

Chapter 2 DEMOGRAPHICS

Introduction

This Chapter describes the population, housing, and selected economic factors of Superior Township. It presents current population estimates and the results of the 2000 U.S. Census, and relates them to historical data and to surrounding communities when appropriate. An estimate of future population prepared by the Southeast Michigan Council of Governments (SEMCOG) is also presented.

POPULATION CHARACTERISTICS - 2009

Historic Population Fluctuations

In the decades prior to World War II the Township's population fluctuated, reaching a low point of 778 people in 1920. In 1941, construction of the Willow Run Bomber Plant and the Willow Run Airport began in Ypsilanti Township. Willow Village, a housing complex to serve the employees of the plant, was constructed spanning Ypsilanti and Superior Townships to house and service 15,000 to 20,000 people. Following the end of the war in 1945, production of the planes stopped and employment quickly declined. Not everyone left the area, as some people remained to work in the rebounding auto industry. This is reflected in the high 1950 population count (See Figure 2-1a).

Postwar Population Growth

The Willow Village area could not, of course, return to its pre-1941 condition. The infrastructure for urban growth, such as sanitary sewer and water lines, drainage facilities, improved roads, and public schools, was present. The next period of growth of the Township—a 127% increase between 1960 and 1980—occurred primarily in the area south of Geddes Road, in or adjacent to the old Willow Village area.

Another Growth Spurt in the late 1990s

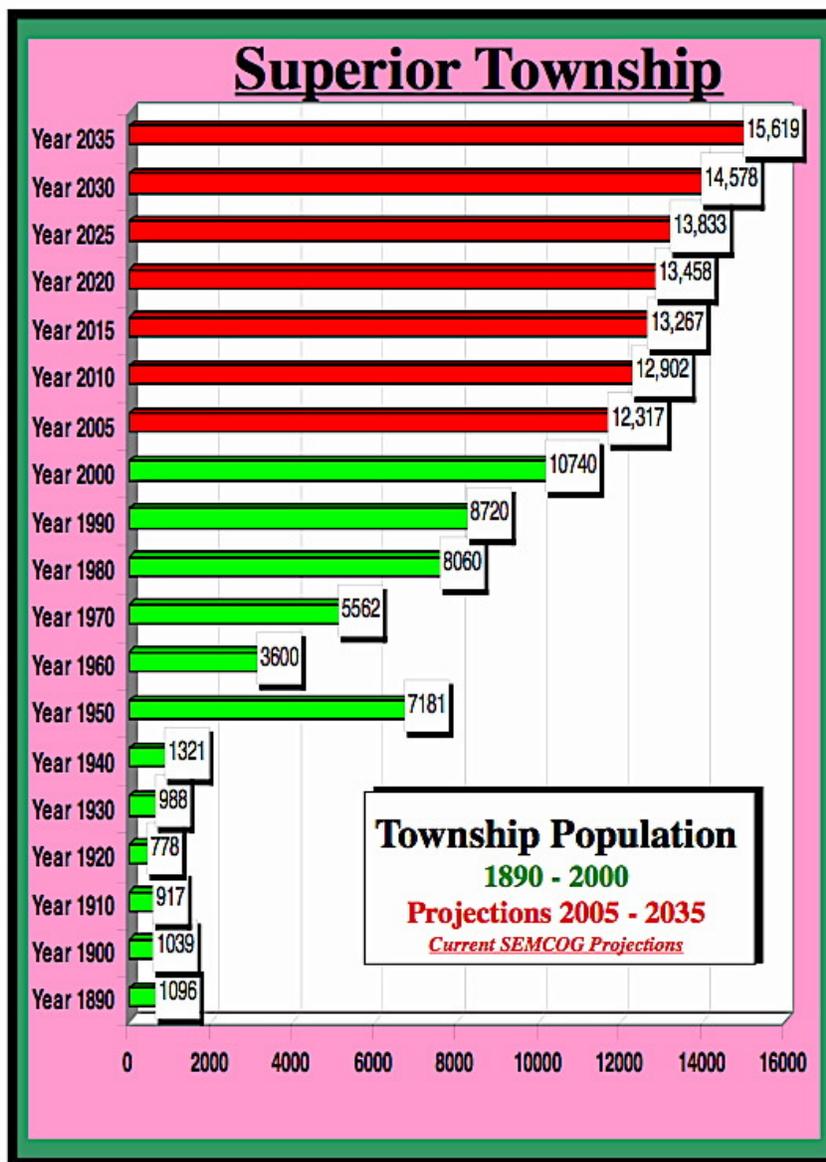
The estimated 2009 population of Superior Township is 13,143 persons, according to SEMCOG. This is a 50% increase from 1990 levels, reflecting the housing boom of the late-1990s to mid 2000s. This growth spurt can be most clearly seen on the SEMCOG building permit data shown in Figure 2-1b.

