

# **CHAPTER 2**

## ***Issues and Opportunities***

### **Introduction**

The Issues and Opportunities element analyzes demographic information for the Town of Erin Prairie. The purpose is to identify and understand trends in the Town and surrounding area in order to anticipate future needs and create a plan that addresses them.

Most of the demographic information is taken from the U.S. Census Bureau which conducts a census every ten years. The most recent census was completed in 2000. Current information is limited but efforts have been made to incorporate updated data when available.

### **Historical Population**

The Town of Erin Prairie has seen small increases and decreases in population since 1950 (see *Table 2-1*). The exception is a 28.1% increase in population between 1970 and 1980.

Areas of St. Croix County have seen large population growth since 1990. In comparison, the Town's population has remained relatively low due to large parcels of land being used for agriculture, approximately 87% of Town parcels being zoned exclusive agriculture, and decreasing persons per household.

Table 2-1 - Historical Population

Year	1950	1960	1970	1980	1990	2000
Population	504	499	516	661	647	658
% Change	-	-0.99%	3.41%	28.10%	-2.12%	1.70%

Source: West Central Wisconsin Regional Planning Commission

### **Population Forecasts**

Population growth influences future land use, housing, transportation, and other characteristics in the Town of Erin Prairie. Growth in surrounding communities will also influence these characteristics.

The Wisconsin Department of Administration (WDOA) has created population forecasts IN 2008 for each municipality in the State of Wisconsin. For the Town of Erin Prairie, the population is projected to grow by 98 residents between 2010 and 2030 (see *Table 2-2*).

The growth in population is likely due to residents moving into the Town and building new homes.

Table 2-2 - Population Forecasts

Year	2000*	2005	2010	2015	2020	2025	2030
DOA	658	672	689	720	751	773	787

Source: \*U.S. Census actual population, WI DOA, Cedar Corporation

## **Household Forecasts**

Table 2-3 reveals housing forecasts for the Town of Erin Prairie. It is projected that the number of persons per household will decrease over time. The table shows that the Town will have modest housing needs in the future.

Based on the 2006 estimated population of 682, the Town has grown by 24 residents since 2000. Using the 2000 persons per household figure (2.9), that equates into approximated nine new homes built since 2000.

The average population projection was used with the estimated persons per household provided by the WDOA to approximate the number of new dwellings by 2030. Using this method, there will be approximately 46 additional dwellings in the Town of Erin Prairie between 2005 and 2030.

Table 2-3 - Housing Forecasts

Year	2000*	2005	2010	2015	2020	2025	2030
Population	658	673	689	704	720	735	751
Persons Per Household	2.90	2.88	2.82	2.76	2.71	2.69	2.69
Total Occupied Housing Units	227	233	244	255	266	273	279
Additional Units Needed	-	6	11	11	11	7	6

Source: \*U.S. Census actual population, Cedar Corporation

## **Age Distribution**

Age distribution in the Town of Erin Prairie can influence the types of housing, recreational needs, and other aspects of the community.

Table 2-4, Figure 2-1 and Figure 2-2 show a slightly aging population in the Town. The number of residents aged 19 and under has dropped while the number of residents aged 34 and older has increased. The age group of 30 to 34 has experienced that largest decrease in residents from 65 in 1990, to 31 in 2000. The rising number of residents 35 and older is due to people moving into the area.

