

DEMOGRAPHIC ANALYSIS

Lower Saucon Township
Northampton and Lehigh Counties

The following information is provided in order to give an overview of the trends in population, education, and economics, in Lower Saucon and throughout the Lehigh Valley. This data, in combination with the local land use analysis and regional development analysis, will give an overview to the types of markets and target audiences that existing and are emerging. Further it will provide insight into the types of improvements (infrastructure, policy changes) that may need to accompany these trends.

Population

In 2010, Lower Saucon Township had a population of 10,772, an 8.98% increase in the population from 2000. As seen in the table provided below, the population in the entire region continues to grow. While Lower Saucon continues to see consistent growth, Northampton and Lehigh counties both saw greater population increases in the ten-year period from 2000 to 2010.

TABLE 1
Total Population
Lower Saucon Township, Northampton and Lehigh County
1990-2010

	1990	2000	2010	Percent Change 2000-2010
Lower Saucon	8,448	9,884	10,772	8.98
Northampton County	247,105	267,066	297,735	11.48
Lehigh County	291,130	312,090	349,497	11.99

Source: US Census Bureau

Age

There is much discussion on the “aging” of the national population as “Baby Boomers” (born 1946-1964) are entering their 50’s and 60’s. This large population cohort has great effects not only on demographic data, such as median age, but also on economic trends, such as health care, recreation, and housing.

This “aging” trend is also seen here in the Lehigh Valley. Lower Saucon had an 11.7% increase in median age from 2000 until 2010. The median age in Lower Saucon was 41.1 in 2000 and increased to 45.9 in 2010. Northampton County’s median age was 38.5 in 2000 and 40.9 in 2010; an increase of only 6.2%. Median age in Lehigh County increased 2.8%, going from 38.3 in 2000 to 39.4 in 2010.

Table 2, seen below, compares the age of the Lower Saucon population cohorts in 2000 to those in 2010. The cohort with the greatest growth, was 85 and older, which saw an increase of over 142%. The 60-64 age group had the second highest increase with an increase of 73.77% and 55-59 was third with a 40.19% increase. The age cohorts with the greatest decrease in population were the 25-34, the Under 5, and the 35-44 groups.

Table 2 gives us a very clear picture of the population trends – Lower Saucon is growing older. All age groupings over age 45 saw an increase in population from 2000 to 2010.

