

# Appendix A

## POPULATION AND DEMOGRAPHIC ANALYSIS

### Comprehensive Plan Update

### Town of Brunswick, Maine

July 23, 2004

Note: This analysis of Brunswick's population and demographic characteristics was prepared before the closure of Naval Air Station Brunswick was announced. Therefore, projections about future population growth will need to be re-evaluated as part of the process of planning for the closure of the Base and the reuse/redevelopment of the site. – May, 2006

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## EXECUTIVE SUMMARY

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Brunswick has grown and changed significantly. This summary presents the highlights of these changes and projects how the town will continue to change in the future.

### 1940 to 1990

- ***Brunswick's population grew by 140% between 1940 and 1990.*** In 1940, the town's population totaled 8,658 people. By 1990 it had reached 20,906. Much of this growth occurred between 1940 and 1960 when the population doubled to 16,000. A growth spurt in the 1980s added another 3,500 residents.
- ***The town's household population has been growing faster than the group quarters population.*** The household population accounts for 90% of the town's residents. Between 1970 and 1990, it grew by more than 30% while the group quarters population increased by less than 12%. The group quarters population includes those living in group situations such as dorms, assisted living facilities, and group navy housing.

### 1990 to 2000

- ***The composition of the group quarters population is changing.*** The number of military personnel living in barracks at the Naval Air Station Brunswick has decreased between 1990 and 2000, while the number of students living in dormitories and the number of seniors living in assisted living situations is increasing.
- ***Growth in the household population has slowed but housing unit growth remains strong.*** Between 1990 and 2000, the household population increased by fewer than 100 residents while more than 500 housing units were built in town. This discrepancy is explained by a decline in the average number of people living in each housing unit. While this trend is occurring nation-wide, Brunswick's increasing role as a retirement community is exerting additional downward influence on the average number of people in each housing unit. In addition, the increasing cost of housing is discouraging many younger families from moving into the community.

- ***The number of housing units built each year is increasing.*** Approximately 45 new housing units were built in Brunswick each year in the early 1990s. By the late 1990s, approximately 70 new housing units were being built each year.
- ***While Brunswick has a large percentage of rental units, most new housing units that are built are owner-occupied.***
- ***Populations in rural parts of Brunswick are increasing much faster than populations in more urban areas.*** While 145 new housing units were added in the more urban areas, more than 650 fewer residents lived in these areas between 1990 and 2000. Alternatively, rural areas added 381 new housing units and 711 additional residents. Two major trends explain these figures: (1) households with children are moving to the town's rural areas; and (2) seniors are settling in town for its convenience and proximity to services.
- ***Surrounding communities are growing faster than Brunswick.*** In 1970, Brunswick accounted for 31% of the region's population. By 2015, Brunswick is projected to have just 26% of the region's population.

### **2000 to 2003**

- ***The average number of new housing units built each year in Brunswick continues to grow.*** In the early 1990s Brunswick averaged 46 new housing units each year. In the late 1990s it averaged 60 new units per year. In the early 2000s, it averaged more than 110 new units per year.

### **2000 to 2020**

- ***Brunswick's household population is projected to increase between 2000 and 2020.*** The household population is projected to reach 20,800 in 2010 (9% increase from 2000) and 22,874 in 2020 (8% increase from 2010).
- ***The group quarters population is projected to increase by 15%.*** An increase in the number of Bowdoin students and seniors in assisted-living facilities are largely responsible for this growth. The status of BNAS is, as always, uncertain and scenarios could include both substantial decreases and increases in their group quarters' needs.
- ***Rapid housing unit growth is projected to continue through 2020.*** New housing unit construction, which has been at 110 new units per year, is projected to moderate to 100 new units per year. Most of these new units will be built in the rural areas of town, particularly West Brunswick, Pleasant Hill, and the New Meadows Shore where there are large undeveloped parcels as well as good soils and slopes for development. Likewise, household population growth is projected to concentrate in these three rural areas. The population in the urban area will continue to stagnate.

### **Demographic Changes, 2000**

- ***Brunswick residents are getting older.*** Between 1970 and 2000, the median age of Brunswick residents increased from 24.3 years to 35.5 years. This follows national trends and the increasing median age trend is expected to continue. Since 1970, Brunswick has 437 fewer residents below the age of 18 and 1,900 more residents over the age of 64.
- ***Brunswick residents are better educated and more likely to work in managerial/professional positions.*** More than 40% of residents over 25 years old have attended some college and 15% have a graduate or professional degree. The percent of residents employed in managerial or professional occupations increased to 40% while the percentage of residents employed in natural resource based occupations, construction, maintenance, and transportation has decreased.
- ***Brunswick households earn on average more than the state as a whole.*** Between 1970 and 2000, the median income of households in Brunswick has consistently been 5% to 10% above the state median income. The number of lower income households has decreased in Brunswick and inflation-adjusted incomes have generally remained stable.

## POPULATION CHANGES

A half-century of growth has transformed Brunswick from a town of 8,656 in 1940 to one of 21,172 in 2000.

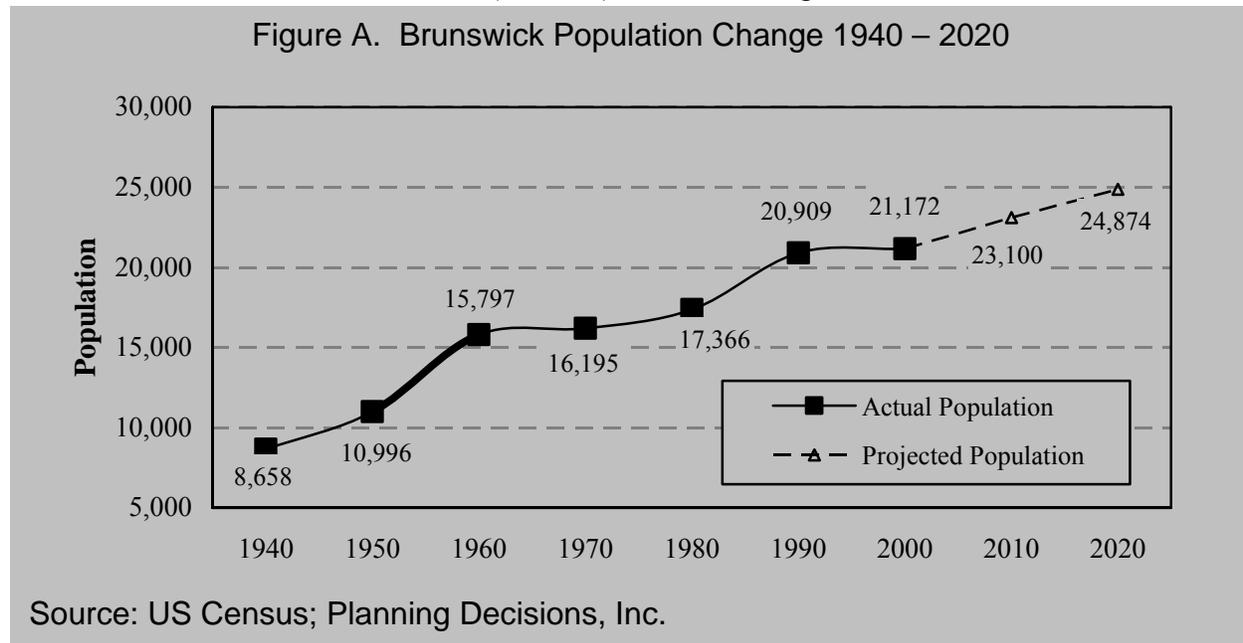
### 1. Population Growth, 1940 - 1990

Two decades of rapid population growth in Brunswick was sparked by the creation of Naval Air Station Brunswick in 1943. While the base closed in 1948 after World War II ended, the onset of the Cold War prompted its reopening in 1951. By the end of the 1950s, Brunswick’s population had nearly doubled from 8,656 in 1940 to 15,797 in 1960<sup>1</sup> (Figure A).

