforts, and this report marks a beginning step in collaborative planning between the Village of Ashwaubenon and the Ashwaubenon School District. Communities and schools are vitally linked, and the population structure of the local area is an important factor that impacts both schools and communities. Schools serve not only as learning centers, but as community meeting places, recreation spaces, and sources of community pride; schools are one of the most important institutions in a community. Fundamentally, the quality of the school system impacts the quality of the community, and vice versa. Good schools provide a variety of resources to the community, and community planning decisions impact local demographics which, ultimately, affect the viability of the schools.

For more information on the project, please contact Richelle Winkler (608) 262-1216, rwinkler@ssc.wisc.edu or Dan Veroff (608) 265-9545, dleveroff@wisc.edu at the Applied Population Lab.
Executive Summary

Future school enrollment is primarily dependent upon the size of the incoming age cohorts to the school system and the retention rate of those students as they move through the school system. In general, the retention rate of Ashwaubenon students has been stable, once they are enrolled in the school district. It is the relatively small size of incoming cohorts that has led to declining enrollments over the last few years. The size of incoming cohorts is determined by a combination of births in the district area and net migration of children into the area. Birth numbers in Ashwaubenon having been declining over the last several years, and net in-migration of children has not been fast enough to alleviate declining birth numbers. Consequently, the number of Kindergarteners enrolling in the district has been declining over the last several years.

The following bullet points summarize the key findings in this report:

- Ashwaubenon’s population is growing, but slower since 2000 than between 1990 and 2000.
- For children under age 18, the number of non-Hispanic whites declined between 1990 and 2000, while the number of minority children increased. Decline in white children is due to low birth rates.
- Ashwaubenon’s population has been shifting from young to old, due in part to a large population of Baby Boomers aging in place and low birth numbers in recent years.
- The number of children under age 10 declined significantly between 1990 and 2005.
- In 1990, the number of children under age 5 was relatively high (children of Baby Boomers), but today, these same children have become teenagers and the younger children who have replaced them have been much smaller in number.
- Ashwaubenon’s population is growing due to net in-migration. Between 1995 and 2000, Village population increased by an estimated 3,000 or more residents due to net migration.
- Migration may be shifting some characteristics of Ashwaubenon’s total population including: increasing the number of elderly adults and single young adults, increasing the Hispanic population, increasing the number of non-family households, and increasing the number of households with high income.
- Migration may affect school enrollment by bringing in some families with children, yet the lack of out-migration at any age group and of family households with no children leaves little room for housing turnover in a Village with little room for new housing development.
- Vacancy rates are very low in Ashwaubenon and housing prices are relatively high. There is little affordable owner-occupied housing in the Village, and turnover of existing owner occupied homes is low.
- Young families may be attracted to the Village for quality of life reasons, but because of limited housing options in the Village and a general lack of affordable owner-occupied homes, young families may not be able to afford to live in Ashwaubenon.
Executive Summary

- Housing turnover may increase in the coming years, but that does not necessarily mean that young families will occupy all of the vacated homes.
- Out of a projected 287 homes that may turnover each year between 2005 and 2010, an estimated 158 of them may be occupied by families with children. On average, Ashwaubenon families with children have 1.84 children per household, meaning that an estimated 291 children may move into existing owner-occupied housing units that turnover 2005-2010.
- Even if in-migration of children to Ashwaubenon increases in the coming years, the number of children in the Village overall (and school district enrollment) may still decline. This is because the number of births in the Village has been declining, which creates small base cohorts of young children living in the Village.
- In sum, the information provided in this report suggests that incoming elementary-age cohorts of children to the Ashwaubenon School District may be similar to or perhaps slightly larger than the elementary-age cohorts of the last few years.

This report supplements the school enrollment projections provided in the school enrollment projection report completed by the Applied Population Lab earlier this year. The projections suggested that enrollment in the Ashwaubenon School District is likely to continue to decline over the next several years, especially at the elementary school level.

Now, consider the additional information found in this report: in particular, the increased likelihood that housing units will turnover in the next five years, the potential for a rising number of families with children to move into the district area, and the likely continuation of open enrollment. Although these factors do not suggest any striking changes to occur in Ashwaubenon in the next five years, they do suggest that enrollment decline at the elementary level may not be as severe as projected by the Baseline, Last 5 Year Trend, Last 2 Year “Trend”, and Last Year Pattern models. Therefore, the Kindergarten Regression model may provide a more realistic projection of enrollment in the Ashwaubenon School District 2006-2015.
TOTAL POPULATION

According to Census data and Wisconsin Department of Administration estimates, the population of the Village of Ashwaubenon increased by 1,285 people between 1990 and 2004. Most of this increase occurred between 1990 and 2000, when the Village grew at an average rate of 0.77% each year. Between 2000 and 2004, the Village grew only minimally, at 0.04% a year. Overall, the Village grew at a slower pace than Brown County as a whole, especially between 2000 and 2004.

Table 1
Total Population, 1990-2004
Ashwaubenon Village

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashwaubenon</td>
<td>16,376</td>
<td>17,634</td>
<td>17,661</td>
<td>1,258</td>
<td>0.77%</td>
</tr>
<tr>
<td>Brown County</td>
<td>194,594</td>
<td>226,658</td>
<td>237,841</td>
<td>32,064</td>
<td>1.65%</td>
</tr>
</tbody>
</table>

RACE AND ETHNICITY

Ashwaubenon’s minority population is relatively small, but growing, especially for Hispanics and Asians. Minorities made up about 5% of the population in Ashwaubenon in 2000, compared to 10% in Brown County. The number of minorities in Ashwaubenon (and in Brown County as a whole) increased significantly between 1990 and 2000.

Table 2
Ashwaubenon Village

<table>
<thead>
<tr>
<th>Geography</th>
<th>Percent Minority Total</th>
<th>Minorities Total</th>
<th>Minorities under 18 Total</th>
<th>Minority Pop Change Total</th>
<th>Percent Change Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashwaubenon</td>
<td>2%</td>
<td>368</td>
<td>136</td>
<td>489</td>
<td>133%</td>
</tr>
<tr>
<td>Brown County</td>
<td>5%</td>
<td>9,553</td>
<td>4,132</td>
<td>13,982</td>
<td>146%</td>
</tr>
</tbody>
</table>

Table 3 separates the total population of Ashwaubenon into racial and ethnic categories, as defined by the U.S. Census Bureau. The Village added significantly more non-Hispanic Whites between 1990 and 2000 (661) than any other race or ethnic group. On the other hand, the rate of increase between 1990 and 2000 was particularly high for Hispanics (242%) and Asians (227%). In part, this is due to the fact that the starting population of these race/ethnic groups was low in 1990. So, a relatively small increase in numbers can correspond to a high percentage increase.