Slow Growth Projected (2010 – 2025)

Previous SEMCOG estimates prepared for the 2004 Growth Management Plan (GMP) projected a moderate to high growth rate for the Township, culminating in a 2030 population of 18,174, an increase of 108% over

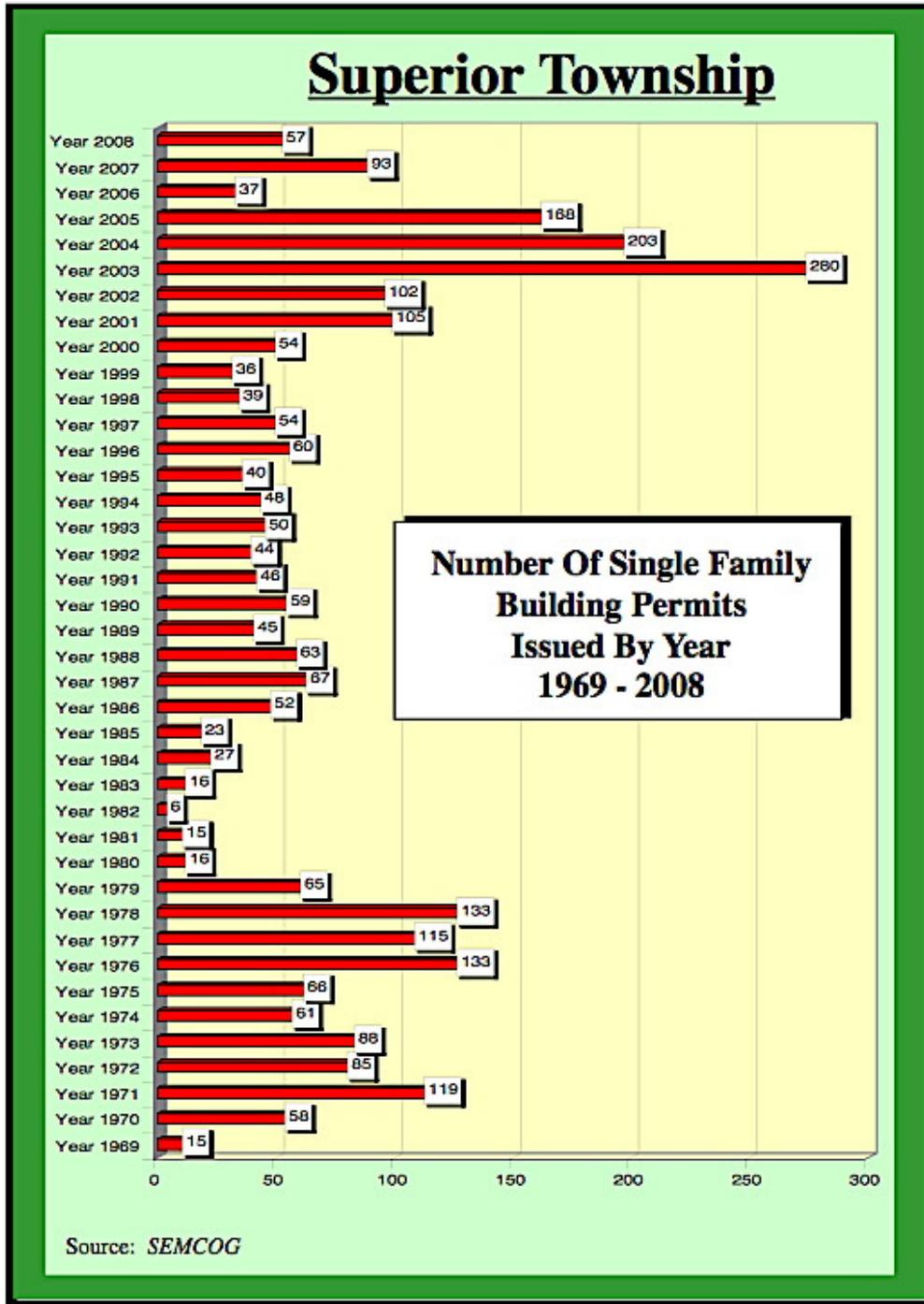
1990 levels. The growth management policies of the 2004 GMP reflected these numbers. In the wake of the deep economic downturn in Michigan, beginning in the mid 2000s, SEMCOG substantially revised its population projection calculations and assumptions. As a result, the Township’s projected rate of slow growth culminates in a revised 2030 population of 14,578 persons – a nearly 25% decrease over previous estimates. The revised 1990 – 2030 growth rate is projected to be about 67% (a 41% decrease over previous estimates). Based upon the 2009 estimated population, the revised rate of slow growth is even more apparent: Between 2009 and 2030, the Township’s population is only projected to increase by 1,435 persons or just under 11%.