Growth moderated in the 1960s and 1970s, but rebounded in the 1980s as a real estate boom fueled an increase from 17,366 residents in 1980 to 20,909 in 1990 (a 20% increase in 10 years).

The United States Census divides population into two segments – household population and group quarters population.

- Brunswick’s *group quarters* population is unusually large. It includes students living in dormitories at Bowdoin College and military personnel living in barracks at Naval Air Station Brunswick. Between 1970 and 1990, this group quarters population increased from 1,659 to 1,862 residents (Table A). Most of this growth occurred in the 1970s, and



<sup>1</sup> The number of military personnel stationed at NASB has remained relatively consistent at around 4,500 to 5,000 personnel since the base reopened in 1951. Although a restructuring of the armed forces in the 1990s reduced the number of active squadrons from six to three, this reduction was offset by the relocation to NASB of three reserve squadrons from an anti-submarine warfare base in South Weymouth, Massachusetts.

nearly all of it was the result of growth in the number of students living in dormitories at Bowdoin College.<sup>2</sup>

- Brunswick's *household population* is more than 90% of the town's total population and accounted for the majority of the population change between 1970 and 1990 (Table A). Within this time frame, the household population increased from 14,536 to 19,044 (or 31%). Most of this growth occurred during the real estate boom of the 1980s, when the household population grew by more than 3,500 residents (23%).

Table A. Components of Population Growth, 1970 – 1990

	1970	Change '70 – '80		1980	Change '80 – '90		1990
		#	%		#	%	
Household pop.	14,536	976	6.7%	15,512	3,532	22.8%	19,044
Group quarters pop.	1,659	195	11.8%	1,854	8	0.4%	1,862
Total pop.	16,195	1,171	7.2%	17,366	3,540	20.4%	20,906

Source: US Census

## 2. Household Population, 1990 - 2000

According to the US Census, the household population reached 19,107 by 2000, an increase of less than one percent in ten years. New housing units, a stable occupancy rate, and a significant decrease in the household size combine to account for this negligible household population growth.

### a. Housing Unit Change

Brunswick had a 523 unit net increase in housing units between 1990 and 2000 to total 8,720. Planning Decisions estimates that 528 new housing units were constructed in Brunswick and 5 housing units were removed and not reconstructed (demolition, fire, etc). According to the US Census, 220 of the 8,720 total housing units were used seasonally.<sup>3</sup>

Housing development grew steadily throughout the 1990s as regional economic conditions and the interest rate environment improved (Figure B). Single family houses accounted for an estimated net increase of 356 units and mobile homes/others accounted for 104 units (Table B). More than one-half of the 63 new duplexes or multi-family units were added at the Thornton Oaks retirement community on Baribeau Drive.

<sup>2</sup> Through a reporting loophole, the US Census figures from 1990 undercounted the number of Bowdoin College students living on campus. The Census reported 933 residents living on campus in 1990 (including fraternities) while the College reports 1,147 students living on campus in 1990 (including fraternities). For the sake of consistency, this population analysis uses the number of students living in group quarters as reported by the US Census.

<sup>3</sup> The increase in seasonal housing units can be explained by the construction of new seasonal housing units as well as the conversion of year-round housing units into seasonal housing units as aging owners become "snow-birds and choose to spend the winter months (and the April Census count) in warmer climates.

Table B. Housing Unit Growth by Type, 1980 - 2000

	1980 Units	% change 1980 – 1990	1990 Units	% change 1990 – 2000	2000 Units (est.)
Single family	3,806	20.4%	4,585	7.8%	4,941
Two units or more	1,579	49.1%	2,355	2.7%	2,418
Mobile/other	698	80.1%	1,257	8.3%	1,361
Total	6,241	31.3%	8,197	6.4%	8,720

Source: US Census; Planning Decisions, Inc; Town Staff

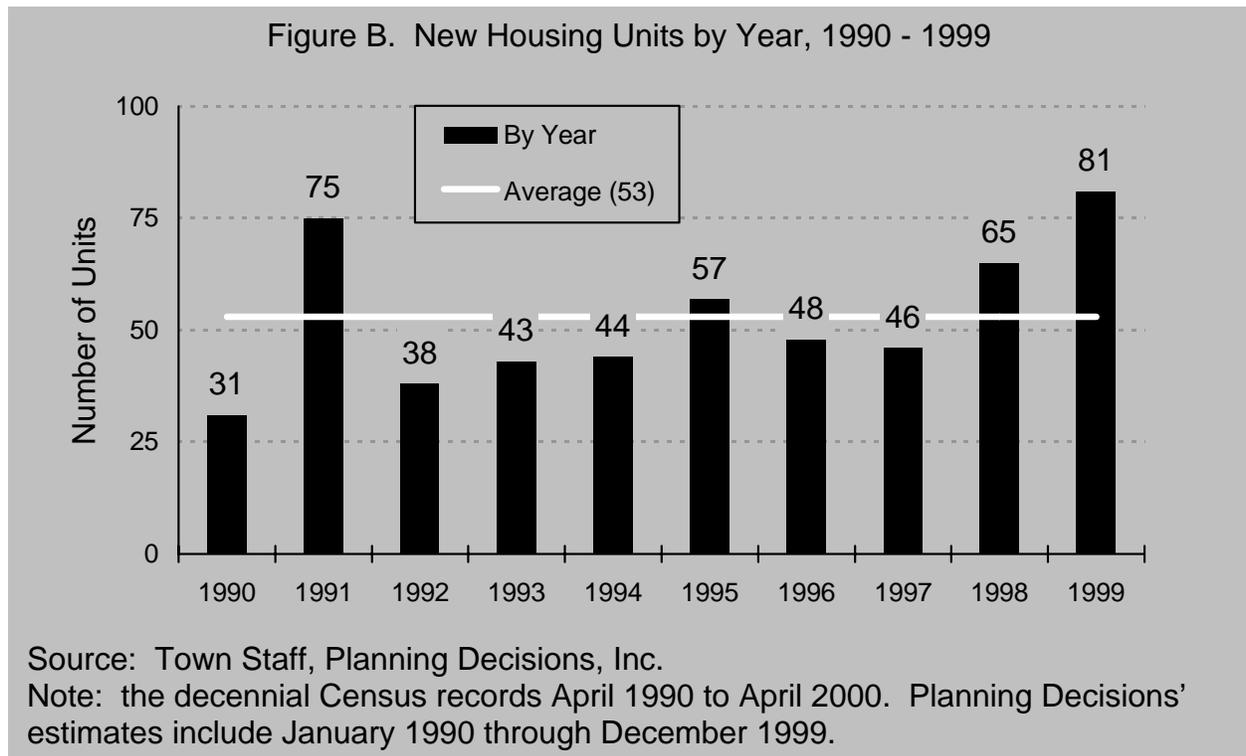
*b. Occupancy Rate Change*

The occupancy rate did not change between 1990 and 2000; it remained at 96%. The combination of the strong economy, tight housing market, and more new homeowner units than rental units (homeowner units have higher occupancy rates) have been upward influences on Brunswick’s occupancy rate. Mitigating these upward influences are the timing of the Census count (April 1st excludes the growing “snowbird” population) and an aging housing stock (older units are more likely to be functionally obsolete, yet still counted by the Census).