Table 2-4 - Age for the Total Population

Year	1990	2000	Numerical Change	% Change
Under 5	61	39	-22	-36.1%
5 to 9	65	57	-8	-12.3%
10 to 14	67	56	-11	-16.4%
15 to 19	57	58	1	1.8%
20 to 24	28	31	3	10.7%
25 to 29	36	38	2	5.6%
30 to 34	65	31	-34	-52.3%
35 to 39	58	66	8	13.8%
40 to 44	50	74	24	48.0%
45 to 49	50	44	-6	-12.0%
50 to 54	24	48	24	100.0%
55 to 59	22	43	21	95.5%
60 to 64	12	22	10	83.3%
65 to 69	16	15	-1	-6.3%
70 to 74	19	13	-6	-31.6%
75 to 79	6	10	4	66.7%
80 to 84	9	8	-1	-11.1%
85 +	2	5	3	150.0%
Total	647	658	11	1.7%

Source: 1990 and 2000 U.S. Census

Figure 2-1 - 1990 Population Pyramid

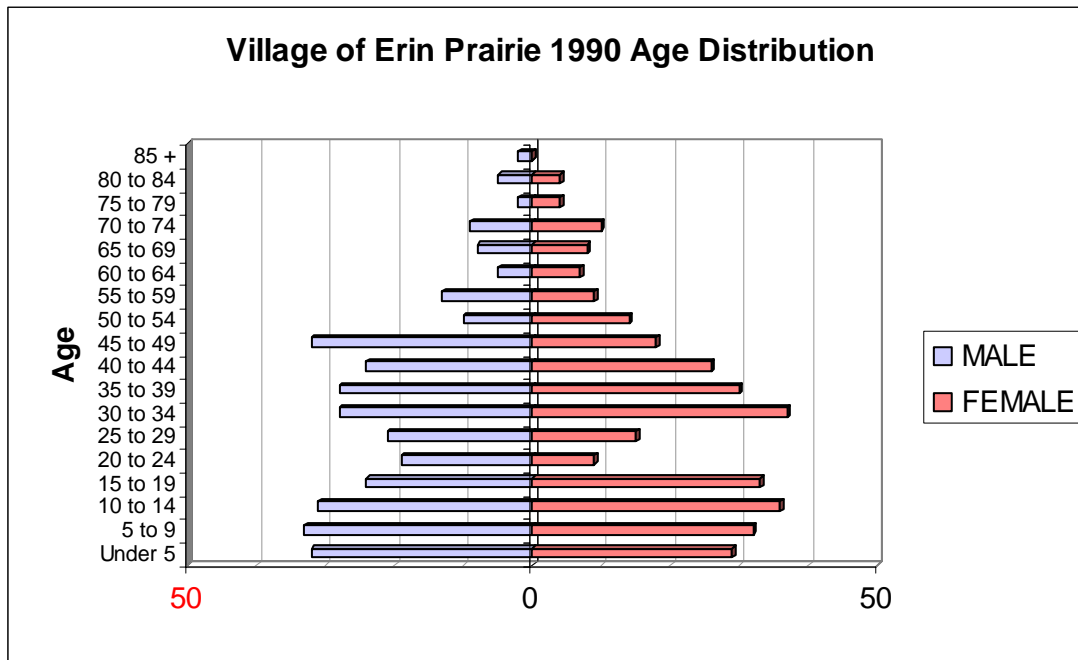
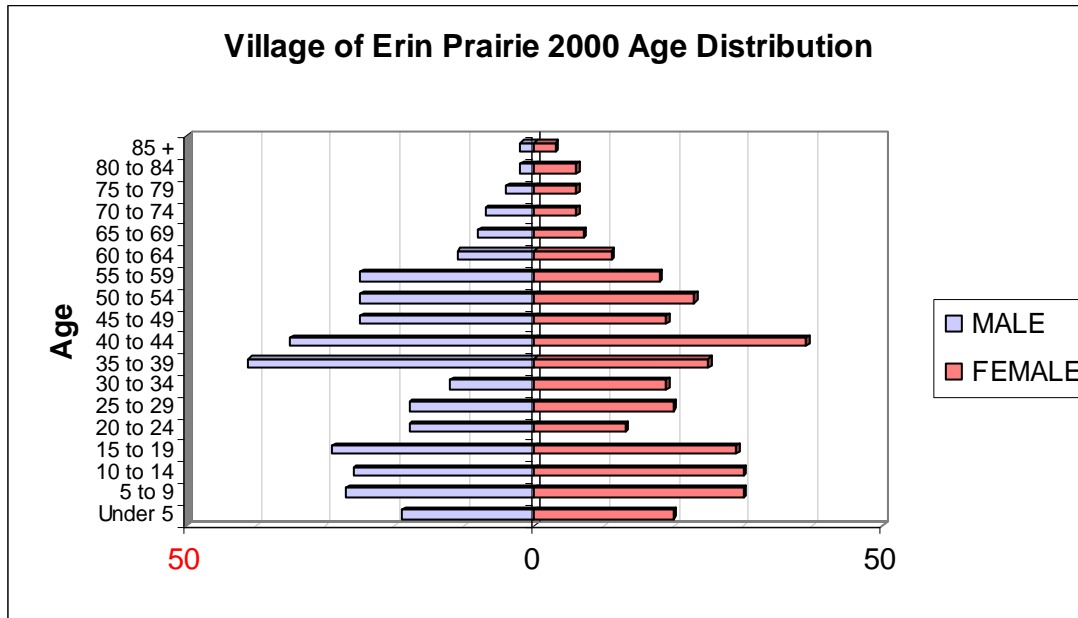