Figure 2-1a – Township Population (1890 – 2035)



Source: SEMCOG, 2008

Figure 2-1b – Building Permits (1969 – 2008)



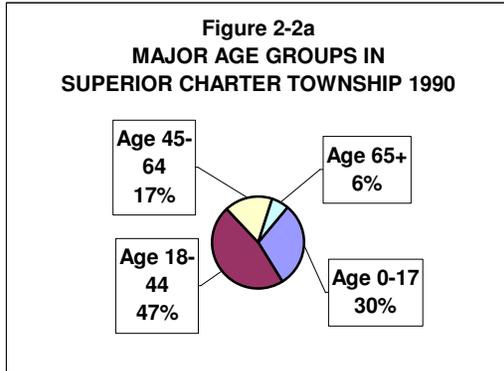
Source: SEMCOG, 2008

Age Structure

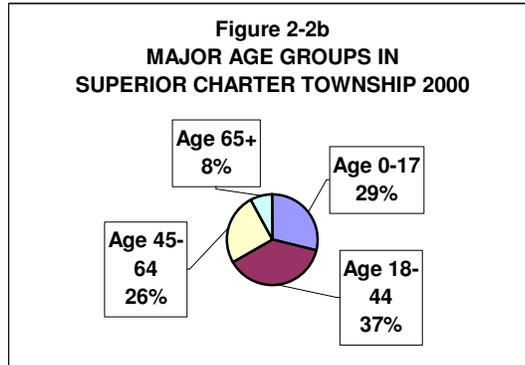
The population of Superior Township is aging. Older population groups are getting larger and younger population groups are declining as a

percent of the total population. In demographic terms, these are fairly dramatic changes in a 10-year period.

The changes in age groups as a percentage of total population can be seen in Figures 2-2a and 2-2b, and the size of age groups in Table 2-1.