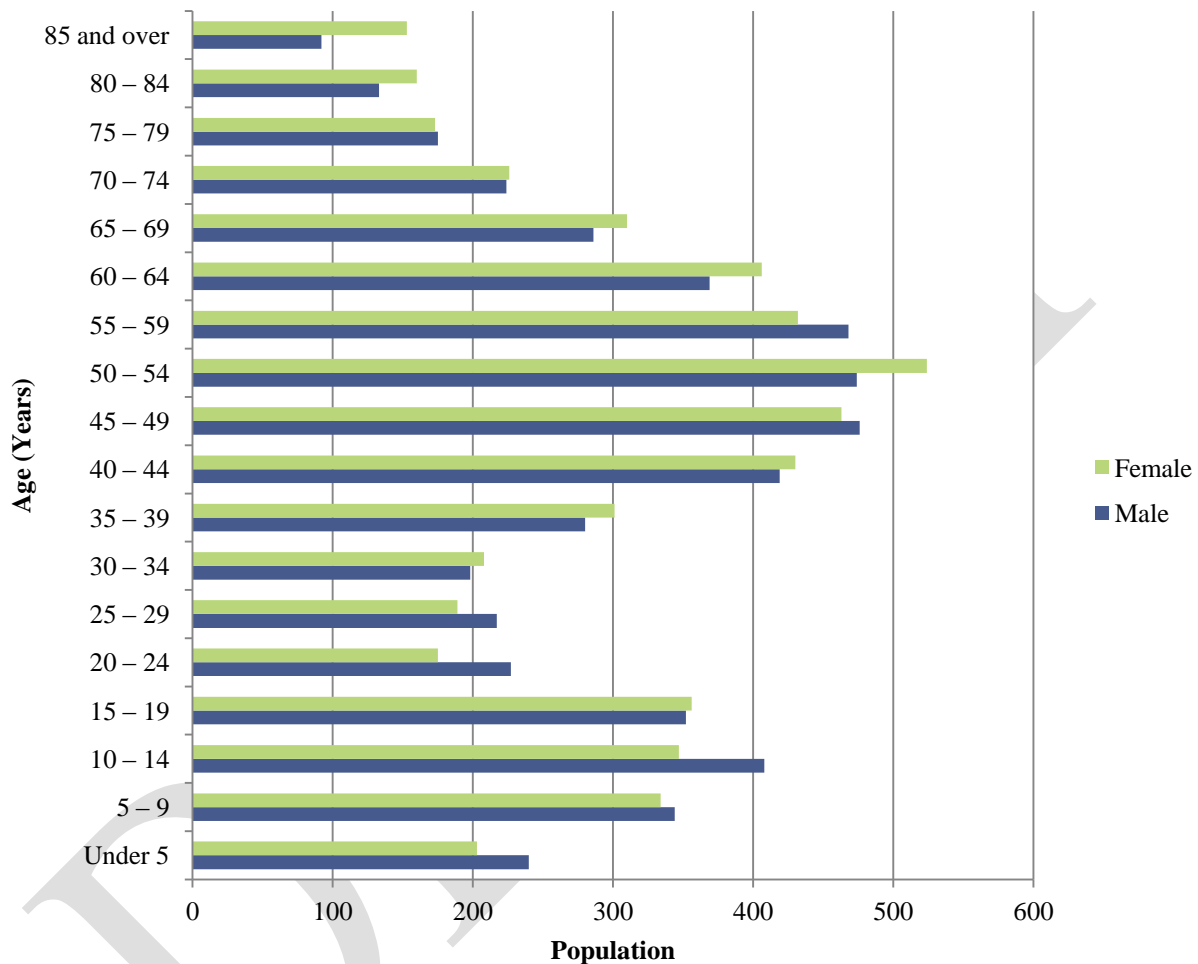
TABLE 2
Population by Age and Percent Change
Lower Saucon Township
2000-2010

Age	2000	2010	Percent Change
Under 5	553	443	-19.89
5 – 9	677	678	0.15
10 – 14	702	755	7.55
15 – 19	600	708	18.00
20 – 24	369	402	8.94
25 – 34	1075	812	-24.47
35 – 44	1682	1430	-14.98
45 – 54	1693	1937	14.41
55 – 59	642	900	40.19
60 – 64	446	775	73.77
65 – 74	774	1046	35.14
75 – 84	570	641	12.46
85 and over	101	245	142.57
TOTAL	9,884	10,772	8.98

Source: US Census Bureau

Using Table 1, Population by Age and Sex, Lower Saucon Township, and Table 2, above, we can get a more detailed breakdown of the most recent population counts, based on the 2010 Census data. The 50 – 54 age group has the greatest number of people, 998, with the number of females exceeding the number of males. Although the 85 and older age cohort contains the fewest number of people, the age cohort of 20-24 contains the next fewest, with 402.

CHART 1
Population by Age and Sex
Lower Saucon Township
2010



Source: US Census Bureau

Households and Housing Occupancy

Housing data provides a reference for many of the economic factors we will analyze. It covers a variety of issues, such as number of households, size of households, family types, number of housing units, etc. This can provide a guide for the type of housing units that we will see be developed and for what type of fee-structure (rent/own), as well as what types of family compositions are becoming more prominent and more obsolete.

The Census Bureau provides data for families and for households. Household data includes information for all people living in one housing or dwelling unit, regardless of relationship. A

family includes two or more people living in the same dwelling or housing unit related by birth, marriage, or adoption. The majority of demographic studies focus on households. However for purposes of this economic study, while we will focus on household type and size we do address the family unit as this is the primary make-up of Lower Saucon households. This information will be of importance when we study income and look to identify consumers and purchasing power.

As seen below, in Table 3, the number of households in Lower Saucon has steadily increased since 1990. However, at the same time, we can see that Lower Saucon saw a decrease in the percentage of family households and an increase in the percentage of non-family households. The percentage of one-person households has also increased from 1990 to 2010. Further, while the number of households, both family and non-family, has increased, the average household size and the average family size have both decreased. The decrease in household and family size is also seen at the state and national level.