Table 3
Race and Ethnicity, 1990-2000
Ashwaubenon Village

<table>
<thead>
<tr>
<th>Race or Ethnic Group</th>
<th>% of Total Pop</th>
<th>Count</th>
<th>Change 1990-2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>0.4%</td>
<td>1.1%</td>
<td>59</td>
</tr>
<tr>
<td>African American</td>
<td>0.4%</td>
<td>0.6%</td>
<td>64</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.9%</td>
<td>1.2%</td>
<td>144</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>0.6%</td>
<td>1.8%</td>
<td>98</td>
</tr>
<tr>
<td>White</td>
<td>97.8%</td>
<td>94.5%</td>
<td>16,008</td>
</tr>
<tr>
<td>Change 1990-2000</td>
<td></td>
<td></td>
<td>143</td>
</tr>
<tr>
<td>% Change</td>
<td></td>
<td></td>
<td>71</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>222</td>
</tr>
</tbody>
</table>
Of particular interest to the school district is that the story was somewhat different for the population under 18 years of age. The number of non-Hispanic White children in Ashwaubenon declined between 1990 and 2000, while the number of minority children (especially Asians and Hispanics) increased (see Table 4). This difference is due, in part, to differences in age structure and birth rates by race and ethnicity. Minority populations tend to be younger than non-Hispanic Whites. While most Whites in Ashwaubenon had already passed their prime childbearing years by about 1995 (median age of 37 in 2000), most of Ashwaubenon’s minority population remained under the age of 26 in 2000. Consequently, birth rates have been lower for Ashwaubenon’s White population than for minorities.

### Table 4
**Detailed Race and Ethnicity Characteristics, 1990-2000**
**Ashwaubenon Village**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Total Population</th>
<th>Population under 18</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1990</td>
<td>2000</td>
</tr>
<tr>
<td>Hispanic</td>
<td>59</td>
<td>202</td>
</tr>
<tr>
<td>African American</td>
<td>64</td>
<td>113</td>
</tr>
<tr>
<td>American Indian</td>
<td>144</td>
<td>215</td>
</tr>
<tr>
<td>Asian</td>
<td>98</td>
<td>320</td>
</tr>
<tr>
<td>White</td>
<td>16,008</td>
<td>16,669</td>
</tr>
</tbody>
</table>
**General Population Trends**

**BIRTHS & DEATHS**

The annual number of births in the Village of Ashwaubenon has been declining over the last several years. Figure 1 shows the number of births each year (black) and the average slope of change in the number of births (red). On average, births have declined by about 4.5 births each year between 1984 and 2003. As a result, the number of young children in the Village has been declining.

![Figure 1](image_url)

For a population, deaths are more steady and predictable than births. People die only once, whereas the number of children any woman will have in her lifetime may be variable. With advances in medicine and health practices, life expectancy has increased over time. In general, people are living longer and dying at older ages than at any point in history. As a result, the population of Wisconsin is aging, and in places with low birth rates (like Ashwaubenon) the age structure is growing particularly old.
General Population Trends

Summary Points

- Ashwaubenon’s population is growing, but at a much slower rate since 2000 than between 1990 and 2000.
- Village minority population was low in 2000, compared to Brown County, but growing at a relatively high rate of increase.
- The number of Hispanics and Asians grew particularly quickly between 1990 and 2000.
- Still, the number of non-Hispanic whites is increasing faster than any other race or ethnic group.
- For children under age 18, the number of non-Hispanic whites declined between 1990 and 2000, while the number of minority children increased. Decline in white children is due to low birth rates.
- Birth numbers have been low in Ashwaubenon in recent years, making the number of children who are currently under age 10 fewer than the number of young children in the past.
Age Structure

Because births, deaths, and migration rates vary with age, population change in a local area is largely related to the age structure of the population. For instance, women aged 25-34 are more likely to have babies than women over age 40. Similarly, older people are more likely to die than young adults, and young adults are more likely to migrate than families with children. This section examines the age structure of the population in the Village of Ashwaubenon in 2000, how the age structure has changed since 1990, and the estimated age structure in 2005. In addition, maps showing where people of different age groups live within the Village boundaries are included.

Population Pyramids

Figure 2 is an example of a population pyramid. Population pyramids are bar charts that show the number of people (or proportion of people) in each age group for a specific population. These charts are referred to as “pyramids” because historically they tend to have a pyramid-like shape with large numbers of children at the bottom of the pyramid and fewer and fewer older adults at the top, as people become increasingly likely to die as they grow older.

Figure 2 shows the proportion of people in each age group in 2000 for Brown County and for Ashwaubenon. Brown County is shown in yellow on the left side of the figure, and Ashwaubenon is shown in green on the right side.

As is typical, the oldest age groups at the top of the pyramid represent a smaller proportion of the population than the middle age groups. Yet, from ages 0-54 the shape is relatively even, with ages 35-44 representing the largest proportion of the population. Mostly, this is because of the large number of people in the Baby Boom generation (people born from 1946 to 1964), and because people are having fewer children today than they did in the past. In particular, the proportion of children under age 5 is low, especially in the Village of Ashwaubenon.
Age Structure

Figure 2

Age Structure, 2000

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Brown County</th>
<th>Ashwaubenon Village</th>
</tr>
</thead>
<tbody>
<tr>
<td>85+</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>80 to 84</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>75 to 79</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>70 to 74</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>65 to 69</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>60 to 64</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>55 to 59</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>50 to 54</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>45 to 49</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>40 to 44</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>35 to 39</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>30 to 34</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>25 to 29</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>20 to 24</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>15 to 19</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>10 to 14</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>5 to 9</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Under 5</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Proportion of People in each Age Group
Figure 3 shows that the “bulge” representing the Baby Boom generation was about 10 years younger in 1990 than it was in 2000. In addition, for Ashwaubenon in particular, the proportion of children under age 5 was much higher in 1990 than 2000, and the proportion of older adults and elderly was higher in 2000. This means that the balance of the population has been shifting from young to old in Ashwaubenon. By 2000, the older age groups outbalanced the younger age groups and children made up a smaller proportion of the population than in decades past.
In order to examine Ashwaubenon’s more recent age structure, the APL estimated 2005 age structure for the Village using data from Census 2000, birth data for the Village from the Wisconsin Department of Health and Family Services, Wisconsin death rates by age and sex (2003), and migration rates by age for the Village of Ashwaubenon (1995-2000) from the U.S. Census Bureau.

Figure 4 shows the resulting population pyramid showing changing age structure for Brown County and for Ashwaubenon between 2000 and 2005. In Figure 4, the yellow and green bars still represent 2000 age structure, while the hollow bars now represent estimated 2005 data.

In Ashwaubenon, between 2000 and 2005, the proportion of children under age 10 declined substantially and the proportion of older people continued to increase. This continues and accentuates the shifting balance in age structure from young to old that occurred between 1990 and 2000.
Tables 5 and 6 show population change by age for the period from 1990 to 2005 for the Village of Ashwaubenon and the Ashwaubenon School District.