Source: Census 1990



Source: Census 2000

Age Group	1990	2000	Total Change	% Change
1-17	2,605	3,106	501	19.2%
18-24	792	923	131	16.5%
25-34		1,497	-	-
35-44 (Combined in 1990)	3,318	1,639	-	-
45-54	936	1,843	907	96.9%
55-64	534	898	364	68.2%
65-74	357	456	99	27.7%
75+	178	378	200	112.4%
Total	8,720	10,740	2,020	23.2%

Source: Census 1990 & 2000

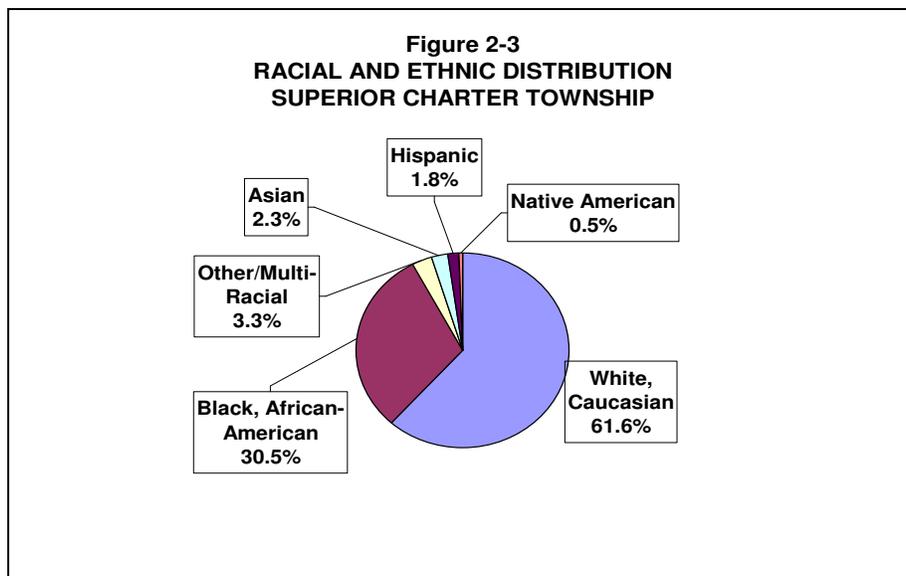
If this aging trend continues, Superior Township may quickly face a population that has different needs and will want different services and facilities than those currently provided in the Township (such as improved fire and emergency responder services), and a different set of recreational facilities. At the same time, the school-age population may grow little and may fall.

Diversity of Township Population

Superior Charter Township has a diverse population. While the current population is primarily White, non-Hispanic, (6,570 persons, or 61.6% of the total population); the growth of the White, Non-Hispanic population between 1990 and 2000 was less than growth in minority populations

(See Figure 2-3). The second-largest group is Black or African-American, numbering 3,309 persons, or 30.5% of the population. While this population grew by 879 persons, or 36.2%, between 1990 and 2000, it grew at a slower rate than other minorities. Between 1990 and 2000, the majority population in Superior Charter Township grew by 9.9%, and the total minority population grew by 40%, from 2,774 to 3,883 people. Asian residents experienced the largest percentage growth, up 100 residents, or 68%, from 147 to 247 people.

The second-largest minority percentage increase is within the Hispanic population, whose 2000 total of 197 was up by 71 people, or 56.3%, from 1990. The American Indian and Alaska Native population of Superior Charter Township rose by 10 people between 1990 and 2000, experiencing a 24.4% increase. Finally, 363 residents identified themselves as multi-racial or of some other race in the 2000 Census. This was the first census in which the Census Bureau presented this option.



Source: Census 2000.

Education

The people of Superior Township are well educated. Based on the 2000 Census, 26% of Township residents have a high school diploma while another 26% have attended “some college.” Twenty percent (20%) of Township residents have bachelor’s degrees, while another 20% have master’s or higher degrees.