*c. Household Size Change*

Tempering the upward influence of new housing units is the trend towards smaller household sizes. Nationwide, this trend is explained by a tendency towards smaller families in the baby boom generation, the increased longevity and independence of seniors living alone, and increased divorce rates.

Figure B. New Housing Units by Year, 1990 - 1999



These national trends are compounded by local trends. Brunswick’s growing role as a senior-living center will continue to push down household sizes as more retirees and “empty-nesters” settle in town. High real estate values are a barrier for younger families looking to live in the region. In addition, the State’s strong economy and low unemployment rate tends to reduce the number of extended families living together. All of these trends exert downward pressure on the town’s average household size.

In 1960, Brunswick averaged 3.30 persons per housing unit (Figure C). By 2000, this number had fallen to 2.34, and by 2020 this number is projected to reach 2.22 persons per housing unit.

Table C illustrates the interrelationship of new housing units, occupancy rates, and a decreasing household size. The 486 net increase in year-round housing units increased the town’s year-round housing stock to 8,500. With an occupancy rate of 96%, the number of households was 8,160. Household sizes have decreased to 2.34 persons per housing unit, which results in a household population of 19,107.

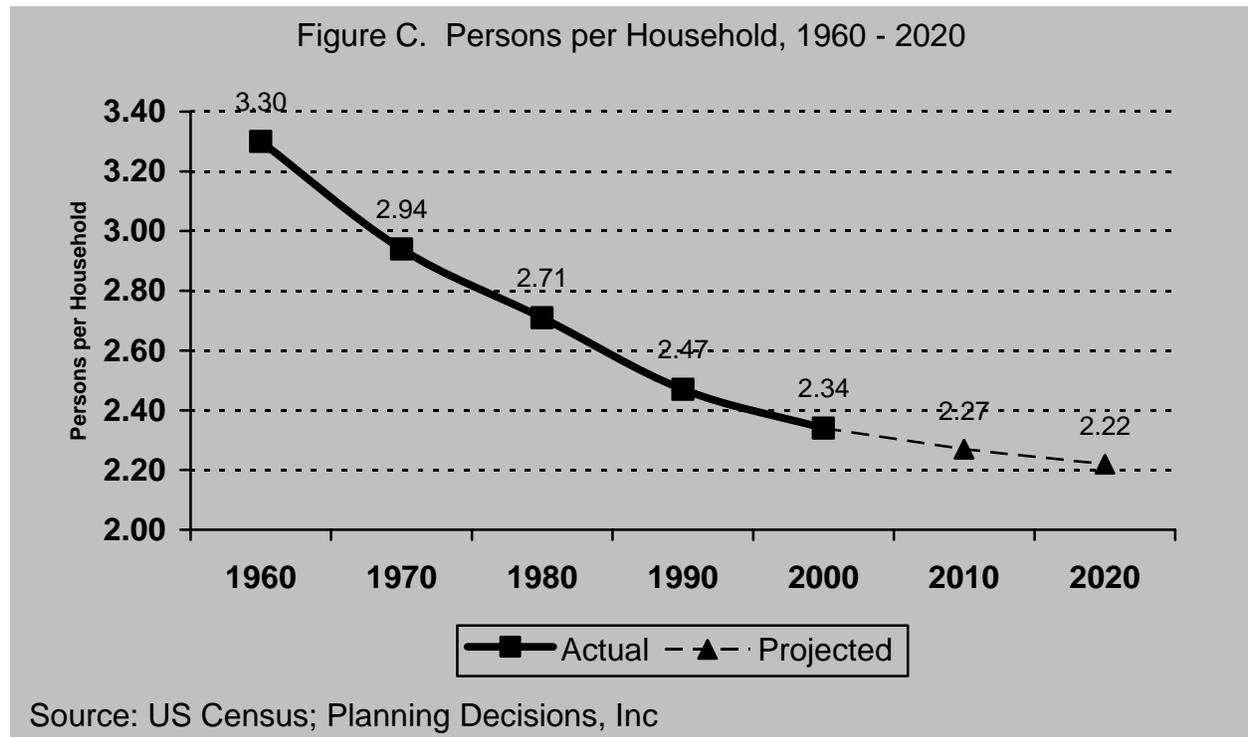


Table C. Household Population, 2000

1990 total housing units	8,197
(minus) 1990 seasonal units	183
(equals) 1990 year-round units	8,014
(plus) net new year-round units, 1990 – 2000	486
(equals) 2000 year round units	8,500
(multiplied by) estimated occupancy rate	0.96
(equals) 2000 estimated households	8,160
(multiplied by) 2000 estimated household size	2.34
(equals) 2000 household population	19,107

Source: US Census; Planning Decisions, Inc.

### ***3. Group Quarters Population, 1990 – 2000***

The group quarters population is estimated to have increased from 1,862 in 1990 to 2,065 in 2000. This represents an increase of 11%, or 203 residents. Underlying this number is a dramatic shift from military personnel living in barracks to retirees living in assisted living and college students living in dormitories. Military personnel living in group quarters has decreased from 724 in 1990 to 361<sup>4</sup> in 2000. Most of this occurred as the military downsized its personnel after the end of the Cold War. Offsetting this decrease is an increasing number of Bowdoin College students living on campus (from 933 in 1990 to 1,380 in 2000). Other group quarters populations are estimated to have increased dramatically from 196 residents in 1990 to 324 residents in 2000. Nearly all of this increase comes from the assisted living facility at Thornton Oaks.

### ***4. Geographic Distribution of Growth 1990 - 2000***

The geographic distribution of housing-unit growth varies across town. The town's rural areas (West Brunswick, Pleasant Hill, Pennellville/Mere Point, New Meadows Shore, and East Brunswick) (Figure D) grew by a total of 381 new housing units (78% of new housing unit growth). East Brunswick alone accounted for more than one-third of all housing unit growth in town (new mobile homes accounted for much of this growth). Meanwhile, the urban areas (Downtown, Downtown Fringe, and BNAS/Cook's Corner) grew by 105 units (22% of the total) (Table D).

<sup>4</sup> A transient population—including precommissioning crews for Bath Iron Works vessels, survival training candidates, reservists, and others—lives in group quarters but aren't counted in the US Census as residents and don't participate in the community as year-round residents would.

Table D. Year-Round Housing Unit Growth, 1990 - 2000

	1990 Housing Units	New Housing Units	% Total Growth	% Relative Growth	2000 Housing Units
West Brunswick	269	65	13.4%	24.2%	334
Pleasant Hill	291	46	9.5%	15.8%	337
Pennellville/Mere Point	743	39	8.0%	5.2%	782
New Meadows Shore	254	66	13.6%	26.0%	320
East Brunswick	797	165	34.0%	20.7%	962
BNAS/Cooks Corner	717	-40	-8.2%	-5.6%	677
Downtown	2,939	40	8.2%	1.4%	2,979
Downtown Fringe	2,004	105	21.6%	5.2%	2,109
Total	8,014	486	100.1%	6.1%	8,500

Source: US Census, Planning Decisions, Inc.