Figure 2-2 - 2000 Population Pyramid



## Education Levels

Educational attainment can influence a person’s job opportunities, housing preferences, and spending patterns. Table 2-5 and 2-6 reveal that the number of residents who have attained a high school degree or higher has increased from 332 resident in 1990, to 374 in 2000. Also, in 1990, 61 residents had attained a bachelor’s degree of higher, while in 2000, that number had risen to 93 residents.

Table 2-5 - Education Attainment Population 25 and Older

	1990	% Of Total	2000	% Of Total	Number and % Change
Population 25 Years and Over	386	100.00%	415	100.00%	29 (7.51)
Less than 9 <sup>th</sup> Grade	21	5.44%	9	2.17%	-12 (-57.14)
9 <sup>th</sup> to 12 <sup>th</sup> Grade (No Diploma)	33	8.55%	32	7.71%	-1 (-3.03)
High School Graduation (Includes Equivalency)	156	40.41%	155	37.35%	-1 (-0.64)
Some College, No Degree	81	20.98%	94	22.65%	-44 (-54.32)
Associate Degree	34	8.81%	32	7.71%	-2 (-5.88)
Bachelor’s Degree	44	11.40%	78	18.80%	34 (77.27)
Graduate or Professional Degree	17	4.40%	15	3.61%	-2 (-11.76)

Source: 1990 and 2000 U.S. Census

Table 2-6 - High School Graduate or Higher Attainment

Year	1990	% Of Total	2000	% Of Total	Number and % Change
High School Graduate or Higher	332	86.01%	374	90.12%	42 (12.65%)
Bachelor’s Degree of Higher	61	15.80%	93	22.41%	32 (52.46%)

Source: 1990 and 2000 U.S. Census

## Income Levels

Median household incomes in the Town of Erin Prairie have increased by almost 70% between 1989 and 1999 (see *Table 2-7*). In 1999, the median household income was \$65,938. This compares to \$54,930 in St. Croix County and \$43,791 in the State of Wisconsin.