Occupation Trends

The varying occupations of Superior Charter Township residents in the year 2000 were dominated by management, professional, and related

occupations. Over 2,300 residents worked in management or professional fields, while over 1,300 residents worked in sales and office occupations. Production, transportation, and material moving occupied 814 residents, and service jobs were held by 720 people. Construction, extraction, and maintenance occupations were held by 324 Township residents, while 20 residents claimed the occupational group of farming, fishing, or forestry (most likely farming).

ECONOMIC MEASURES (1990-2000)

Median Household Income

In the 2000 Census, the median household income in Superior Township was \$56,622. This is higher than that of the State of Michigan and Washtenaw County, which were \$44,667 and \$51,990, respectively. However, the rate of increase in median household income in the Township between 1990 and 2000 was less than at the state or County, 23.8% compared to 44% and 101.7%, respectively. See Table 2-2.

Table 2-2 MEDIAN HOUSEHOLD INCOME 1990-2000				
Jurisdiction	1990	2000	Total Change	Percent Change
State of Michigan	\$31,020	\$44,667	\$13,647	44%
Washtenaw County	\$36,307	\$51,990	\$15,683	101.7%
Superior Charter Township	\$45,754	\$56,622	\$10,868	23.8%

Source: Census 1990 & 2000.

Poverty Trends

About 10% of the Superior Township population lives below the poverty level. The number of individuals (age 18 and older, related children under 18, and unrelated individuals over the age of 15) living below the poverty level in Superior Township increased by 206 people from 818 in 1990 to 1,024 people in 2000, or about 25%. During this period, poverty rates statewide and nationally went down. Superior Township experienced a greater percentage increase than Washtenaw County (5.3%), but three communities nearby experienced greater increases. These were Plymouth Township (150 people, or 44.8% increase), Pittsfield Township (1,087 persons, or 71.4% increase), and Northfield Township (232 persons, or 227.5% increase).

The number of families living below the poverty level in Superior Township increased from 203 to 250, an increase of 47 families, or 23.2% between 1990 and 2000. Female-headed households living below

the poverty level grew by nine (6.2%) from 145 to 154 between 1990 and 2000.

Property Tax Base

The five classifications of real property in Superior Township include agriculture, commercial, developmental, industrial, and residential. Superior Township’s total real property tax base equaled \$162,219,000 in 1991 and \$307,655,581 in 2001. This was an increase of over \$145 million, or 89.7%. (See Table 2-3.) This notable increase includes over \$148 million in new residential SEV (state equalized value), over \$9 million in new commercial SEV, nearly \$600,000 in new agricultural SEV, and over \$300,000 in new industrial SEV. Developmental SEV, which includes all unfinished major construction projects in the Township as of December 31, 1991 and 2001, accounted for a decrease of \$13,824,400 and fell from 8.5% of SEV to zero over that decade.

In 1991, agricultural land accounted for 5% of the total SEV, whereas in 2001, agricultural land decreased to 2.8% of the total SEV. Commercial land enjoyed an increase in SEV, but decreased its percentage of the total SEV between 1999 and 2001 from 14.4% to 10.9%. Industrial properties made up 0.3% of the SEV in 1991 and maintained at the same level in 2001. Residential land use experienced the largest increase in the tax base between 1991 and 2001, increasing by 127.4%. As a percentage of the total SEV, residential jumped from 71.8% in 1991 to 86.1% in 2001.

Classification	1991	% Total SEV 1991	2001	% Total SEV 2001	Total Increase	% Increase
Agriculture	\$8,117,400	5.0%	\$8,713,516	2.8%	\$596,116	7.3%
Commercial	\$23,412,500	14.4%	\$33,391,715	10.9%	\$9,979,215	42.6%
Developmental	\$13,824,400	8.5%	\$0	0.0%	-\$13,824,400	-100.0%
Industrial	\$454,900	0.3%	\$803,921	0.3%	\$349,021	76.7%
Residential	\$116,409,800	71.8%	\$264,746,429	86.1%	\$148,336,629	127.4%
Total Real	\$162,219,000	100.0%	\$307,655,581	100.0%	\$145,436,581	89.7%