Comparing the relative growth between these areas reinforces the demands for new housing in the town's rural areas. In relative terms, the rural areas grew by 16% while the urban areas grew by 2%.

The geographic distribution of population growth during the 1990s was more dramatic than the trends in housing unit development. Brunswick's urban areas lost 5% of their household population (Table E) while rural household populations grew by nearly 13%. The Downtown, BNAS/Cook's Corner, the Downtown Fringe, and Pennellville/Mere Point neighborhoods lost population. The Downtown lost 298 residents. Meanwhile, East Brunswick added nearly 300 residents, and the New Meadows Shore added 214 residents.

The distribution of growth between 1990 and 2000 suggests two major trends are at work in Brunswick. First, the data suggests that households with children are moving into the town's rural areas. The average household size in the town's rural areas was 2.43 persons per household, which is significantly above the urban area's 2.30 persons per household. Further evidence of this trend is in the age distribution between the rural and urban areas of town. Between 1990 and 2000, the number of Brunswick residents under 18 years of age increased from 4,845 to 4,871 (Table F). The number of residents under 18 in urban areas decreased by 8% while those in rural areas grew by 22%.

Figure D. Brunswick Neighborhoods, Housing Unit Growth 1990 - 1999

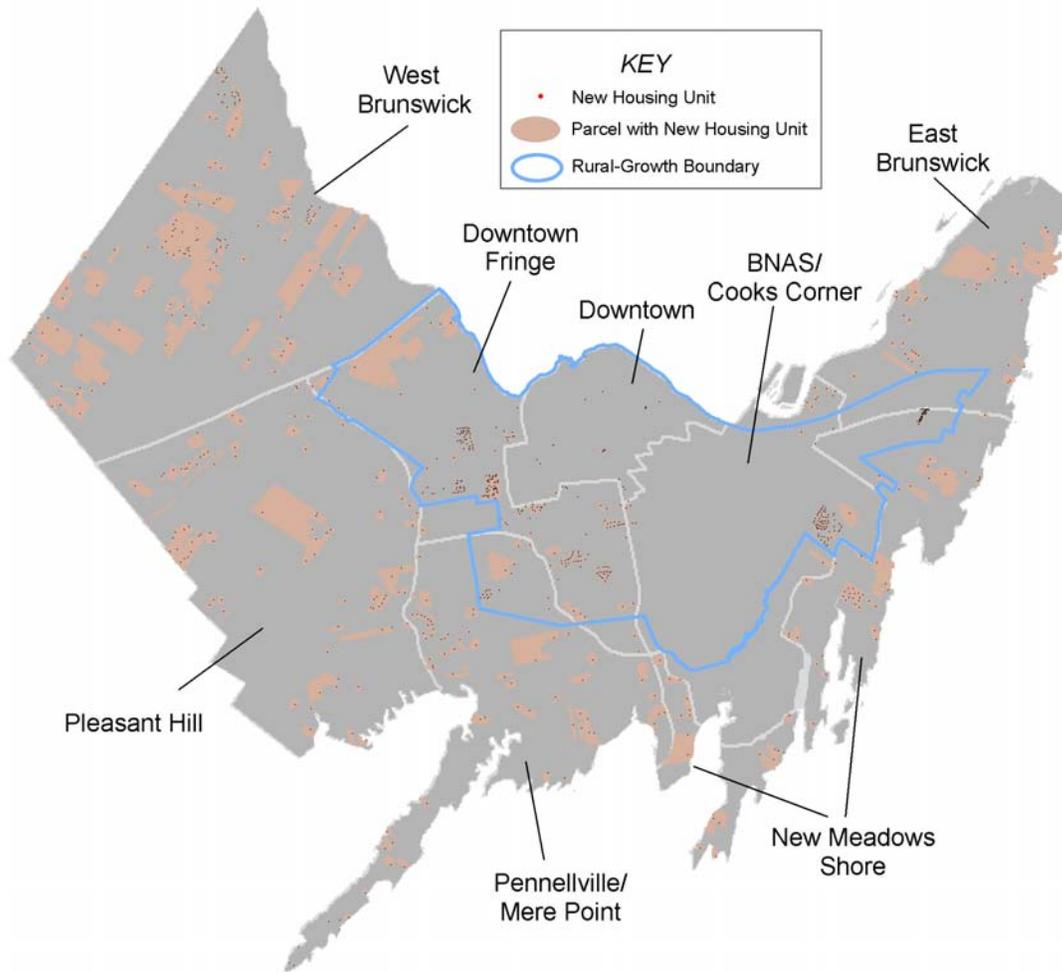


Table E. Household Population Growth by Geography, 1990 - 2000

	1990			2000			Change 90 - 00		
	Hshld	Hshld Size	Pop	Hshld	Hshld Size	Pop	Hshld	Hshld Pop Δ	
								#	%
West Brunswick	257	2.95	759	330	2.71	893	73	134	18%
Pleasant Hill	282	2.87	808	333	2.85	949	51	141	18%
P.ville/Mere Point	729	2.25	1,642	723	2.20	1,592	-6	-50	-3%
New Meadows Sh.	229	2.53	580	302	2.63	794	73	214	37%
East Brunswick	771	2.45	1,892	897	2.41	2,164	126	272	14%
NASB/Cooks Crnr	689	3.01	2,077	651	2.90	1,891	-38	-186	-9%
Downtown	2,822	2.16	6,096	2850	2.03	5,798	28	-298	-5%
Downtown Fringe	1,932	2.69	5,193	2064	2.44	5,026	132	-167	-3%
Total	7,711	2.47	19,047	8150	2.34	19,107	439	60	0%

Source: US Census; Planning Decisions, Inc.

The second major trend is Brunswick's growing role as a senior-living center in Midcoast Maine. The inconsistency between 105 new year-round housing units in the urban areas and 657 fewer household residents is in part explained by a dramatic contraction in the average number of persons per housing unit (from 2.46 in 1990 to 2.30 in 2000). The primary variable driving down the household population is the urban area's aging population and its growing role as a senior-living center. These numbers do not include an additional 200 seniors living in the main building at the Thornton Oaks retirement community (these residents are considered part of the group quarter population). This role is projected to continue, as elder residents are attracted to the convenience, services, and community in Brunswick's urban areas.