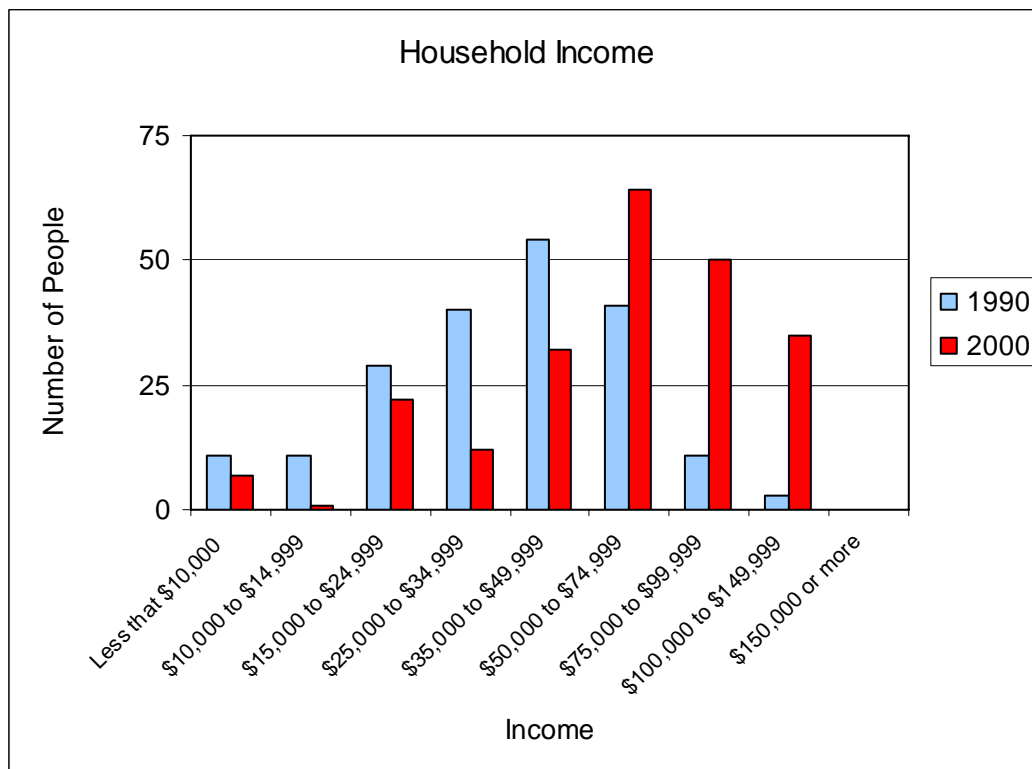
Table 2-7 - Median Household Income

Year	1989	1999	% Change
Median Household Income	\$38,889	\$65,938	69.6%

Source: 1990 and 2000 U.S. Census

Figure 2-3 shows that median household incomes in 1999 of \$50,000 and above, have all increased compared to 1989 incomes.

Figure 2-3 - Household Income



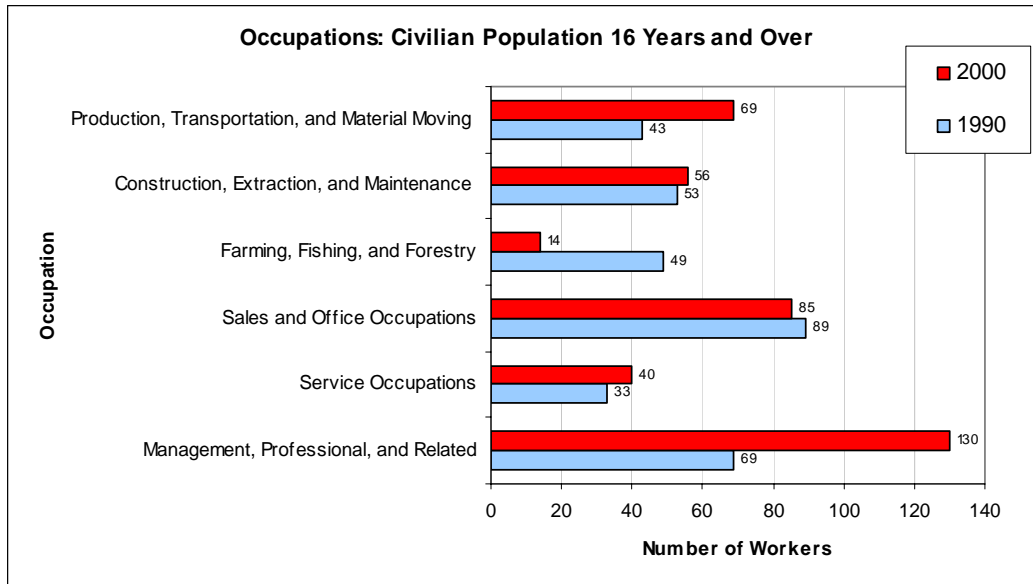
## Employment Forecasts and Characteristics