<table>
<thead>
<tr>
<th>Age</th>
<th>Population Count</th>
<th>Population Change</th>
<th>Avg. Annual % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>1,130</td>
<td>1,013</td>
<td>1,017</td>
</tr>
<tr>
<td>5 to 9</td>
<td>1,258</td>
<td>1,254</td>
<td>1,005</td>
</tr>
<tr>
<td>10 to 14</td>
<td>1,231</td>
<td>1,327</td>
<td>1,519</td>
</tr>
<tr>
<td>15 to 19</td>
<td>1,215</td>
<td>1,300</td>
<td>1,475</td>
</tr>
<tr>
<td>20 to 24</td>
<td>1,335</td>
<td>1,180</td>
<td>1,294</td>
</tr>
<tr>
<td>25 to 29</td>
<td>1,618</td>
<td>1,194</td>
<td>1,328</td>
</tr>
<tr>
<td>30 to 34</td>
<td>1,472</td>
<td>1,230</td>
<td>1,546</td>
</tr>
<tr>
<td>35 to 39</td>
<td>1,483</td>
<td>1,497</td>
<td>1,456</td>
</tr>
<tr>
<td>40 to 44</td>
<td>1,302</td>
<td>1,531</td>
<td>1,777</td>
</tr>
<tr>
<td>45 to 49</td>
<td>1,124</td>
<td>1,352</td>
<td>1,645</td>
</tr>
<tr>
<td>50 to 54</td>
<td>884</td>
<td>1,190</td>
<td>1,453</td>
</tr>
<tr>
<td>55 to 59</td>
<td>674</td>
<td>889</td>
<td>1,284</td>
</tr>
<tr>
<td>60 to 64</td>
<td>445</td>
<td>724</td>
<td>879</td>
</tr>
<tr>
<td>65 to 69</td>
<td>340</td>
<td>540</td>
<td>712</td>
</tr>
<tr>
<td>70 to 74</td>
<td>247</td>
<td>408</td>
<td>524</td>
</tr>
<tr>
<td>75 to 79</td>
<td>193</td>
<td>331</td>
<td>410</td>
</tr>
<tr>
<td>80 to 84</td>
<td>167</td>
<td>258</td>
<td>336</td>
</tr>
<tr>
<td>85 plus</td>
<td>258</td>
<td>413</td>
<td>482</td>
</tr>
<tr>
<td>Total population</td>
<td>16,376</td>
<td>17,631</td>
<td>20,142</td>
</tr>
</tbody>
</table>

* 2005 data are estimated based on Census 2000, births in the Village, and assumed death and migration rates

Between 1990 and 2000, the number of children under age 10 declined by 121, and the number of young adults (age 20-34) declined by 821. All other age groups increased in population between 1990 and 2000.

Between 2000 and the 2005 estimate, the number of children under age 10 declined by an additional 245 (the 5-9 year age group declined by 249, while the number of children under age 5 grew by 4). In
part because the children of the Baby Boomers (sometimes known as the Boomlet) are beginning to enter adulthood, the number of young adults in the Village increased by 564 people, whereas this age group had declined between 1990 and 2000.

Table 6 is similar to Table 5, but it focuses on specific age groups and only includes people living in those areas of the Village that fall within the Ashwaubenon School District.

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of People</th>
<th>Population Change</th>
<th>Percent Change</th>
<th>Avg. Annual % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>1,121</td>
<td>1,005</td>
<td>1,008</td>
<td>-116</td>
</tr>
<tr>
<td>5 to 9</td>
<td>1,244</td>
<td>1,240</td>
<td>997</td>
<td>-4</td>
</tr>
<tr>
<td>10 to 14</td>
<td>1,201</td>
<td>1,295</td>
<td>1,502</td>
<td>94</td>
</tr>
<tr>
<td>15 to 19</td>
<td>1,196</td>
<td>1,280</td>
<td>1,440</td>
<td>84</td>
</tr>
<tr>
<td>20 to 54</td>
<td>9,101</td>
<td>9,045</td>
<td>10,373</td>
<td>-56</td>
</tr>
<tr>
<td>55 to 74</td>
<td>1,677</td>
<td>2,520</td>
<td>3,323</td>
<td>843</td>
</tr>
<tr>
<td>75 and over</td>
<td>611</td>
<td>991</td>
<td>1,214</td>
<td>380</td>
</tr>
<tr>
<td>Total population</td>
<td>16,152</td>
<td>17,376</td>
<td>19,855</td>
<td>1,224</td>
</tr>
</tbody>
</table>

MAP SERIES

The age structure of the population varies between places and even within Village boundaries. The APL created a series of maps showing estimated 2005 age by block for the Village of Ashwaubenon. The maps that follow allow for the distinction of different areas of the Village by age. Teenagers and people age 55 to 74 tend to live in the northwest part of the Village in the Sherwood Forest area and in the southwest part of the Village near Waterford Park. Younger children are concentrated in one block in the north central part of the Village near Willard Drive, and also just southwest of the intersection between State Road 172 and Highway 41 near Viking Drive.
Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon

Age Structure

2005 Estimated Population Under 5 by Block

People Under Age 5 (2005)
- 36 - 40
- 20 - 26
- 14 - 19
- 9 - 13
- 5 - 8
- 1 - 4
- 0

Breakdown of Population Distribution

Ancillary Information
- Ashwaubenon School District
- Village of Ashwaubenon

(People under age 5 per Block)
Age Structure

Ashwaubenon 2005 Estimated Population 5-14 by Block

People Age 5-14 (2005)

- 78
- 35 - 51
- 22 - 33
- 14 - 21
- 9 - 13
- 1 - 8
- 0

Ancillary Information

- Ashwaubenon School District
- Village of Ashwaubenon

Breakdown of Population Distribution

(People age 5-14 per Block)
Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon

2005 Estimated Population 15-19 by Block

Breakdown of Population Distribution

People Age 15-19 (2005)

- 26 - 31
- 19 - 22
- 16 - 18
- 10 - 14
- 6 - 9
- 1 - 4
- 0

Ancillary Information
- Ashwaubenon School District
- Village of Ashwaubenon

Age Structure
Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon

Breakdown of Population Distribution

People Age 20-54 (2005)

- 528
- 156 - 234
- 88 - 142
- 54 - 82
- 32 - 51
- 1 - 31
- 0

Ancillary Information

- Ashwaubenon School District
- Village of Ashwaubenon

2005 Estimated Population 20-54 by Block

Age Structure
Age Structure

Ashwaubenon

2005 Estimated Population 55-74 by Block

People Age 55-74 (2005)
- 69 - 70
- 36 - 45
- 25 - 33
- 17 - 24
- 10 - 16
- 1 - 9
- 0

Ancillary Information
- Ashwaubenon School District
- Village of Ashwaubenon
Age Structure

Ashwaubenon

2005 Estimated Population Over 75 by Block

Breakdown of Population Distribution

People Age 75 and Over (2005)
- 248 - 4 - 7
- 92 - 128 - 1 - 3
- 40
- 8 - 17

Ancillary Information
- Ashwaubenon School District
- Village of Ashwaubenon

Ashwaubenon

26 Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon
Summary Points

- Ashwaubenon’s population has been shifting from young to old.
- Population aging is due to Baby Boomers growing older and aging in place, and to relatively few young children in the population.
- Number of children under age 10 has declined significantly between 1990 and 2005.
- In 1990, number of children under age 5 was relatively high (children of Baby Boomers); yet, in 2005, these same children have become teenagers and the younger children who replaced them have been much smaller in number.
Migration into and out of the Village of Ashwaubenon impacts the population structure of the Village, as well as the number of children who enroll in the school district. Most of the data presented here come from a question on the Census 2000 form which asks where respondents lived five years ago (i.e. in 1995).