Table F. Population Under 18 Years of Age, 1990 – 2000

	1990		2000		Change: 90 – 00	
	#	% of Hshld Pop	#	% of Hshld Pop	#	% of Hshld Pop
West Brunswick	222	29.2%	253	28.3%	31	14.0%
Pleasant Hill	218	27.0%	286	30.1%	68	31.2%
P. ville / Mere Point	307	18.7%	298	18.7%	-9	-2.9%
New Meadows Shore	126	21.7%	207	26.1%	81	64.3%
East Brunswick	443	23.4%	561	25.9%	118	26.6%
BNAS / Cooks Corner	759	36.5%	702	37.1%	-57	-7.5%
Downtown	1,295	21.2%	1,199	20.7%	-96	-7.4%
Downtown Fringe	1,475	28.4%	1,365	27.2%	-110	-7.5%
Total	4,845	25.4%	4,871	26.0%	26	0.5%

Source: US Census

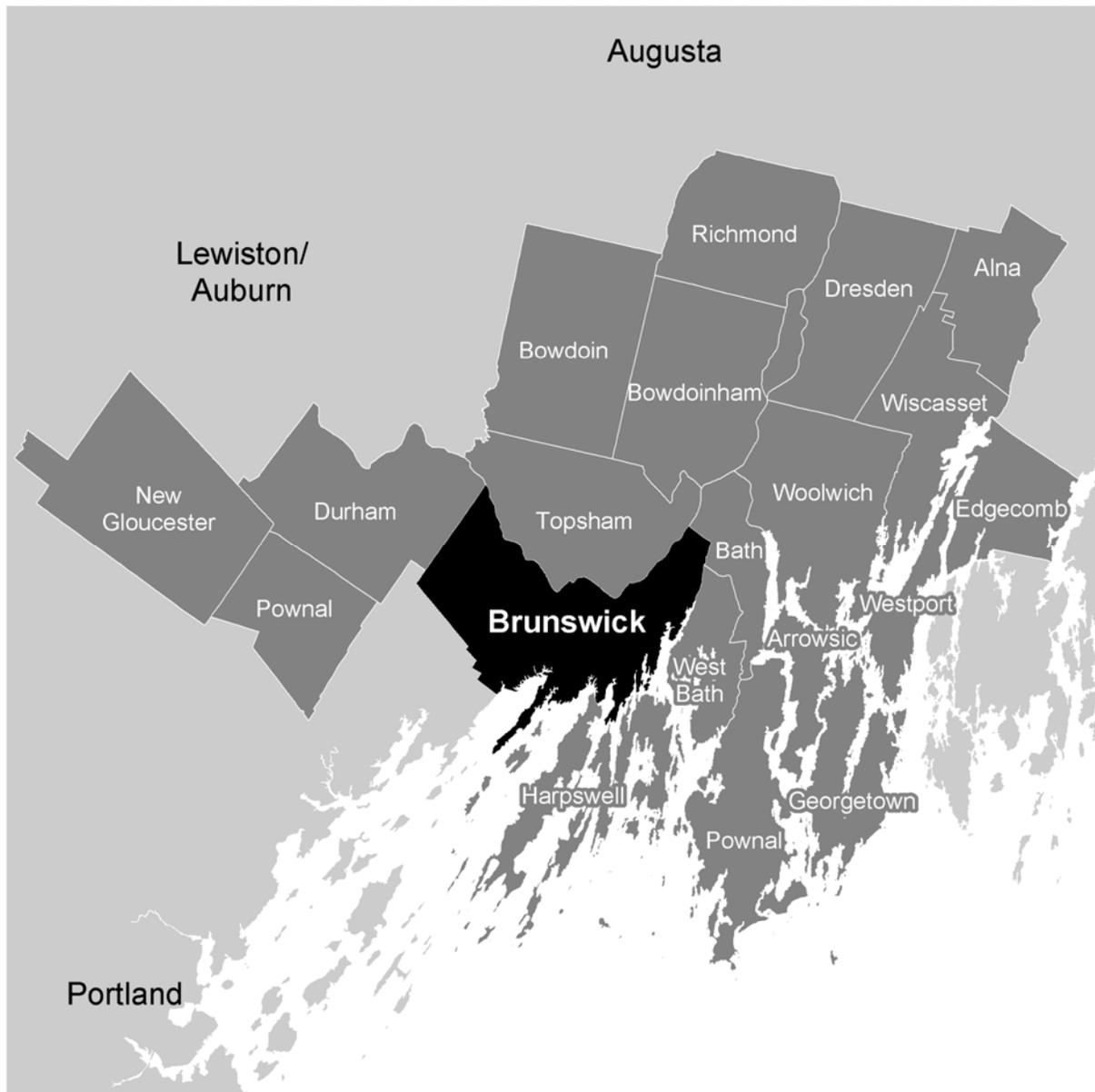
### 5. Regional Population Change, 1970 – 2000

The surrounding region is growing faster than Brunswick. In 1970, Brunswick accounted for more than 31% of the region's population<sup>5</sup> (Figure E). By 2000, Brunswick accounted for 27% of the region's population. In general, the larger and denser communities in the region (Brunswick, Bath, and Richmond) did not grow as quickly as the more rural and coastal communities.

This trend towards faster growth in surrounding communities is projected to continue into the future. According to projections made by the Maine State Planning Office, Brunswick's share of the regional population will be 26% in 2015.

<sup>5</sup> Brunswick's region includes all of the communities in the Bath-Brunswick Labor Market Area. A Labor Market Area is defined by the Maine Department of Labor as an economically integrated geographical unit within which workers may readily change jobs without changing their place of residence. The Bath-Brunswick Labor Market Area includes Alna, Arrowsic, Bath, Bowdoin, Bowdoinham, Brunswick, Dresden, Durham, Edgecomb, Georgetown, Harpswell, New Gloucester, Phippsburg, Pownal, Richmond, Topsham, West Bath, Westport, Wiscasset, and Woolwich.

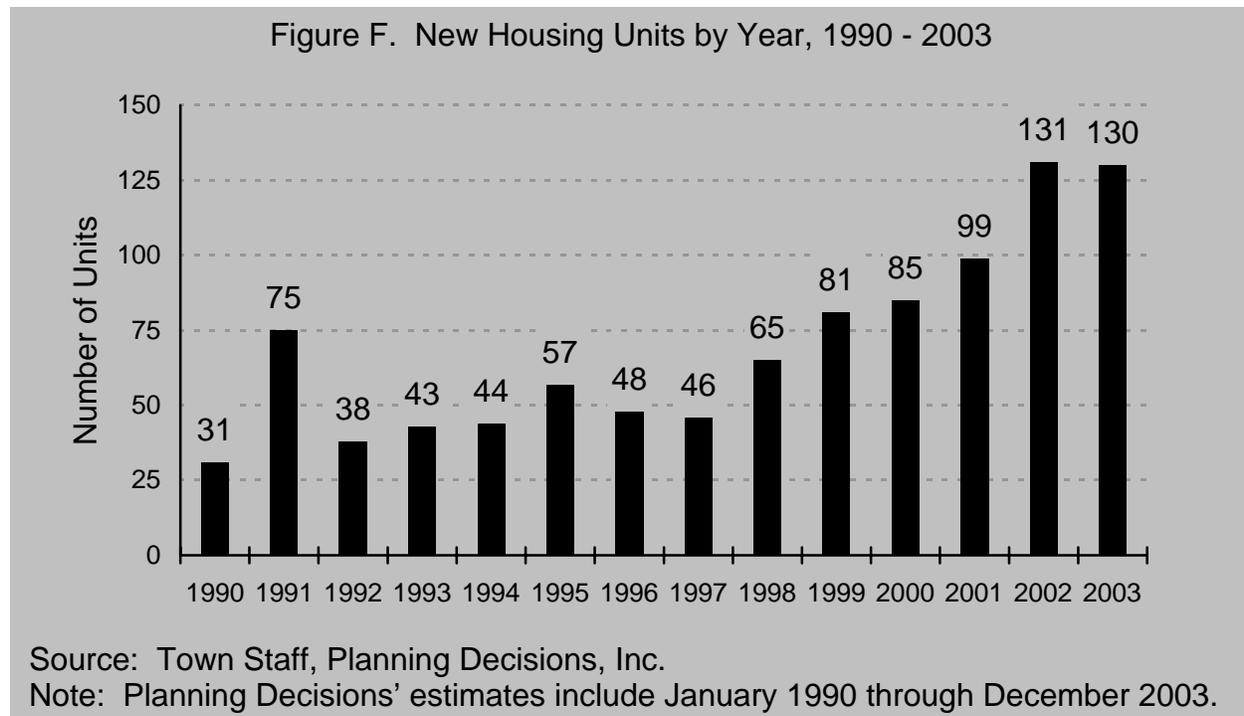
Figure E. Brunswick Region and Labor Market Area