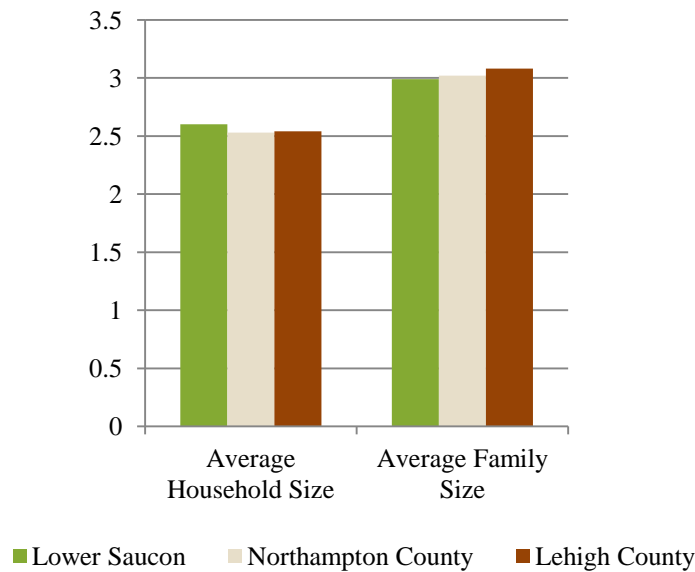
TABLE 3
Household Data
Lower Saucon Township
1990-2010

	1990		2000		2010	
	#	%	#	%	#	%
Total # of Households	3046	100.0	3735	100.0	4120	100.0
Family Households	2452	80.5	2892	77.4	3135	76.1
Non-Family Households	594	19.5	843	22.6	985	23.9
One-person Households	488	16.0	679	18.2	809	19.6
Average Household Size			2.63		2.60	
Average Family Size			3.00		2.99	

Source: US Census Bureau

In order to get an idea of the regional household data we compared the average household size and average family size of Lower Saucon to both Northampton and Lehigh Counties. We can see from Chart 2 below, that the numbers observed in Lower Saucon are on par with the County averages. The average household size in Lower Saucon is 2.60, Northampton County is 2.53, and Lehigh County is 2.54. Average family households are greater in size than average household size, but again, not much of a difference is seen in comparing Lower Saucon with that of the counties. Lower Saucon has an average family size of 2.99, Northampton County is 3.02, and Lehigh County is 3.08.

CHART 2
Comparison of Average Household and Family Size
Lower Saucon, Northampton and Lehigh Counties
2010



Source: US Census Bureau

Table 4 provides us with a clear picture of housing in Lower Saucon. In 2010, there are 4340 housing units in the Township. 94.9% of the units were occupied and 5.1% were vacant. While the overall number of units had increased from 2000 to 2010, the percentage of vacant units also increased in the same time frame.

In 2010, the majority of housing units, 90.1 percent, are owner-occupied, indicating that less than ten percent of the units are occupied by renters. The percentage of home ownership has increased from 2000 to 2010 and the percentage of renters has decreased.

TABLE 4
Housing Occupancy and Tenure
Lower Saucon Township
2000-2010

	2000		2010	
	#	%	#	%
Number of Housing Units	3915	100.0	4340	100.0
Occupied	3735	95.9	4120	94.9
Vacant	180	4.6	220	5.1
Number of Occupied Units	3735	100.0	4120	100.0

Owner-Occupied	3310	88.6	3712	90.1
Rental-Occupied	425	11.4	408	9.9

Source: US Census Bureau

Education

The level of educational attainment by the residents of a community is directly related to employment and community “wealth”. We can easily see the correlation and trends develop when observed with additional demographic data. By examining the highest level of education attained by those living in Lower Saucon, we can see that the majority of persons 25 years and older (91% of the population) have graduated high school. Twenty-six percent (26%) of those individuals 25 and older have a bachelor’s degree and another 15.3% have attained a graduate or professional degree.