NET MIGRATION, 1995-2000

Table 7 shows the proportion of residents in 2000 who changed residences between 1995 and 2000. Over half of Ashwaubenon residents did not live in the same house in 2000 as they did in 1995, and almost 15% of the Ashwaubenon population had moved into the Village from another County.

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Population age 5 and over, 2000</th>
<th>% Living in the Same House</th>
<th>% Moved in from Different County</th>
<th>% Moved in from Different State</th>
<th>% Moved in from outside Midwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Ashwaubenon</td>
<td>16,621</td>
<td>56%</td>
<td>14%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Village of Allouez</td>
<td>14,651</td>
<td>60%</td>
<td>13%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>City of De Pere</td>
<td>19,173</td>
<td>49%</td>
<td>21%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>City of Green Bay</td>
<td>94,983</td>
<td>49%</td>
<td>17%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Town of Hobart</td>
<td>4,759</td>
<td>65%</td>
<td>12%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Lawrence</td>
<td>1,412</td>
<td>59%</td>
<td>11%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Brown County</td>
<td>211,086</td>
<td>53%</td>
<td>16%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Overall, between 1995 and 2000, an estimated 5,276 people moved into the Village and 2,079 people moved away from the Village. This means that the Village gained about 3,197 net migrants over the five year period. Almost all of the in-migrants (94%) came from other Wisconsin municipalities, 70% of the total number of in-migrants to Ashwaubenon came from another municipality in Brown County, while 57% came from the City of Green Bay alone.

Knowing some basic characteristics of migrants can help in understanding how migration might be impacting the social and economic structure of the Village. The next few pages (Figures 5-9) examine the age, race/ethnicity, household type, and household income of Ashwaubenon migrants between 1995 and 2000.
AGE OF MIGRANTS

Figure 5 shows in-migration, out-migration, and net migration (Net = In – Out) rates for the Village by age. At all age groups, in-migration rates are higher than out-migration, meaning that Ashwaubenon experienced population gain due to migration for all age groups. The highest net migration rates (shown as black dashed line) occurred for the elderly (90% of people age 85 and older were net in-migrants) and for adults aged 25 to 29 in 2000 (23% of whom were net in-migrants). In-migration of the elderly is likely due to senior care facilities located in the Village.

The majority of young adult in-migrants moved into apartments just southwest of the intersection between State Road 172 and Highway 41 near Viking Drive. In general, Ashwaubenon adults age 25 to 29 in 2000, tended to live in apartment buildings in this area, near the Concordia University Green Bay Center which offers an evening MBA program. Also in the area are branches of Viterbo College, Lakeland College, and the Wisconsin College of Cosmetology. Although the majority of these young
adults were single with no children in 2000 (77%) and only 13% of all households in this area had any children under 18, this age group will be increasingly likely to marry and have children over the next few years. If young adults continue to in-migrate to Ashwaubenon and if they remain in the Village into their thirties, this age group may help to boost the number of births in Ashwaubenon in the coming years.

**RACE AND ETHNICITY**

The next two figures show the race and ethnicity of migrants in Ashwaubenon. Figure 6 shows the proportion of people who were in-migrants, out-migrants, and net migrants by race/ethnicity. For example, about 18% of Asians were in-migrants, about 22% of Asians were out-migrants, and about 4% of Asians were net out-migrants. This means that the Village experienced a loss of Asian people due to migration between 1995 and 2000. The Village experienced net gains due to migration of non-Hispanic Whites (21%) and Hispanics (12%).
Figure 7 breaks the total number of in-migrants, out-migrants, and net migrants into racial and ethnic groups. Non-Hispanic whites made up the vast majority of all three migrant groups. The Village of Ashwaubenon experienced a slim net out-migration of Blacks, Asians, and Other or Mixed race and ethnic groups. Yet, the Village experienced overall population gain in these race/ethnic groups. This means that the population gain for these populations occurred because of their relatively high birth rates, and is not due to migration.

**HOUSEHOLD TYPE**

The makeup of households migrating into and out-of the district might determine, in part, how migration trends impact school district enrollment. For instance, if in-migrating households are families with children and out-migrating households do not have children, then we would expect migration to increase school district enrollment, and vice versa.

Figure 8 shows the proportion of household types who were in-migrants, out-migrants, and non-migrants (stayers) between 1995 and 2000. Most families with at least one child were stayers (living in
the Village in both 1995 and 2000), and more than twice as many families with children in-migrated to Ashwaubenon as left the Village between 1995 and 2000. For families with no children, almost all were stayers and only a small proportion out-migrated. The majority of non-family residents, on the other hand, were recent in-migrants, with relatively few non-family residents living in the Village in 1995. While people living in non-family households made up only 14% of the 2000 population, they accounted for 33% of all in-migrants.

Overall, it is promising to see net in-migration of families with children. Still, the lack of out-migration of families without children (many of whom are “empty nesters” whose children who have already moved through the school district) suggests that people are aging in place and that opportunities for new families to move into the Village may be few due to a general lack of turnover. High in-migration rates of non-families are related to the high in-migration rates of young adults age 25 to 29 discussed previously. These people are most likely renters and do not depend on housing turnover in order to in-migrate. The disproportionate in-migration of non-families is also important because it indicates that the overall distribution of household types in Ashwaubenon is changing to include more non-family households.
Figure 9 describes migrants by their household income in 1999. Median household income for the United States as a whole in 1999 was about $42,000. Net migrants to Ashwaubenon tended to have either middle range ($25,000 to $49,999) or high ($75,000 or more) incomes. These two groups each made up about 29% of all net migrants. Because there are relatively few high income households in the population, it is worth noting that this group was disproportionally represented in the number of net migrants to Ashwaubenon.

In sum, examining characteristics of migrants leads to some promising conclusions, with respect to school district enrollment. First, Ashwaubenon attracted net in-migrants of all ages, including families with children and young adults, between 1995 and 2000. If similar age-specific migration rates continue, the school district might expect to see some leveling off of the declining enrollment it is currently experiencing. Similarly, families with children made up 55% of all net migrants to the Village, suggesting that migration trends are bringing increasing numbers of kids to the school district area.
In addition, the migrant characteristics tell us that Ashwaubenon is mostly attracting relatively high income and White families. Although Ashwaubenon is becoming increasingly racially and ethnically diverse, Whites still made up about 99% of all net in-migrants.