### 6. Residential Development, 2000 - 2003

Since the 2000 US Census, residential development has continued in Brunswick at an accelerated rate. Between 2000 and 2003, nearly 450 building permits for residential units have been approved (Figure F)<sup>6</sup>. Despite this increase, it remains unclear how much of this residential

<sup>6</sup> Note: housing unit data between 1990 and 1999 came from the codes enforcement department and was double-checked with data in the assessing department. This check uncovered an error rate in the building permit log of approximately 10%. Housing unit data between 2000 and 2003 is primarily from the codes enforcement office. While it is reasonable to expect some level of error in this more recent data set (due to unexecuted permits, operator



development boom has been driven by favorable development conditions (low interest rates and changing lending practices, etc) and how much of it is being driven by larger shifts in the housing market (demographic pressures and community appeal).

### **7. *Population Projections, 2000 - 2020***

Planning Decisions projects that Brunswick's population will reach 23,100 by 2010 and 24,874 by 2020 (Figure A, Table G). Except for a projected moderate increase in the student population living in dormitories at Bowdoin College, the majority of this growth is projected to be in the household population in rural areas of town.

#### *a. Household Population Change, 2000 - 2020*

An upward influence on household population is the continued addition of new housing units to the town's housing stock. An average 110 new housing units per year has been added to the town's housing stock between 2000 and 2003. This rate is projected to moderate slightly through 2010. Between 2010 and 2020, the growth rate of new housing units is projected to continue at 100 new units per year. This decrease is the result of a projected stagnant population statewide and the increasing attractiveness of communities surrounding Brunswick. These rates of development are projected to net a total of 9,545 housing units in 2010 and 10,545 housing units in 2020 (Table G).

Occupancy rates and declining average household sizes will put downward pressure on population growth. The large number of rental units in Brunswick will hold occupancy rates

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error, etc), a recent change to a more accurate building permit log book has minimized these occurrences. This margin of error alone is not enough to account for the elevated level of residential development recently observed.

around 96% through 2020. Average household sizes are projected to continue falling to 2.27 by 2010 and to 2.22 by 2020 (Table G), as Brunswick's growing role as a senior-living center and the aging of the baby boom generation continues to exert downward pressure on household sizes.

Combined, these variables result in household population projections of 20,800 in 2010 (9% increase from 2000) and 22,474 in 2020 (8% increase from 2010).

*b. Group Quarters Population Change, 2000 - 2020*

The large number of group quarters residents decreases the accuracy of projections because their numbers depend largely on policy decisions and are independent of established development patterns. National defense considerations or an expansion of the Bowdoin student population could significantly affect this component of Brunswick's population. This analysis projects that the group quarter population will increase to 2,300 residents by 2010 (11% increase) and will reach 2,400 residents by 2020 (4% increase) (Table G). These projected increases will be driven by an increasing student population at Bowdoin College (College projects 70 additional students by 2020) and more elder-care facilities in Brunswick.

Table G. Population Projections, 2000 - 2020

	2000	2010 (proj.)	2020 (proj.)
Year Round Housing Units	8,500	9,545	10,545
Occupancy Rate	0.96	0.96	0.96
Households	8,150	9,163	10,123
Persons per Household	2.34	2.27	2.22
Household Population	19,107	20,800	22,474
Group Quarter Population	2,065	2,300	2,400
Total Population	21,172	23,100	24,874

Source: Planning Decisions, Inc.

However, the Base Closure and Realignment Process beginning in 2005 could result in the closing of Naval Air Station Brunswick. Should this occur, the town's group quarters population would decrease by one-third. Another repercussion of this Department of Defense initiative could be an expansion of the mission of Naval Air Station Brunswick to include other branches of the armed forces. This scenario could increase the town's group quarters population.

**8. Geographic Distribution of Housing and Population, 2000 - 2020**

Rural areas of town are projected to drive Brunswick's growth through 2020. Housing unit growth is projected to remain robust – although slightly lower than current levels – and household growth is projected to grow by more than 10% in each of the next two decades (Table H). Areas that are projected to receive most of Brunswick's future household growth include West Brunswick, Pleasant Hill, and the New Meadows Shore.<sup>7</sup> These areas both contain large undeveloped parcels that have good environmental conditions for development (soils and

<sup>7</sup> Projections assume no significant changes in land use ordinances.

slopes). Growth in the New Meadows Shore and East Brunswick will be stronger if the Cooks Corner Master Plan is successful in its attempt to reorient development around pedestrians.

The Downtown Fringe has had a significant amount of new development in the early 2000s. This growth is projected to continue. These new units will be modestly offset by existing units becoming obsolete as housing units (do to the area's older housing stock). Many of these new units are smaller and are marketed towards empty-nesters and the elderly, which will hold down the average number of persons per housing unit.

Between 2000 and 2020, development trends are projected to continue to reallocate Brunswick's population from the urban areas of town to the rural areas (Table I). The most robust household population growth is projected to occur in West Brunswick, Pleasant Hill, and the New Meadows Shore. Household populations in Brunswick's urban areas are projected to increase modestly as the added population from new housing units is offset by continued declining average household sizes.

Table H. Projected Housing Unit Growth by Neighborhood, 2000 - 2020

	2000	Change 2000 – 2010		2010	Change 2010 – 2020		2020
		#	%		#	%	
West Brunswick	334	282	84%	616	271	44%	887
Pleasant Hill	337	94	28%	431	89	21%	520
P.ville/Mere Point	782	146	19%	928	142	15%	1,070
N Meadows Shore	320	115	36%	435	103	24%	538
East Brunswick	962	63	7%	1,025	61	6%	1,086
BNAS/Cooks Cmr8	677	63	9%	740	54	7%	794
Downtown	2,979	203	7%	3,182	206	6%	3,388
Downtown Fringe	2,109	79	4%	2,188	74	3%	2,262
Total	8,500	1,045	12%	9,545	1,000	10%	10,545

Source: Planning Decisions, Inc.

<sup>8</sup> BNAS is beginning a housing renovation project that will add an additional 16 housing units to its stock. This project will be complete by 2006. Due to jurisdiction, these additional 16 units do not show up in the town's records but have been accounted for in this analysis.

Table I. Projected Household Population Growth by Geographic Region, 2000 - 2020

	2000	Change 2000 – 2010		Proj. Pop. 2010	Change 2010 – 2020		Proj. Pop. 2020
		#	%		#	%	
West Brunswick	893	677	76%	1,570	790	50%	2,360
Pleasant Hill	949	290	31%	1,239	183	15%	1,422
P.ville/Mere Point	1,592	308	19%	1,900	296	16%	2,196
N Meadows Shore	794	273	34%	1,067	255	24%	1,322
East Brunswick	2,164	59	3%	2,223	67	3%	2,290
BNAS/Cooks Cmr	1,891	24	1%	1,915	19	1%	1,934
Downtown	5,798	-74	-1%	5,724	-59	-1%	5,665
Downtown Fringe	5,026	136	3%	5,162	123	2%	5,285
Total	19,107	1,693	9%	20,800	1,674	8%	22,474

Source: Planning Decisions, Inc.