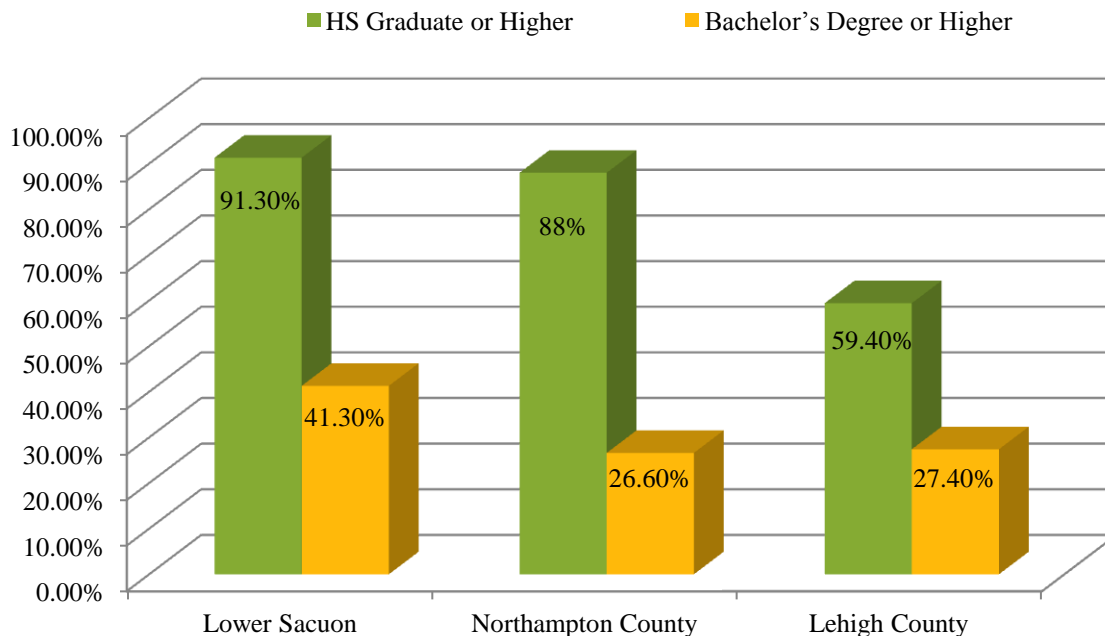
TABLE 5
Educational Attainment
Population 25 Years and Over
Lower Saucon Township
2008-2012 (5-year Estimates)

	Number	Percent
Population	7,911.0	100.0
Less than 9 th grade	198	2.5
9 th – 12 th grades, no diploma	491	6.2
High school graduate	2199	27.8
Some college, no degree	1210	15.3
Associates Degree	538	6.8
Bachelor’s Degree	2057	26.0
Graduate or Professional Degree	1210	15.3

Source: 2008-2012 American Community Survey

As seen below, in Chart 3, the education levels of Lower Saucon residents is higher than that of both Northampton and Lehigh county. Where 91.3% of the residents in Lower Saucon over 25 years old have received a high school diploma, only 88% of Northampton County and 59.40% of Lehigh County residents have received the same. Northampton and Lehigh Counties’ percentage of population achieving a Bachelor’s degree is also lower than that of Lower Saucon.

CHART 3
Degree Attainment
Population 25 Years and Over
Lower Saucon Township, Northampton and Lehigh Counties
2008-2012 (5-year Estimates)