**Summary Points**

- Ashwaubenon experienced net in-migration between 1995 and 2000, increasing by over 3,000 residents due to migration.
- Almost all in-migrants came from Wisconsin. 70% moved from another municipality within Brown County, and 57% moved from the City of Green Bay.
- The Village experienced net in-migration at all age groups, with little out-migration at any age.
- Net migration rates were highest for the oldest adults (85 and over) and young adults 25 to 29.
- Ashwaubenon experienced net in-migration of families with children.
- Families with no children were likely to stay through the time period, and few out-migrated.
- Most residents of Ashwaubenon’s non-family households were recent in-migrants, shifting the overall distribution of household type in the Village toward a rising number of non-families.
- Households with middle range and high-end incomes made up the majority of net migrants to Ashwaubenon.
- Ashwaubenon had a disproportionate number of households with income in 1999 of over $75,000 as net migrants into the Village.
- In all, migration may be shifting some characteristics of Ashwaubenon’s total population including: increasing the number of elderly and single young adults, increasing the Hispanic population, increasing the number of non-family households, and increasing household income.
- In sum, migration may affect school enrollment by bringing in some families with children; yet the general lack of out-migration and the lack of out-migration of family households with no children (often “empty-nesters” whose children have grown) may leave little room for population turnover.

(Footnotes)

1 Migration data are from the U.S. Census Bureau MCD Migration Flow Files, 2000.
Housing & Turnover

This section describes recent trends in housing in the Village of Ashwaubenon, using data from Census 2000 and sales of homes in Ashwaubenon, Wisconsin, and the Midwest Region overall. The section includes tables and maps showing the number of housing units, home ownership, households with children, year of occupancy, recent mobility, housing value, and the propensity for housing to turnover and be occupied by families with children.

HOUSING & HOUSEHOLD CHARACTERISTICS

For planning purposes, it is helpful to know how characteristics of housing stock vary across space. The next few maps show the number of housing units, the percent of homes that are owner-occupied, and the percent of households with children under age 18, at the block level. Looking at this small geographic unit (the Census Block, similar to a city block in size) allows for a detailed examination of how housing is distributed across the Village.

Housing units are most dense in blocks near Highway 41, where multi-family and rental housing is relatively prominent. Overall, most people in Ashwaubenon (61%) own their homes. Home ownership is most prevalent in the western part of the Village.

The third map in this series shows the percent of all households with children under 18 by Census block. Households with children are most concentrated in the northwest part of the Village around the Sherwood Forest area and in the geographic center of the Village around Thunderbyrd Court and Lumber Lane.
Housing & Turnover

Ashwaubenon

2000 Housing Distribution

Number of Housing Units

- 320-402
- 128-176
- 77-103
- 36-60

Breakdown of Housing Distribution by Block*

- 21-35
- 1-20
- 0

Ancillary Information

- Ashwaubenon School District
- Village of Ashwaubenon

Source: United States Census Bureau 2000

*Excludes 144 Blocks with no Housing Units
Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon

Housing & Turnover

Ashwaubenon

Home Ownership

Percent Home Ownership

- 96-100%
- 89-96%
- 78-88%
- 62-77%
- 41-60%
- 1-38%
- 0%

Breakdown of Percent Home Ownership*

<table>
<thead>
<tr>
<th>Percent Home Ownership per Block</th>
<th>Number in Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-38%</td>
<td>18</td>
</tr>
<tr>
<td>41-60%</td>
<td>22</td>
</tr>
<tr>
<td>62-77%</td>
<td>20</td>
</tr>
<tr>
<td>78-88%</td>
<td>26</td>
</tr>
<tr>
<td>89-96%</td>
<td>37</td>
</tr>
<tr>
<td>96-100%</td>
<td>108</td>
</tr>
</tbody>
</table>

*Excludes 153 Blocks with 0% Home Ownership

Ancillary Information

- Ashwaubenon School District
- Village of Ashwaubenon

Source: United States Census Bureau 2000

Ashwaubenon School District

Source: United States Census Bureau 2000

ApPLIED

0

OPULATION,

ABORATORY

0 0.5 1 Miles

0 20 40 60 80 100 120

(Percent Home Ownership per Block)
Housing & Turnover

Ashwaubenon

Households with Children

Percent Households with Children Under 18

- 51 - 100%
- 37 - 50%
- 26 - 36%
- 17 - 26%
- 9 - 16%
- 7 - 9%
- 0

Ancillary Information

- Ashwaubenon School District
- Village of Ashwaubenon

Source: United States Census Bureau 2000

Breakdown of Households with Children Under 18 by Block*

(Number in Class)

*(Percent of Household with Children Under 18 per Block) &Excludes 165 Blocks with 0 Households with Children Under 18
Housing turnover occurs when a housing unit changes occupancy from one household to the next. Although, some housing turnover takes place when people change homes within the same community, about 69% of all the moves in Ashwaubenon between 1995 and 2000 involved people moving to Ashwaubenon from other municipalities. Housing turnover is particularly important in bringing new residents into areas where there is little remaining land for new residential development (like Ashwaubenon).

Housing turnover is a special concern for Ashwaubenon because the current population of the Village is aging rapidly, and without new and younger in-migrants, school enrollment will likely continue to decline. Housing turnover and migration are closely related to the age structure of the population. Without turnover, people tend to age in place, growing older in the same home in which they raised their children. When housing turnover is more prevalent, younger families tend to move in to replace aging empty-nesters.

One reason for declining school enrollment is that housing turnover is low in Ashwaubenon. Tables 8 and 9 examine housing sales between June 1999 and December 31, 2004. Table 8 compares the proportion of all existing housing units that were sold each year in the Village of Ashwaubenon to the proportion sold in the state of Wisconsin and the Midwest Region. According to Village records, 1,151 parcels changed ownership over the time period. This amounts to a housing turnover rate of about 3% each year. In comparison to other areas, sales of existing homes (or housing turnover) have been low in Ashwaubenon over the last few years, occurring at less than half the rate of the state of Wisconsin in 2003 and 2004. Table 9 includes the median sale price and year built for homes sold in Ashwaubenon each year between 2000 and 2004. The median sale price for Ashwaubenon parcels increased by over $20,000 during the period.