## DEMOGRAPHIC CHANGES

Beyond the simple population growth, the characteristics of Brunswick's residents continue to change. This section surveys the major changes in the town's demographic profile in recent decades.

### *1. Age*

Brunswick's population is getting older. In 1970 the median age of Brunswick residents was 24.3 years (Table J). By 2000 the median age had reached 35.5 years. This is a national trend that has been driven by increasing life expectancies and decreasing family sizes. The older age profile of the town's residents is projected to continue as life expectancies increase, the baby boom generation ages, and Brunswick develops its role as a major senior-living center for Midcoast Maine.

Table J. Persons by Age, 1970 - 2000

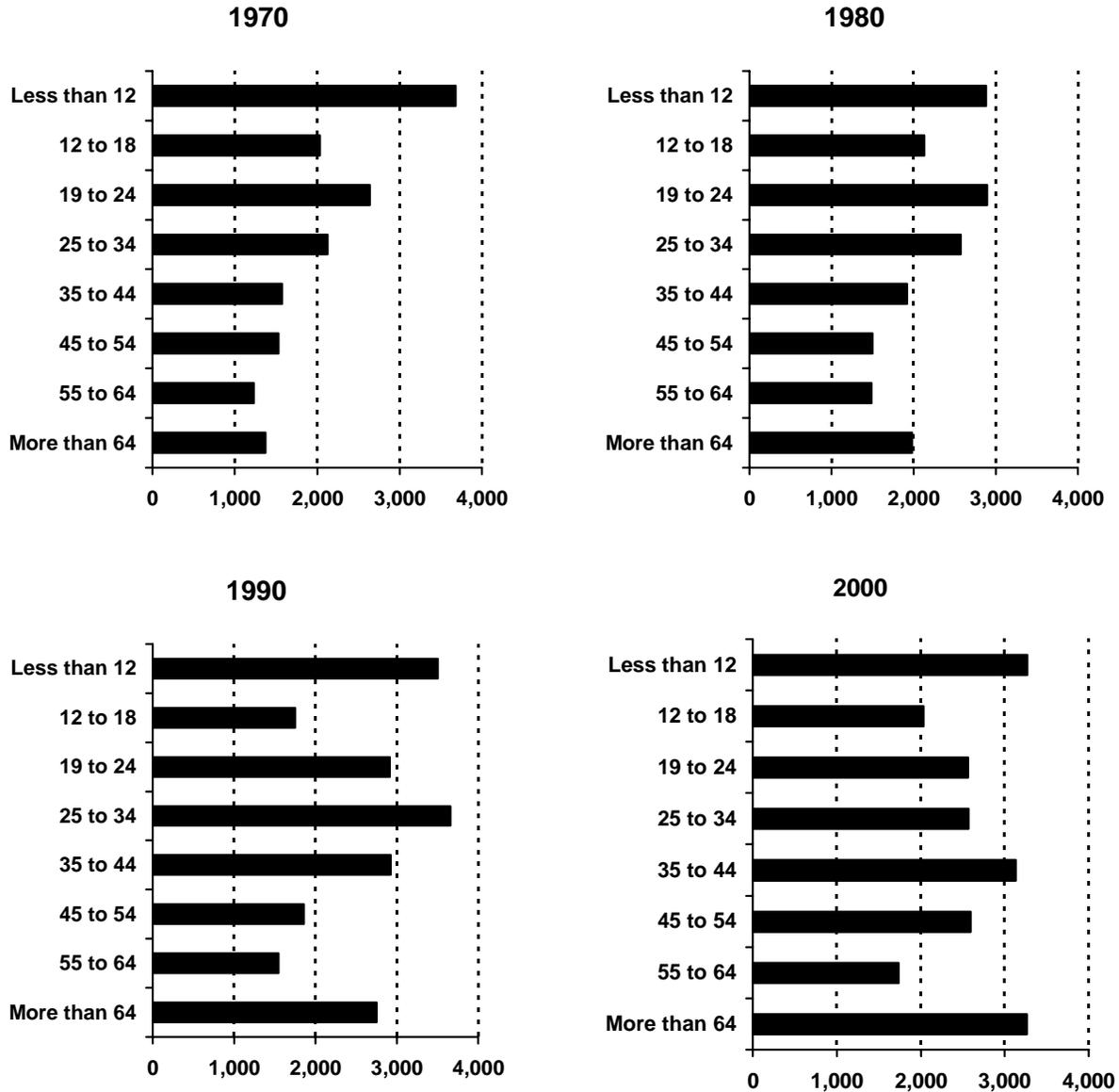
	1970		1980		1990		2000	
	#	%	#	%	#	%	#	%
Under 6	1,801	11.1%	1,347	7.8%	1,847	8.8%	1,586	7.5%
6 – 11	1,879	11.6%	1,537	8.9%	1,657	7.9%	1,682	7.9%
12 – 14	864	5.3%	794	4.6%	640	3.1%	839	4.0%
15 – 18	1,169	7.2%	1,333	7.7%	1,109	5.3%	1,192	5.6%
19 – 24	2,640	16.3%	2,892	16.7%	2,912	13.9%	2,565	12.1%
25 – 34	2,125	13.1%	2,571	14.8%	3,661	17.5%	2,571	12.1%
35 – 44	1,577	9.7%	1,921	11.1%	2,928	14.0%	3,131	14.8%
45 – 54	1,534	9.5%	1,499	8.6%	1,857	8.9%	2,597	12.3%
55 – 64	1,234	7.6%	1,489	8.6%	1,545	7.4%	1,737	8.2%
65 – 74	814	5.0%	1,132	6.5%	1,554	7.4%	1,493	7.1%
75 – 84	439	2.7%	639	3.7%	894	4.3%	1,307	6.2%
Over 84	119	0.7%	212	1.2%	302	1.4%	472	2.2%
Total	16,195	100.0%	17,366	100.0%	20,906	100.0%	21,172	100.0%
Median	24.3		27.5		31.0		35.5	

Source: US Census; Claritas

Between 1970 and 2000, the number of persons under 18 in Brunswick decreased by more than 450 residents (from 4,544 to 4,107). This decrease is due in part to the aging of the Baby Boom generation, which in 1970 was between the ages of 5 and 25. As this generation grew out of the under 18 age cohort, the number of residents in this cohort fell (Figure G). Also note that age cohorts in other decades peaked as the Baby Boom generation moved through – those 19 to 35 in 1980, those 25 to 44 in 1990, and those 35 to 54 in 2000.

Highlighting Brunswick's role as a retirement center has been the large increase in residents over 64 years of age. Between 1970 and 2000, those over 64 years increased from 1,372 to 3,272 residents (Figure G).

Figure G. Age Cohort as a % of the Total Population, 1970 – 2000



Source: US Census

**2. Education**

Brunswick’s residents are becoming better educated. Between 1980 and 2000, the number of residents that received a high school degree (or its equivalent) increased to 88% from 70% (Table K). Similarly, the percent of residents with some college education doubled, from 21% in 1980 to 41% in 2000.