Source: 2008-2012 American Community Survey

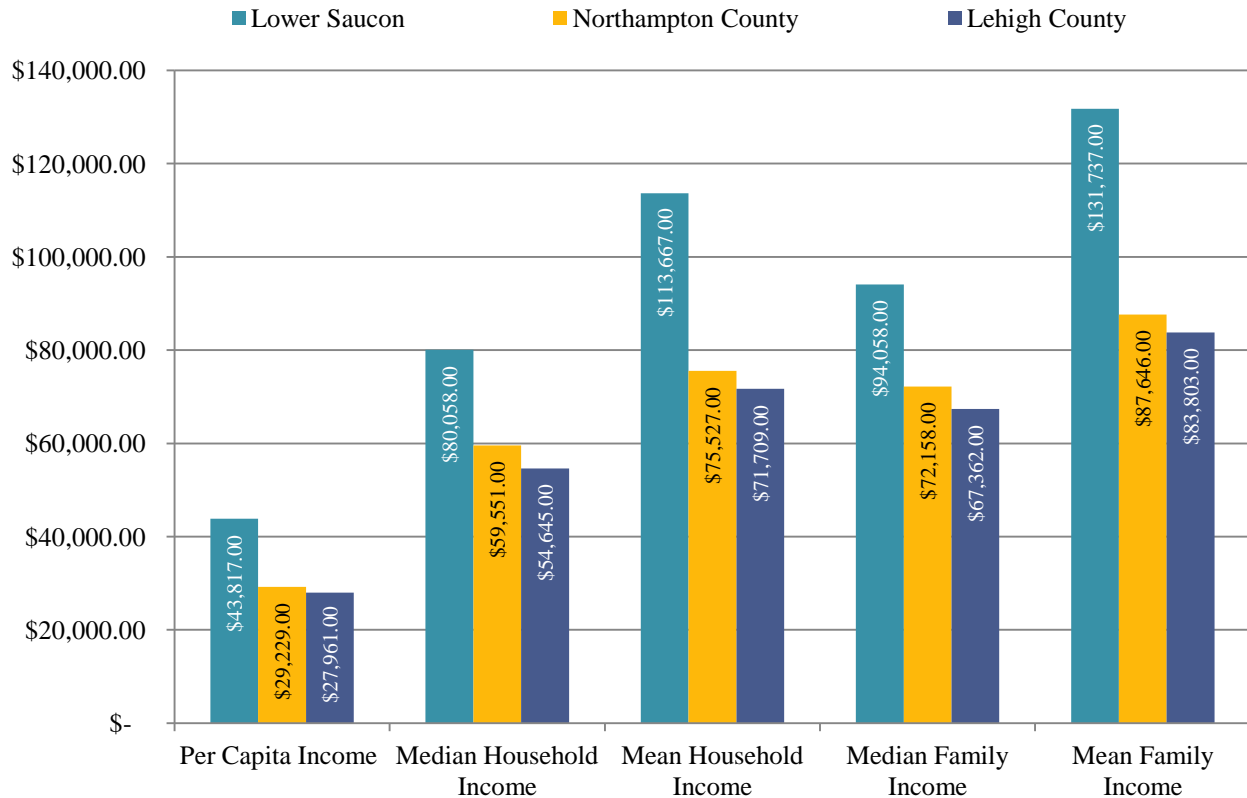
Income

Income data is an excellent indicator of the financial well-being of a community. Income will be useful in the determination of poverty levels and tax generation for government planning. In using other demographic data, such as educational attainment, and employment, we can draw conclusions about the relative “wealth” of a community, such as Lower Saucon.

Chart 4, below, provides a large amount of information. First, we can clearly see that the three income measures, per capita, household, and family income is all greater in Lower Saucon Township when compared to those at the county level. The per capita income of Lower Saucon is \$43,817. Both Northampton and Lehigh Counties have per capita incomes nearly \$15,000 less than Lower Saucon. Northampton has a per capita income of \$29,229. Lehigh County has per capita income of \$27,961.

The median (half of the group is above and half the group is below) income levels for households and families as well as the mean (average) income levels for both households and families in Lower Saucon surpass those at the County level. Median household income is typically referenced for demographic data as a base indicator of a community’s well-being. The median household income for Lower Saucon is \$80,058. The median household income for Northampton County is \$59,511 and for Lehigh County is \$54,645.

CHART 4
Comparison of Income
Lower Saucon Township, Northampton and Lehigh Counties
2008-2012 (5-year Estimates)



Source: 2008-2012 American Community Survey

Conclusions

From the data presented herein, it appears that Lower Saucon has a very stable, well educated, middle-aged population. The population, in general, is continuing to grow older and have less children. It even appears as if a number of college-age and post college-age adults/young families are choosing not to reside in the Township. Although currently most households consist of families, the trend is an increasing number of non-family households.

Most of the residents of Lower Saucon reside in homes that they own. Individuals are mostly high-school graduates and over 41% have graduated from college with a bachelor's degree. The per capita income of residents in Lower Saucon is \$43,817. The average household income is \$113,667 and the average family income is \$131,737.