

Chapter 2

Issues and Opportunities

Purpose

The purpose of the Issues and Opportunities chapter is to compare and analyze demographic information for the Village of Ellsworth to identify trends and decide how these trends may affect the Village. This information and the information in the next eight chapters should be used to guide the future development and redevelopment of the Village over a 20-year planning period.

Historical Population

The Village of Ellsworth has experienced population growth since 1960 (Table 2-1). The Wisconsin Department of Administration (WDOA) estimated that Ellsworth's population was 3,179 on January 1, 2008. This is an increase of over 9% since 2000.

Table 2-1 – Historical Population - Village of Ellsworth

Year	1960	1970	1980	1990	2000
Population	1,701	1,983	2,143	2,706	2,909
% Change	-	16.6%	8.1%	26.3%	7.5%

Source: Mississippi River Regional Planning Commission

Population Forecasts

Population growth influences land use, housing, transportation, and other characteristics in the Village of Ellsworth. The WDOA compiled population forecasts for each municipality in the State of Wisconsin. The Village's population is projected to grow at a rate of 27% between 2010 and 2030. Even though the current economic conditions in the United States have brought most residential development to a halt, the comprehensive plan should consider the overall growth of the Village over the next 20 years and how this growth may affect Ellsworth (Table 2-2).

Table 2-2 – Population Forecasts - Village of Ellsworth

Year	2005	2010	2015	2020	2025	2030
WDOA	2,985	3,171	3,402	3,633	3,850	4,042
% Change	-	6.2%	7.3%	6.8%	6.0%	5.0%

Source: Wisconsin Department of Administration

Household Forecasts

Table 2-3 shows housing forecasts for the Village of Ellsworth. A household includes all the people who occupy a housing unit as their usual place of residence. The WDOA projects that the number of persons per household will slowly decrease as the overall population grows. Assuming one new household equals one new home, there is a potential for over 400 new homes by 2030.

New residents may live in existing vacant housing but others will require a variety of new housing options.

Table 2-3 – Housing Forecasts - Village of Ellsworth

Year	2000	2005	2010	2015	2020	2025	2030
Household Population Projections	2,786	2,985	3,171	3,402	3,633	3,850	4,042
Average Persons Per Household	2.38	2.34	2.29	2.26	2.24	2.23	2.22
Total Household Projections	1,169	1,278	1,387	1,505	1,623	1,727	1,824
Additional Units Needed	-	109	109	118	118	104	97

Source: Wisconsin Department of Administration: Population and Housing Projections

Age Distribution

Table 2-4 and Figure 2-1 show that the largest growth in population in the Village of Ellsworth between 1990 and 2000 occurred in the ages of 45 to 64 years and 80 years and older. The increase in residents in the ages of 45 and 64 years can be attributed to migration while residents 80 years and older may desire housing options that are readily available in the Village.

The age distribution can provide insight into future housing needs, services, and recreational opportunities. Generally, a younger population would find a greater need for affordable housing and active recreation, while an older population may have a need for different types of housing and transportation services. It is important to consider the needs of all age groups.