Table K. Educational Attainment, 1980 - 2000

	1980		1990		2000	
	#	%	#	%	#	%
Persons 25 years and older						
Less than 9th grade	1,493	15.8%	735	5.8%	608	4.6%
9th to 12th grade, no diploma	1,267	13.4%	1,364	10.7%	995	7.5%
High school graduate	3,262	34.5%	3,975	31.2%	3,602	27.1%
Some college, no degree	1,454	15.4%	2,497	19.6%	2,693	20.3%
Bachelor's/associate degree	1,987	21.0%	2,911	22.9%	3,402	25.6%
Graduate/profess. degree			1,256	9.9%	1,974	14.9%
Total	9,463	100%	12,738	100%	13,274	100%

Source: US Census

These trends towards a better-educated population match those for the region and the state as a whole.

### 3. Occupation

Brunswick residents are becoming more white collar. The percent of residents that are employed in managerial or professional occupations increased to 40% from 23% between 1980 and 2000 (Table L). Offsetting this increase were decreases in natural resource occupations and traditional blue collar occupations (construction, maintenance, production, and transportation). These blue collar jobs accounted for 28% of the occupations for Brunswick residents in 1980, but only 18% in 2000.

This trend from natural resource-based industries to information and service-based industries is projected to continue.

Table L. Occupation, 1980 – 2000

Employed persons over 24	1980		1990		2000	
	#	%	#	%	#	%
Management, Professional	1,540	23.4%	2,989	33.0%	3,723	40.0%
Sales, Office	1,992	30.3%	2,593	28.7%	2,380	25.6%
Service	1,118	17.0%	1,355	15.0%	1,517	16.3%
Farming, Fishing, Forestry	103	1.6%	124	1.4%	66	0.7%
Construction, Maintenance	745	11.3%	962	10.6%	781	8.4%
Production, Transportation	1,087	16.5%	1,026	11.3%	845	9.1%
Total	6,585	100.1%	9,049	100.0%	9,312	100.1%

Source: US Census

Note: The method used to classify occupations was altered in the 2000 Census. The names of each classification were altered, for example “technical, sales, and administrative support” became “sales and office occupations.”

**4. Income**

Median incomes for Brunswick residents have increased (Table M). In 1969, median household incomes were \$8,584. By 1999, median incomes had risen to \$40,402. After adjusting for inflation, median incomes have fluctuated between \$36,000 and \$43,000 per year.

Table M. Median Household Income, 1969 - 1999

Year	Median Household Income	Adjusted for Inflation <sup>1</sup>	as % of Maine Median Income
1969	\$8,584	\$41,066	105%
1979	\$14,697	\$36,218	106%
1989	\$30,896	\$43,101	111%
1999	\$40,402	\$40,402	108%

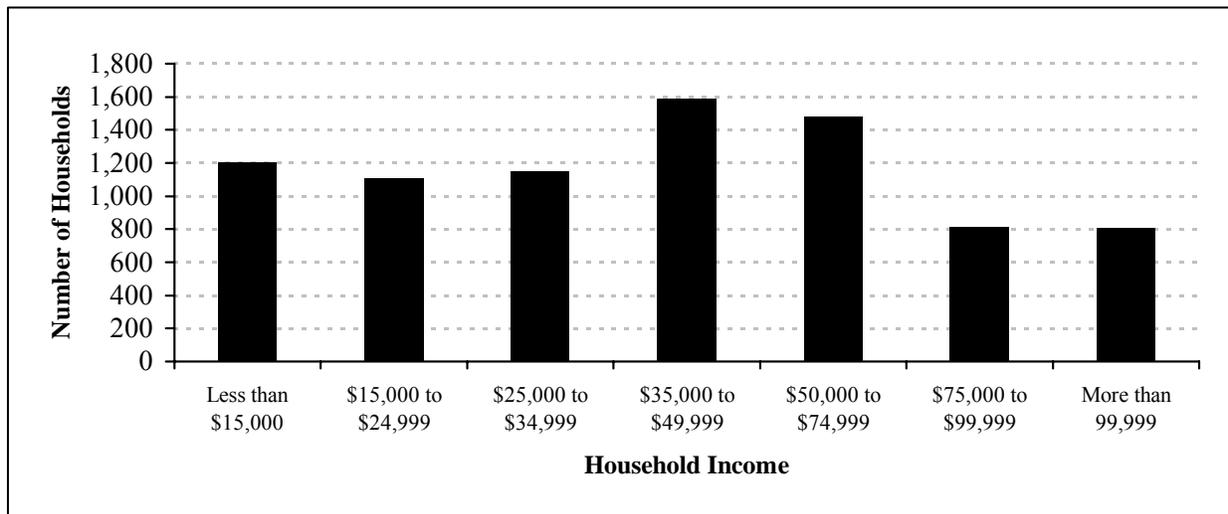
Source: US Census

<sup>1</sup> Adjusted to CPI-Urban for All Items in New England, 1982–1984 =100

Brunswick’s median household income has consistently been higher than the state as a whole. Brunswick median incomes as a percent of the state peaked in 1989, but remain 8% higher than the state.

Between 1989 and 1999, the range of incomes in Brunswick has become more homogenous. What were roughly equal numbers of residents in lower income brackets have become more concentrated in the \$50,000 to \$74,999 income bracket (Figure H). The number of upper income households has increased, and the number of lower income households has decreased.

Figure H. Distribution of Estimated Household Income, 1999



Source: Planning Decisions, Inc, Claritas, Inc.

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## ISSUES AND IMPLICATIONS

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1. Populations in outlying areas have been growing much more rapidly than populations in more urban areas. This pattern of residential development and population migration could affect where the demand for facilities is located and what types of services are provided by the Town.
2. Projections suggest that Brunswick's household population will continue to grow modestly. Much of this growth will likely be located in more rural areas of the community.
3. Household sizes are projected to continue declining. If this occurs, residential development will have to increase at a faster rate than the town's population growth just to maintain the same household population. Where and how should this residential development be accommodated?
4. People living in group quarters are a significant part of the Town's population. Different types of group quarters' populations place different demands on the Town. How should the Town plan for the changes in the group quarters population and what types of services and/or facilities should it provide?
5. The percent of the town's population that is older than 62 years is projected to continue growing. How will this impact the Town and the need for services? How should additional growth in senior housing and/or facilities be addressed? Should growth in this population be encouraged?
6. As surrounding communities continue to grow rapidly, Brunswick's role as the region's service center will likely expand. This could bring with it added benefits (business, recreation, etc) as well as costs (traffic congestion and safety).
7. The potential change of mission for Naval Air Station Brunswick could have a large impact on the character and health of the community. Its mission could be expanded, or the base could close altogether. Closing Naval Air Station Brunswick would have a significant impact on the community as well as the entire region. How should the Town plan for this potential change?
8. The community's median household income is consistently above the state's median household income. While the 1990s experienced a modest decline relative to the state, Brunswick's incomes remain strong. What does this mean in terms of being able to provide the services desired by the community?
9. The number of children has remained relatively stable but has been spreading out across the landscape. What are the implications of this for schools, recreation, etc.?

10. Given the trend toward an older population with more seniors and fewer children, how will the town have to adjust to ensure that adequate services are provided to all of its residents? In addition, what will be the housing needs of this older population?