<table>
<thead>
<tr>
<th>Year</th>
<th>Village of Ashwaubenon Sales</th>
<th>Percent of Homes Sold Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Ashwaubenon</td>
</tr>
<tr>
<td>2000</td>
<td>227</td>
<td>3%</td>
</tr>
<tr>
<td>2001</td>
<td>198</td>
<td>3%</td>
</tr>
<tr>
<td>2002</td>
<td>194</td>
<td>3%</td>
</tr>
<tr>
<td>2003</td>
<td>228</td>
<td>3%</td>
</tr>
<tr>
<td>2004</td>
<td>248</td>
<td>3%</td>
</tr>
</tbody>
</table>
Most home-owners in Ashwaubenon have been living in their home since at least 1989. Of home-owners aged 45 and older in 2000, 70% moved into their current home before 1990 and 50% moved in before 1980. Overall, many households in Ashwaubenon moved into the Village in the 1960s and 1970s when 60% of all owner occupied homes in the Village were constructed. For the most part, they have chosen to remain in the Village and age in place.

The map on the next page shows how the median year that homeowners moved into their current housing unit varies across the Village. In general, the most recently settled areas of the Village are on the south and east sides, while most homes in the area surrounding Lambeau Field have been occupied by their current owner for 20 years or more.

When will housing start to turn over in Ashwaubenon?

In terms of predicting future school district enrollment and the future age structure of the population in the Village, this is the golden question and it is not easily answered. Several factors that are difficult to predict affect housing turnover. These include demand and supply variables like attractiveness to young families (demand) and the propensity for current residents to vacate homes (supply), in addition to more elusive variables determined by housing market conditions and the individual preferences of homeowners. This section addresses some demand and supply components of housing turnover and summarizes how these factors (taken together) might impact rates of housing turnover in the Village in the coming years.
Housing & Turnover

Median Year of Occupancy for Homeowners by Block Group

**Ashwaubenon**

- **Median Year of Occupancy**
  - 1996
  - 1992
  - 1991
  - 1990
  - 1987
  - 1984
  - 1980
  - 1979

**Ancillary Information**
- Ashwaubenon School District
- Village of Ashwaubenon

**Breakdown of Median Year of Housing Unit Occupancy**

Source: United States Census Bureau 2000
Demand: Attracting Young Families

In order for housing to turnover to more young families living in Ashwaubenon, young families must be attracted to the Village as a place of residence. Although it is difficult to determine the unique preferences of young families in looking for a place of residence, factors that tend to be important include: quality of life, municipal services, employment opportunities, and housing values and options.

QUALITY OF LIFE

Ashwaubenon is known for its high quality school system, its retail, its attractions (like Lambeau Field and the Resch Center), and its nice residential neighborhoods. All of these factors promote a high quality of life in the Village that young families should find attractive. Current plans for a Pedestrian Boulevard and possible redevelopment along the Fox Riverfront should only improve quality of life in the Village.

MUNICIPAL SERVICES

Potential in-migrants might consider the level of municipal services provided for their tax dollar when choosing a place to live. Ashwaubenon’s local taxes are low in comparison with surrounding communities, and the Village’s finances are very stable. In addition, Ashwaubenon is known for having quick and efficient snow removal, world-class schools, and an abundance of parks and recreation opportunities.

EMPLOYMENT OPPORTUNITIES

Employment opportunities in Ashwaubenon stem from a diverse economy and general population and economic growth in the Fox Valley and Green Bay metropolitan areas. Economically, the Village is highly diverse with retail, manufacturing, services, transportation, and tourism all serving as important industries. Ashwaubenon serves as the retail center of Brown County and is expected to see continued economic growth in retail, hospitality, and food and beverage services over the next several years with new big box development and redevelopment expected along Highway 41 and additional retail redevelopment expected with the creation of the planned Pedestrian Boulevard. In addition, the Fox Valley metropolitan Region has enjoyed high rates of job creation and population growth in recent years. While high tech employment remains relatively sparse in the Green Bay area, traditional industries (with the exception of the paper industry) have been very successful over the last ten to fifteen years (personal communication with Paul Ehrfurth, VP of economic development for the Green Bay Area Chamber of Commerce).
Young families should be attracted by many employment opportunities in Ashwaubenon and in the Green Bay area. Yet, new jobs are likely to be predominantly in the retail, food and beverage, tourism, and/or manufacturing industries. High tech, professional jobs, on the other hand, are relatively sparse in the area. Overall, this may mean that young professional families may not find higher-end employment in the Green Bay area and subsequently, they may be priced out of housing in Ashwaubenon, where high demand and low vacancy rates tend to inflate housing values for single family homes.

**HOUSING VALUES & OPTIONS**

Young families need housing that is both affordable and can accommodate children. Housing is in high demand in Ashwaubenon and vacancy rates are low—less than 2% of all housing units in the Village were vacant at Census 2000, compared to more than 10% for the state of Wisconsin. Housing values and prices for single family homes are relatively high in Ashwaubenon and may price some young families out of the Ashwaubenon housing market. Ashwaubenon’s rental housing may prove more affordable to young families, but the Village has very little rental housing with at least three bedrooms, making renting less of an option for families with children.

In general, young families have lower incomes and occupy less expensive housing than families with older, more established householders. Table 10 shows average housing values and household income by age of householder in Ashwaubenon, Brown County, and Wisconsin. Housing values and incomes tend to be low for householders under age 35 and over age 65, reaching a peak at ages 45-54. In Ashwaubenon, housing values are relatively high for younger householders (under age 35) when compared to Brown County and Wisconsin. Consequently, home ownership rates for householders age 25-34 (young family-age) are substantially lower in Ashwaubenon (33% homeownership) than in Brown County (48% homeownership). This may be due to a general lack of more affordable owner occupied housing units in Ashwaubenon.

<table>
<thead>
<tr>
<th>Age of Householder</th>
<th>Ashwaubenon</th>
<th>Brown County</th>
<th>Wisconsin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Avg Value</td>
<td>Med Income</td>
</tr>
<tr>
<td>15 to 24 years</td>
<td>14</td>
<td>$101,786</td>
<td>$25,838</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>409</td>
<td>$114,071</td>
<td>$41,322</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>1,228</td>
<td>$139,212</td>
<td>$64,621</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>1,132</td>
<td>$146,217</td>
<td>$68,988</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>790</td>
<td>$118,345</td>
<td>$53,468</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>513</td>
<td>$116,014</td>
<td>$31,554</td>
</tr>
<tr>
<td>75 years and over</td>
<td>287</td>
<td>$99,643</td>
<td>$20,144</td>
</tr>
</tbody>
</table>

Table 10: Owner Occupied Housing Value and Household Income
Housing & Turnover

The median value of Ashwaubenon’s owner occupied housing stock is higher than both Brown County and the state of Wisconsin. Table 11 shows that Ashwaubenon’s median value was over $5,000 higher than Brown County’s in 2000 and almost $10,000 higher than the state of Wisconsin.

Even more importantly in terms of attracting young families into the Village, Ashwaubenon lacks lower-end owner occupied housing. In fact, 75% of Ashwaubenon’s owner occupied housing was valued at over $103,000 in 2000. The 50% range column in Table 11 notes the inter-quartile range of housing values, meaning that only 25% of all owner occupied units fall below (and 25% fall above) the value range. In comparison to Brown County and Wisconsin, Ashwaubenon’s housing values are more clustered together with relatively few low- or high-end housing units.