Occupation refers to the type of work a person does. Figure 2-4 shows occupations of the civilian population 16 years and over in the Town of Erin Prairie. Management/professional/and related has the highest number of workers indicating that these are held outside of Erin Prairie. It should be noted that Figure 2-4 does not indicate where these occupations are located.

All occupations have seen an increase in population except farming/fishing/forestry and sales/office occupations. Occupations in farming/fishing/forestry have decreased from 49 residents in 1990 to 14 residents in 2000.

Production/transportation/material moving and management/professional/related occupations have increased. Management/professional/related occupations have experienced the largest increase in population growing from 69 residents in 1990 to 130 residents in 2000. This may indicate that growing numbers of residents are commuting to jobs outside of the Town of Erin Prairie.

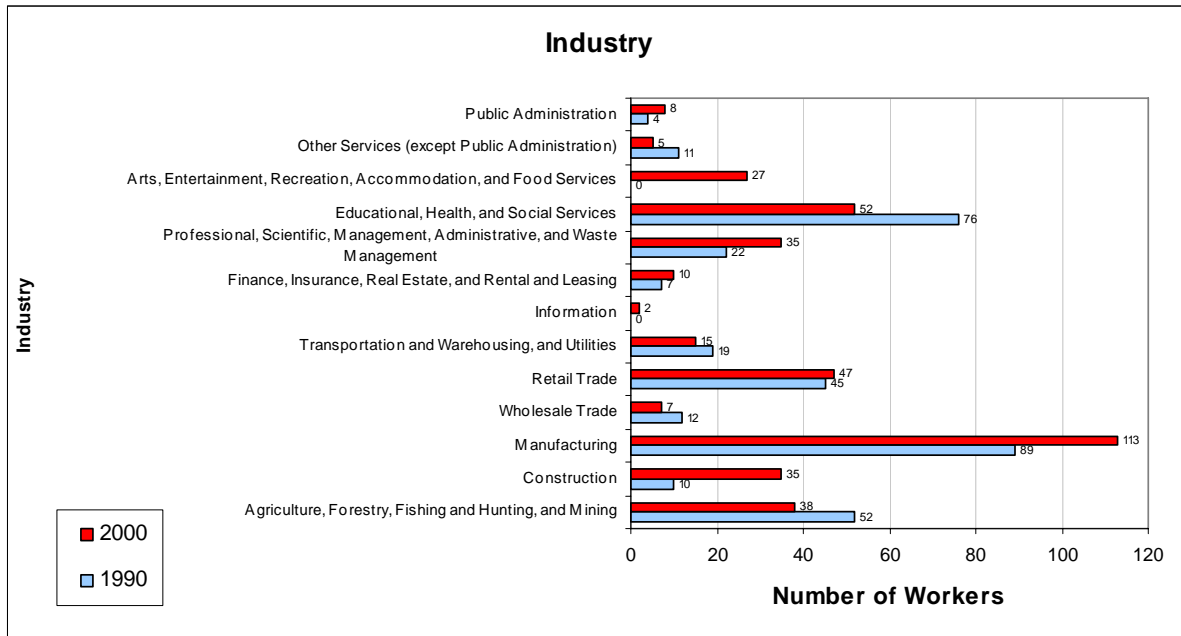
Figure 2-4 - Occupation of Workforce Population



Industry refers to what industry each occupation is in. The largest industry in 2000 for occupied workers living in Town of Erin Prairie is manufacturing which has also experienced the largest gain in workers (see Table 2-5). The information industry has the fewest workers with two in 2000.

The educational/health/social services and agriculture/forestry/fishing/hunting/mining industries have had the greatest decrease in workers though still are significant employers of workers.