Figure 2-1 – Age of the Total Population

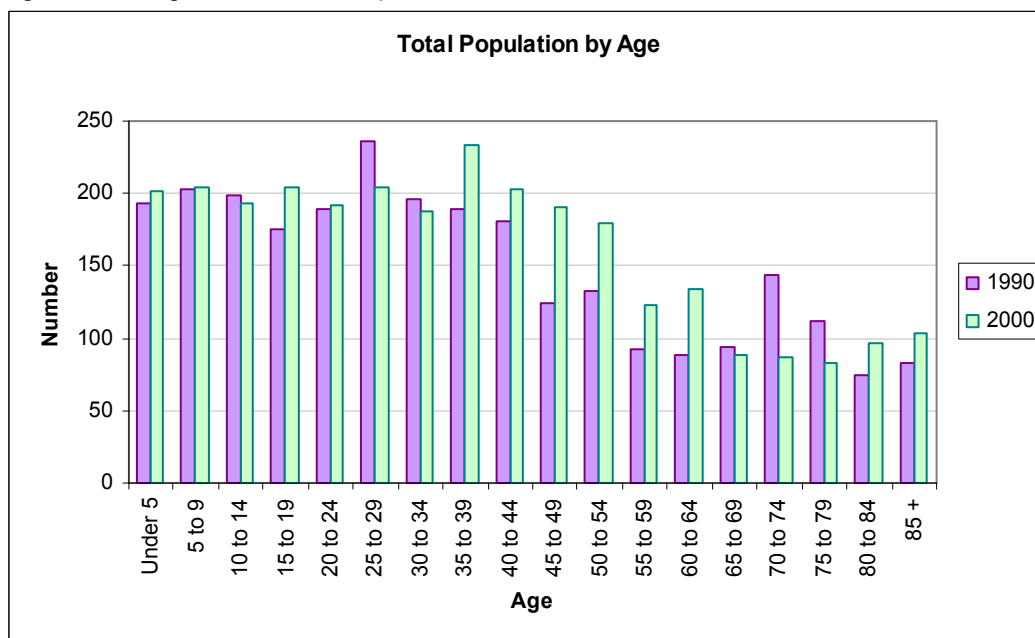


Table 2-4 –Total Population by Age

Age	1990	1990 % Total	2000	2000 % Total	# Change	% Change
Under 5	193	7.1%	202	6.9%	9	4.7%
5 to 9	203	7.5%	204	7.0%	1	0.5%
10 to 14	199	7.4%	193	6.6%	-6	-3.0%
15 to 19	176	6.5%	204	7.0%	28	15.9%
20 to 24	189	7.0%	192	6.6%	3	1.6%
25 to 29	236	8.7%	204	7.0%	-32	-13.6%
30 to 34	196	7.2%	188	6.5%	-8	-4.1%
35 to 39	189	7.0%	234	8.0%	45	23.8%
40 to 44	181	6.7%	203	7.0%	22	12.2%
45 to 49	124	4.6%	190	6.5%	66	53.2%
50 to 54	132	4.9%	180	6.2%	48	36.4%
55 to 59	92	3.4%	123	4.2%	31	33.7%
60 to 64	89	3.3%	134	4.6%	45	50.6%
65 to 69	94	3.5%	89	3.1%	-5	-5.3%
70 to 74	144	5.3%	87	3.0%	-57	-39.6%
75 to 79	112	4.1%	83	2.9%	-29	-25.9%
80 to 84	74	2.7%	96	3.3%	22	29.7%
85 +	83	3.1%	103	3.5%	20	24.1%
Total	2,706	100.0%	2,909	100.0%	203	7.5%

Source: 1990 and 2000 U.S. Census

Education Levels

A person's educational attainment can influence a person's job opportunities, housing preferences, and spending patterns. It can also indicate what types of job opportunities are available in the Village or surrounding area.

The number of residents, 25 and older, who have attained a high school education or higher, has grown from 73.8% in 1990 to 79.3% in 2000. Tables 2-5 and 2-6 show that 120 more residents attained a bachelor's degree or higher in 2000 than in 1990.

Table 2-5 – Education Attainment Population 25 and Older - Village of Ellsworth

	1990	% Total	2000	% Total	# Change	% Change
Population 25 Years and Over	1746	100.0%	1921	100.0%	175	10.0%
Less than 9th Grade	309	17.7%	149	7.8%	-160	-51.8%
9th to 12th Grade (No Diploma)	149	8.5%	248	12.9%	99	66.4%
High School Graduation (Includes Equivalency)	773	44.3%	732	38.1%	-41	-5.3%
Some College, No Degree	274	15.7%	369	19.2%	95	34.7%
Associate Degree	88	5.0%	150	7.8%	62	70.5%
Bachelor's Degree	115	6.6%	183	9.5%	68	59.1%
Graduate or Professional Degree	38	2.2%	90	4.7%	52	-

Source: 1990 and 2000 U.S. Census

Table 2-6 – High School Graduate or Higher Attainment - Village of Ellsworth

	1990	% Total	2000	% Total	# Change	% Change
High School Graduate or Higher	1288	73.8%	1524	79.3%	236	18.3%
Bachelor's Degree or Higher	153	8.8%	273	14.2%	120	78.4%

Source: 1990 and 2000 U.S. Census

The increase in educational attainment may be due to the residents moving into the Village who have achieved higher levels of education and are working in Ellsworth or commuting to job outside of the Village but preferring to live in Ellsworth.

Income Levels

Income levels are related to the availability and diversity of jobs within or near a community. The Village of Ellsworth has seen an increase of over 65.0% in median household income between 1989 and 1999 (Tables 2-7 & 2-8). In 1999, the median household income was \$42,604. This is slightly below the median income levels of Pierce County (\$49,551) and the State of Wisconsin (\$43,791).

The household income increase is related to normal wage increases and new residents who are working outside of Ellsworth.