Source: Michigan Department of Treasury, State Tax Commission

HOUSING CHARACTERISTICS (1990-2000)

Housing Units

The change in the number of housing units in Superior Charter Township between 1990 and 2000 (up 941 units, or 29.8%) closely reflects the change in its population (up 2,020 people, or 23.2%), but is slightly higher. The Township also experienced a slight decrease in household size, from 2.84 persons in 1990 to 2.67 in 2000. This trend to more dwellings, and a smaller population per dwelling, is a national trend. The percentage increase in the number of housing units in the Township, including renter and owner-occupied units, was greater than in Washtenaw County, but not more than in the neighboring jurisdictions of Northfield Township (31.9%), Canton Township (40%), Pittsfield Township (58.3%), and Salem Township (61.4%).

Single-family detached housing is the most prevalent type of housing in Superior Charter Township, making up 62% of all housing units. Manufactured homes follow single-family detached homes in second place with 768 units. However, new units in manufactured housing parks will significantly increase the number of manufactured homes within the Township when next counted in 2010. Single-family attached homes are third-most prevalent in the Township (275), followed by five- to nine-unit buildings (257). Superior Charter Township has 83 buildings with 20 or more units, 63 buildings with three to four units, 52 buildings with 10 to 19 units, and finally, 43 buildings with two units.

In the year 2000, there were 3,961 occupied housing units in Superior Charter Township. Of these units, 81.6% were owner-occupied and 18.4% were renter-occupied. The rate of owner-occupation increased 2.8% since the 1990 Census (from 78.8%). The Township's renter-occupation rate decreased by 2.6% between 1990 and 2000 (from 21% to 18.4%).

Housing Value

The median value of owner-occupied housing in Superior Charter Township increased by \$58,900 from \$81,000 to \$140,000 between 1990 and 2000. This was an increase of 72%. The Township experienced a lower percentage increase in owner-occupied housing values than the bulk of its abutting local jurisdictions, as well as Washtenaw County as a whole (See Table 2-4).

With a median value of \$140,700, the Township's housing has a greater median worth than Ypsilanti City and Ypsilanti Township (\$117,500 and \$117,300, respectively). Eight of the other nearby jurisdictions have a median housing value of over \$150,000, with one, Ann Arbor Township, having a median housing value of over \$300,000. Washtenaw County

also has a greater median owner-occupied housing value than Superior Township, at \$174,300.

Table 2-4 MEDIAN VALUE OF OWNER-OCCUPIED HOUSING, SUPERIOR CHARTER TOWNSHIP AND SURROUNDING JURISDICTIONS 1990 & 2000				
Jurisdiction	1990	2000	Total Change	Percent Change
Ann Arbor City	\$116,400	\$181,400	\$65,000	55.8%
Ann Arbor Township	\$216,700	\$325,300	\$108,600	50.1%
Canton Township	\$109,300	\$194,100	\$84,800	77.6%
Northfield Township	\$83,400	\$171,600	\$88,200	105.8%
Northville Township	\$162,700	\$282,500	\$119,800	73.6%
Pittsfield Township	\$118,800	\$220,700	\$101,900	85.8%
Plymouth Township	\$127,200	\$218,500	\$91,300	71.8%
Salem Township	\$129,600	\$231,800	\$102,200	78.9%
Superior Township	\$81,800	\$140,700	\$58,900	72%
Van Buren Township	\$70,400	\$143,100	\$72,700	103.3%
Ypsilanti City	\$65,900	\$117,500	\$51,600	78.3%
Ypsilanti Township	\$57,400	\$117,300	\$59,900	104.4%
Washtenaw County	\$96,000	\$174,300	\$78,300	81.6%
<i>Source: Census 1990 & 2000.</i>				