Table 11
Owner Occupied Housing Units at Census 2000

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Median Value</th>
<th>50% Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashwaubenon</td>
<td>4,121</td>
<td>$121,300</td>
<td>$103,100 to $147,000</td>
</tr>
<tr>
<td>Brown County</td>
<td>49,926</td>
<td>$116,100</td>
<td>$89,600 to $152,900</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1,122,467</td>
<td>$112,200</td>
<td>$81,400 to $156,500</td>
</tr>
</tbody>
</table>

Overall, young families are most likely attracted to the Village for quality of life reasons and for the good municipal services; but because of limited housing options in the Village and a general lack of affordable owner occupied homes, young families may not be able to afford purchasing a home in Ashwaubenon.
Supply: Tenure & Age

Housing Tenure

Whether householders own their home or rent is one of the most important factors in determining how likely they are to move. In Brown County between 1995 and 2000, 78% of renters changed houses, while only 38% of homeowners moved.

In Ashwaubenon, about 61% of householders own their homes. Table 12 shows homeownership rates of the population by age in Ashwaubenon, Brown County, and Wisconsin. In Ashwaubenon, 76% of householders over age 45 owned their home, while only 33% of householders age 25-34 owned their home. In general, ownership rates are relatively low in Ashwaubenon, but especially for young householders.

While rental units are significantly more likely to turnover than owner occupied homes, rental turnover is less likely to bring increasing numbers of young families to Ashwaubenon. First, renting households are less likely to have children. In Ashwaubenon, 41% of homeowners have children in the household, where only 23% of renters have any children. Second, Ashwaubenon lacks rental units to support families. In 2000, there were only 260 rental units in the Village with at least three bedrooms. For these reasons, turnover of owner occupied housing units is the most likely way to attract new young families into the Village of Ashwaubenon, unless the Village pursues new family-style rental or other affordable housing options.

<table>
<thead>
<tr>
<th>Age of Householder</th>
<th>Ashwaubenon Owners</th>
<th>Ashwaubenon % owners</th>
<th>Brown County Owners</th>
<th>Brown County % owners</th>
<th>Wisconsin Owners</th>
<th>Wisconsin % owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 to 24 years</td>
<td>13</td>
<td>2%</td>
<td>618</td>
<td>11%</td>
<td>16,241</td>
<td>13%</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>461</td>
<td>33%</td>
<td>8,010</td>
<td>47%</td>
<td>173,070</td>
<td>49%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>1,199</td>
<td>70%</td>
<td>15,388</td>
<td>71%</td>
<td>344,208</td>
<td>72%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>1,144</td>
<td>78%</td>
<td>13,656</td>
<td>79%</td>
<td>333,743</td>
<td>80%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>803</td>
<td>85%</td>
<td>8,253</td>
<td>81%</td>
<td>222,594</td>
<td>83%</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>489</td>
<td>84%</td>
<td>6,121</td>
<td>80%</td>
<td>182,127</td>
<td>82%</td>
</tr>
<tr>
<td>75 to 84 years</td>
<td>203</td>
<td>62%</td>
<td>4,006</td>
<td>68%</td>
<td>122,576</td>
<td>72%</td>
</tr>
<tr>
<td>85 years and over</td>
<td>35</td>
<td>22%</td>
<td>1,046</td>
<td>54%</td>
<td>31,802</td>
<td>58%</td>
</tr>
</tbody>
</table>
Age, Death, and Mobility Rates of Homeowners

The age structure of the population impacts the propensity for housing turnover to occur. Householders vacate their homes making room for new in-migrants through either death or mobility (moving houses). Death rates and mobility rates vary dramatically by age. Subsequently, housing becomes more likely to turn over when householders are at ages when they are more likely to die or to move.

The map on the following page shows the number of homeowners who were age 75 or older in 2000, at the block level. These homeowners are concentrated in a group of blocks just south of Lambeau Field in the area of the planned Pedestrian Boulevard. By 2005, these homeowners (if they remain in their home) will be aged 80 or older, making them increasingly likely to either die or move to a residential care facility in the next few years.
Housing & Turnover

Ashwaubenon

Homeowners Over Age 75

Number of Homeowners Age 75 or Older at Census 2000

<table>
<thead>
<tr>
<th>Number in Class</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number in Class</td>
<td>36</td>
<td>19</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Breakdown of Householders Age 75 or Older*

* Excludes 254 Blocks with no Householders Over Age 75

Ancillary Information

- Ashwaubenon School District
- Village of Ashwaubenon

Source: United States Census Bureau 2000

Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon
Table 13 begins to examine how death and mobility might impact housing turnover in Ashwaubenon in the next few years. This table must be thought of as a hypothetical situation—it cannot be assumed to be an accurate prediction because of the many additional factors that impact housing turnover that the table does not consider. The numbers shown here are only approximations of how death and mobility may contribute to sales of housing units between 2005 and 2010.

First, estimates of the age structure of Ashwaubenon homeowners in 2005 are made, using data from Census 2000 and aging homeowners 5 years while making some reasonable assumptions about migration and death rates by age. Second, 2003 death rates for Wisconsinites by age are applied to the estimate of householders in 2005 to generate an approximate number of expected housing sales that might occur due to death of householder between 2005 and 2010. Next, mobility rates for Brown County homeowners by age are applied to the estimate of 2005 homeowners to generate an approximate number of expected housing sales that might occur due to mobility of householders between 2005 and 2010. Finally, we add together the expected sales due to death and mobility to figure the total approximate number of existing housing sales between 2005 and 2010 and the average number of potential sales each year (annually) during the time period.

This kind of methodology can provide a general idea of whether or not housing turnover may increase in the near future, but because the housing market is subject to a variety of additional factors, it cannot be very reliable. According to this line of thought, housing turnover might increase over the next five years from an average of 219 sales per year between 2000 and 2004 to an average of 287 sales per year between 2005 and 2010.

Table 13
Homeowners by Age and Propensity to Vacate Home
Village of Ashwaubenon

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>15 to 24 years</td>
<td>13</td>
<td>16</td>
<td>.004</td>
<td>.232</td>
<td>12</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>461</td>
<td>322</td>
<td>.004</td>
<td>.155</td>
<td>185</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>1,199</td>
<td>949</td>
<td>.008</td>
<td>.078</td>
<td>315</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>1,144</td>
<td>1,172</td>
<td>.017</td>
<td>.041</td>
<td>223</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>803</td>
<td>974</td>
<td>.041</td>
<td>.041</td>
<td>225</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>489</td>
<td>695</td>
<td>.103</td>
<td>.041</td>
<td>204</td>
</tr>
<tr>
<td>75 to 84 years</td>
<td>203</td>
<td>248</td>
<td>.267</td>
<td>.111</td>
<td>177</td>
</tr>
<tr>
<td>85 years and over</td>
<td>35</td>
<td>41</td>
<td>.819</td>
<td>.590</td>
<td>70</td>
</tr>
<tr>
<td>Total</td>
<td>4,347</td>
<td>4,416</td>
<td>.158</td>
<td>.161</td>
<td>1,437</td>
</tr>
</tbody>
</table>

48 Ashwaubenon in Perspective: Population and Housing Trends in the Village of Ashwaubenon
Additional factors may increase or decrease the amount of housing turnover in the Village over the next several years. Variables such as: changing housing markets and interest rates, the economy, individual preferences of homeowners, and any number of other unforeseen occurrences might change the nature of housing turnover in Ashwaubenon in the next few years. In addition, Village redevelopment plans might impact the character of housing turnover in Ashwaubenon.