Table 2-7 – Median Household Income - Village of Ellsworth

Year	1989	1999	% Change
Median Household Income	\$25,714	\$42,604	65.7%

Source: 1990 and 2000 U.S. Census

Table 2-8 – Median Household Income Distribution - Village of Ellsworth

	1989	% Total	1999	% Total	# Change	% Change
Less than \$10,000	179	17.2%	70	5.9%	-109	-60.9%
\$10,000 to \$14,999	99	9.5%	71	6.0%	-28	-28.3%
\$15,000 to \$24,999	226	21.7%	167	14.0%	-59	-26.1%
\$25,000 to \$34,999	220	21.2%	198	16.7%	-22	-10.0%
\$35,000 to \$49,999	190	18.3%	210	17.7%	20	10.5%
\$50,000 to \$74,999	100	9.6%	312	26.2%	212	212.0%
\$75,000 to \$99,999	16	1.5%	112	9.4%	96	600.0%
\$100,000 to \$149,999	8	0.8%	37	3.1%	29	362.5%
\$150,000 or more	2	0.2%	12	1.0%	10	500.0%

Source: 1990 and 2000 U.S. Census

Employment Characteristics

A look at the occupations of residents and which industry they work in provides a glimpse of general types of work available in the area.

Occupation refers to the type of work a person, 16 years and over, does. It does not indicate where these occupations are held.

Nearly all occupations have seen an increase in number between 1990 and 2000 except sales /office occupations and farming/ fishing/ forestry (Table 2-9).

Production/ transportation/ materials moving occupations have experienced the largest increase in number growing from 290 residents in 1990 to 396 residents in 2000.

Table 2-9 – Occupation: Employed Civilian Population 16 Years or Over - Village of Ellsworth

Occupation	1990	% Total	2000	% Total	# Change	% Change
Management, Professional, and Related	259	19.2%	318	21.3%	59	22.8%
Service	189	14.0%	234	15.7%	45	23.8%
Sales and Office	411	30.4%	338	22.7%	-73	-17.8%
Farming, Fishing, and Forestry	24	1.8%	8	0.5%	-16	-66.7%
Construction, Extraction, and Maintenance	177	13.1%	196	13.2%	19	10.7%
Production, Transportation, and Material Moving	290	21.5%	396	26.6%	106	36.6%

Source: 1990 and 2000 U.S. Census

Industry refers to what industry each occupation is part. The largest industry in 2000 for workers living in Ellsworth is manufacturing (Table 2-9). The largest gains in employment in number between 1990 and 2000 occurred in the arts/entertainment/recreation/accommodation/food services industry followed by educational/health/social services.

The professional/insurance/real estate/rental housing industry and the retail trade industry had the greatest decrease in workers.

Table 2-10 – Industry: Employed Civilian Population 16 Years or Over - Village of Ellsworth

Industry	1990	% Total	2000	% Total	# Change	% Change
Public Administration	84	6.2%	92	6.2%	8	9.5%
Other Services (Except Public Admin.)	84	6.2%	75	5.0%	-9	-10.7%
Arts, Entertainment, Recreation, Accommodation, and Food Services	2	0.1%	110	7.4%	108	5400.0%
Educational, Health, and Social Services	193	14.3%	268	18.0%	75	38.9%
Professional, Scientific, Management, Administrative, and Waste Management	53	3.9%	67	4.5%	14	26.4%
Finance, Insurance, Real Estate, and Rental Housing	133	9.9%	63	4.2%	-70	-52.6%
Information	0	0.0%	12	0.8%	12	-
Transportation, Warehousing, and Utilities	79	5.9%	64	4.3%	-15	-19.0%
Retail Trade	220	16.3%	161	10.8%	-59	-26.8%
Wholesale Trade	59	4.4%	29	1.9%	-30	-50.8%
Manufacturing	314	23.3%	383	25.7%	69	22.0%
Construction	92	6.8%	144	9.7%	52	56.5%
Agriculture, Forestry, Fishing/Hunting, and Mining	37	2.7%	22	1.5%	-15	-40.5%

Source: 1990 and 2000 U.S. Census

Table 2-11 lists 15 of the most common occupations and their required education and/or training, in Pierce County. Specific information for the Village is not available but this provides information to what types of jobs are commonly available in the area. Only three of the most common occupations require an Associate's or Bachelor's degree, all others require less than a year of training.