Figure 2-5 - Occupation by Industry



The Department of Workforce Development updated the St. Croix County Workforce Profile in December 2006. Figure 2-6 shows prominent occupations in prominent industries in St. Croix County. Typically, the food services/drinking places and food/beverage stores offer the lowest wages due to the minimal educational requirements for workers and seasonal nature of some of the work.

Though the number of residents employed in farming has been decreasing, the use of land for farming has the biggest impact on land use in the Town. Almost 75% of land in the Town of Erin Prairie is in an agricultural related land use.

Figure 2-6 - Prominent Occupations in Prominent Industries in St. Croix County

<b>Prominent occupations in prominent industries in St. Croix County</b>	
<b>Food services &amp; drinking places</b>	<b>Executive, legislative, &amp; gen government</b>
Combined Food Prep. & Servers, Includ. Fast Food Waiters & Waitresses Bartenders 1st-line Sprvs/Mngrs-Food Prep. & Servers Cooks, Restaurant	Highway Maintenance Workers Legislators/Elected Officials Secretaries, Not legal, medical, & executive Office Clerks, General Janitors & Cleaners, Not Maids & Housekeeping Cleaners
<b>Educational services</b>	<b>Specialty trade contractors</b>
Elementary School Teachers, Not Special Education Secondary School Teachers, Not Special & Voc. Education Teacher Assistants Middle School Teachers, Not Special & Voc. Education Janitors & Cleaners, Not Maids & Housekeeping Cleaners	Electricians Carpenters Plumbers, Pipefitters, & Steamfitters Construction Laborers Heating, AC, & Refrigeration Mechanics & Installers
<b>Machinery manufacturing</b>	<b>Professional &amp; technical services</b>
Team Assemblers Machinists Welders, Cutters, Solderers, & Brazers 1st-line Sprvs/Mngrs-Production & Operating Workers Computer-Controlled Machine Tool Operators, Mtl/Plst	Lawyers Accountants & Auditors Bookkeeping, Accounting, & Auditing Clerks Legal Secretaries Secretaries, Not Legal, Medical, & Executive
<b>Fabricated metal product manufacturing</b>	<b>Hospitals</b>
Team Assemblers Machinists Cutting, Punching, Press Mach. Setters/Ops/Tenders, Mtl/Plst Welders, Cutters, Solderers, & Brazers 1st-line Sprvs/Mngrs-Production & Operating Workers	Registered Nurses Nursing Aides, Orderlies, & Attendants Healthcare Support Workers, All Other Licensed Practical & Licensed Voc. Nurses Secretaries, Not Legal, Medical, & Executive
<b>Plastics &amp; rubber products manufacturing</b>	<b>Food &amp; beverage stores</b>
Mold/Coremak'g/Cast Mach. Setters/Ops/Tenders, Mtl/Plst Team Assemblers Extruding/Drawing Machine Setters/Ops/Tenders, Mtl/Plst 1st-line Sprvs/Mngrs-Production & Operating Workers Packers & Packagers, Hand	Cashiers Stock Clerks & Order Fillers Packers & Packagers, Hand Combined Food Prep. & Servers, Includ. Fast Food Food Prep. Workers

Source: DWD, Bureau of Workforce Information and Office of Economic Advisors, Wisconsin Industry-occupation matrix

## **Demographic Summary**

Between 1990 and 2000 the Town of Erin Prairie has seen small numbers of population and household growth. Since then, population growth has continued at a slightly higher rate and is outpacing projections by the Wisconsin Department of Administration. Most population growth is due to in-migration of residents and not an increased birth rate.

Median household income is significantly higher in the Town compared to St. Croix County and the State of Wisconsin and this may be attributed to higher educational attainment and the proximity to job opportunities in the area and Minnesota.

Occupation and industries vary for residents 16 years and older but the predominant industry in the Town of Erin Prairie is agriculture.