**Combining Demand and Supply**

Although the supply of housing units may increase in the next few years due to an increasing amount of housing turnover, the type of people who move into these homes will determine how school enrollment is affected. For instance, if families with no children move into the homes, school enrollment will not increase due to increased turnover. On the other hand, if families with children move into a substantial number of owner-occupied homes, school enrollment might start to rebound over the next few years.

Table 14 examines the potential number of children who might inhabit owner occupied homes that may turnover between 2005 and 2010 in Ashwaubenon. We calculate the number of potential new households who may move into the Village between 2005-2010 using the potential sales estimate calculated in Table 13 and applying net migration rates by household type (1995-2000 rates). Next, we multiply the average number of children per household (in Ashwaubenon households that are families with children, Census 2000) times the potential new households to calculate the potential number of new children who may move into Ashwaubenon due to housing turnover.

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Net Migration Rates</th>
<th>Potential New Households</th>
<th>Avg. Kids per Household</th>
<th>Potential Number of New Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># Migrants % of Total</td>
<td>2005-2010 Annually</td>
<td>Census 2000</td>
<td>2005-2010 Annually</td>
</tr>
<tr>
<td>Families with Child(ren)</td>
<td>1,830 55.0%</td>
<td>790</td>
<td>158</td>
<td>1.84</td>
</tr>
<tr>
<td>Families with no Children</td>
<td>350 10.5%</td>
<td>151</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Non-Family</td>
<td>1,150 34.5%</td>
<td>496</td>
<td>99</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>3,330 100.0%</td>
<td>1,437</td>
<td>287</td>
<td>n/a</td>
</tr>
</tbody>
</table>

* Children (kids) range in age from 0 to 18 years.

According to this method, Ashwaubenon may gain a net of about 291 children each year over the next five years due to in-migration of families with children into existing owner occupied homes. This compares to 222 new children each year who are estimated to have moved into existing owner-
occupied housing units in Ashwaubenon between 2000 and 2005 (2000-2005 estimate was calculated using the same methodology as used to calculate potential new children 2005-2010).

It is important to consider that although Ashwaubenon is estimated to have gained children due to net in-migration of families with children into the Village between 2000 and 2005, the school district experienced declining enrollment. This is because the base number of children in younger age cohorts in 2000 and 2005 was significantly smaller than past cohorts (see pages 13-18 on age structure). Therefore, despite having net in-migration of children, the migration was not significant enough to make up for the already small cohorts of existing children and enrollment still declined.

Summary Points

- Housing turnover is low in Ashwaubenon (3.3%) compared to Brown County (7.6%) and Wisconsin (5.5%).
- Ashwaubenon has attractive quality of life features (schools, parks and recreation, attractions, retail) and municipal services.
- Employment in the area has been growing and is likely to continue to increase, but most new job creation is in relatively low paying sectors such as: retail, food and beverage, and tourism.
- Vacancy rates are very low in Ashwaubenon and housing prices are relatively high. There is little affordable owner-occupied housing in the Village.
- Few rental housing units have 3 or more bedrooms in Ashwaubenon, making renting in Ashwaubenon a less attractive option for families with children.
- Young families may be attracted to the Village for quality of life reasons, but because of limited housing options in the Village and a general lack of affordable owner-occupied homes, young families may not be able to afford to live in Ashwaubenon.
- Most householders in Ashwaubenon (61%) own their homes, yet ownership rates are low in comparison to Brown County and the state of Wisconsin and particularly low for householders age 25-34 (young family age).
- Homeowners are more likely to have children than renters and less likely to out-migrate.
- Housing turnover depends on a number of factors that are difficult to determine and predict, and in the end, it is determined by the individual preferences of homeowners.
- By examining homeowners by age and their death and mobility rates, it is possible to get a general idea of the potential number of housing units that will turnover in the next few years.
- According to this reasoning, housing turnover may increase between 2005 and 2010.
- Housing turnover may increase in the coming years, but that does not necessarily mean that young families will occupy the vacated homes.
Out of a projected 287 homes that may turnover each year between 2005 and 2010, an estimated 158 of them may be occupied by families with children. On average, Ashwaubenon families with children have 1.84 children per household, meaning that an estimated 291 new children may move into existing owner-occupied housing units that turnover 2005-2010.

Despite in-migration of children to Ashwaubenon, the number of children in the Village overall and school district enrollment may still decline, due to low numbers of births in the Village in recent years and corresponding small cohorts of young children living in the Village.

In sum, future school enrollment is primarily dependent upon the size of the incoming age cohorts to the school system and the retention rate of those students as they move through the school system. In general, the retention rate of Ashwaubenon students has been stable, once they are enrolled in the school district. It is the relatively small size of incoming cohorts that has led to declining enrollments over the last few years. The size of incoming cohorts is determined by a combination of births in the district area and net migration of children into the area. Birth numbers in Ashwaubenon having been declining over the last several years, and net in-migration of children has not been fast enough to alleviate declining birth numbers. Consequently, the number of Kindergarteners enrolling in the district has been declining over the last several years.

Overall, the information provided in this report suggests that incoming elementary-age cohorts of children to the Ashwaubenon School District may be similar to or slightly larger than the elementary-age cohorts of the recent past. Two key pieces of information lead to this presumption. First, the existing number of children under age 5 in 2005 is very similar to the number of children currently at elementary age (age 5-9). Second, net in-migration of children into existing owner occupied housing units is likely to increase over the next 5 years, adding to the number of children already attending (or waiting to attend if under age 5) Ashwaubenon School District schools.

This report supplements the school enrollment projections provided in the school enrollment projection report completed by the Applied Population Lab earlier this year. The projections suggested that enrollment in the Ashwaubenon School District is likely to continue to decline over the next several years, especially at the elementary school level. Considering that housing units are more likely to turnover in the next five years than they have in the recent past, that there has been a net in-migration of families with children into Ashwaubenon, and that open enrollment is likely to continue as an attractive option for bringing students into the school district; enrollment decline at the elementary level may not be as severe as projected by the Baseline, Last 5 Year Trend, Last 2 Year “Trend”, and Last Year Pattern models. Therefore, the Kindergarten Regression model may provide a more realistic projection of enrollment in the Ashwaubenon School District 2006-2015.