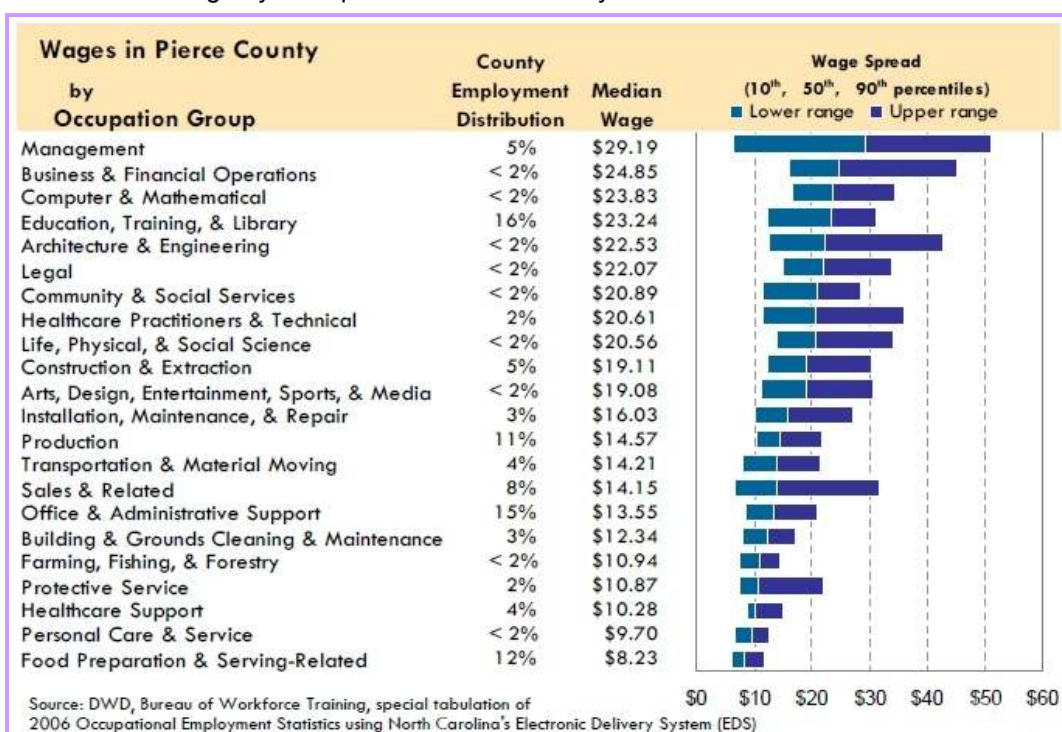
Table 2-11 – Common Occupations in Pierce County

Common Occupations in Pierce County	
Occupation	Education/training
Bartenders	1 month or less training
Bookkeeping/Accounting/Auditing Clerks	1-12 mos. on-the-job trng.
Comb. Food Prep.-Servers, Incl. Fast Fd.	1 month or less training
Construction Laborers	1-12 mos. on-the-job trng.
Elem. School Teachers, not Spec. Ed.	Bachelor's degree
Exec. Secretaries & Admin. Assistants	1-12 mos. on-the-job trng.
Food Preparation Workers	1 month or less training
Home Health Aides	1 month or less training
Office Clerks, General	1 month or less training
Retail Salespersons	1 month or less training
Sales Reps-Whls & Mfg, not Tech.-Scien..	1-12 mos. on-the-job trng.
Sec. School Teachers, not Spcl.-Voc. Ed.	Bachelor's degree
Secretaries, not Legal/Med./Executive	1-12 mos. on-the-job trng.
Teacher Assistants	Associate degree
Truck Drivers, Heavy & Tractor-Trailer	1-12 mos. on-the-job trng.

Source: DWD, Bureau of Workforce Training, special request, July 2007

Table 2-12 compares average annual wages by occupation in Pierce County. In most cases, wages in the County are in the upper range of the wage spread though the most common jobs require little training and pay less than other occupations.

Table 2-12 – Wage by Occupation – Pierce County



Demographic Summary

The demographics presented in this chapter draw attention to specific trends.

1. Village population is projected to grow by over 27% between 2010 and 2030 even though current economic conditions have slowed residential growth.
2. Growing population means additional households and homes, which will require developable land to accommodate that growth.
3. The local population is aging. Some of this can be attributed to the in migration of residents who have been attracted to the area because of quality of life afforded in the Village, affordable housing, and proximity to job opportunities.
4. Educational attainment and incomes have risen. Some of this is due to residents moving into the Village while commuting to jobs elsewhere.
5. The most common occupations held by residents are related to management, sales, or production.
6. Although many occupations in Pierce County are in the upper range of the wage spread, the most common occupations require little training or education.