

## Chapter 2: Issues and Opportunities

### Introduction

The Issues and Opportunities element analyzes demographic information for the Village of Spring Valley. The purpose is to identify and understand trends in the Village and surrounding area in order to anticipate future needs and create a plan that addresses those needs.

### Historical Population

The Village of Spring Valley had seen a slight decrease in population between 1970 and 1980, but has steadily increased since (*see Table 2-1*). During the 1970's it was the "in thing" to live in metropolitan areas, some residents moved to the Twin Cities.

Table 2-1 - Historical Population

Year	1960	1970	1980	1990	2000
Population	977	995	982	1,051	1,189
% Change	-	1.8%	-1.3%	7.0%	13.1%

Source: West Central Wisconsin Regional Planning Commission

### Population Forecasts

Population growth influences land use, housing, transportation, and other characteristics in the Village of Spring Valley. Growth in surrounding communities will also influence these characteristics.

The Wisconsin Department of Administration (WDOA) has created population forecasts for each municipality in the State of Wisconsin. For the Village of Spring Valley, the population is projected to rise and continue to rise at a regular rate. The population is projected to 1,411 residents in 2025. This is an increase of 222 residents in twenty-five years (*see Table 2-2*).

According to the US Census Bureau, the estimated population of the Village of Spring Valley was 1,319 residents in 2008. This population is just under the WDOA's 2010 estimated population for the Village.

This population projection, using the average growth, will be used for planning purposes because it best reflects the population growth in the Village of Spring Valley.

Table 2-2 - Population Forecasts - Village of Spring Valley

Year	2005	2010	2015	2020	2025	2030
Projected Population	1,228	1,348	1,434	1,526	1,624	1,728
Average % Change		9.8%	6.4%	6.4%	6.4%	6.0%

Source: Wisconsin Department of Administration, Cedar Corporation

## Household Forecasts

Table 2-3 reveals housing forecasts for the Village of Spring Valley. It is projected that the number of persons per household will slowly decrease over time, but the table also shows that the Village will have a steady need for housing every five years.

Based on the 2008 estimated population of 1,319, the Village has grown by 130 residents since 2000. Using the 2000 Persons per Household figure (2.59) that equates into approximately fifty new dwellings 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 240 additional dwellings in the Village of Spring Valley between 2005 and 2030.

Table 2-3 - Housing Forecasts

Year	2000	2005	2010	2015	2020	2025	2030
Population	1,187	1,286	1,348	1434	1,526	1,624	1,728
Persons Per Household	2.59	2.48	2.38	2.32	2.28	2.27	2.27
Total Households	458	518	566	618	669	715	758
Additional Units Needed	-	60	48	52	51	46	43

Source: WI Dept of Administration: Population and Housing Projections, Cedar Corporation

## Age Distribution

Age distribution in the Village of Spring Valley can influence the types of housing, recreational needs, and other aspects of the community.

Table 2-4 and Figure 2-1 show a middle age population in the Village. The 40 to 59 age groups have experienced the largest increase from 184 in 1990, to 305 in 2000. While the number of residents in the under- 5 age group and 30 to 34 age group has seen a significant decrease, likely due to less young families in the Village, additionally there has been a decrease in the 60 to 84 age groups.

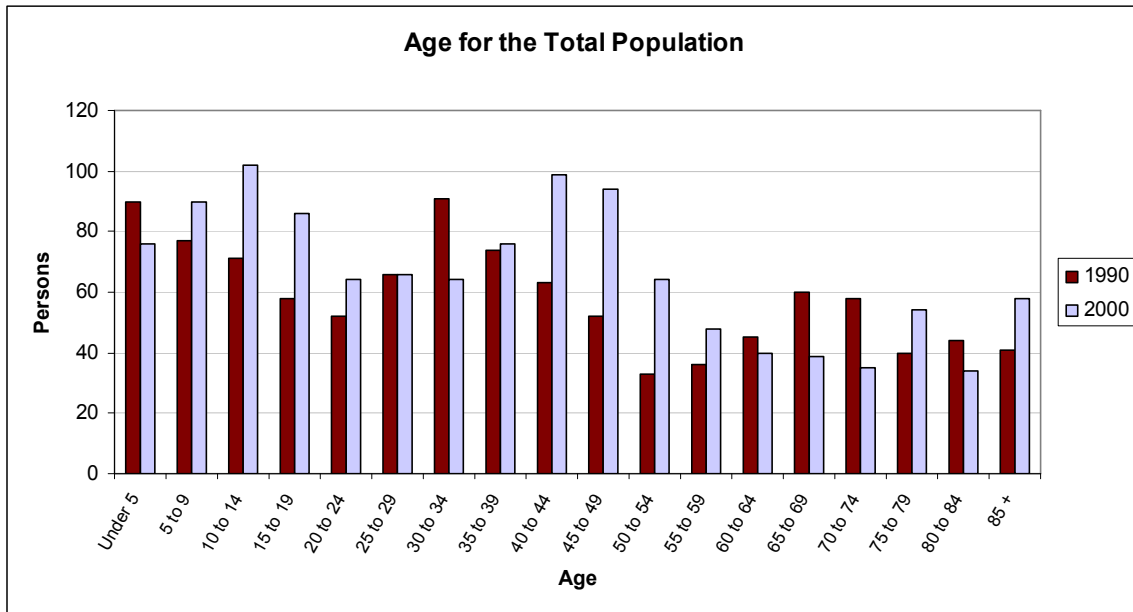
The rising number of residents 5 to 19 and 40 to 59 is most likely due to people raising families in the area with school age children, and the decreasing number of residents 60 to 84 may be due to scarce housing or special care needs.

Table 2-4 - Age for the Total Population - Village of Spring Valley

Age	1990	2000	# Change	% Change
Under 5	90	76	-14	-15.6%
5 to 9	77	90	13	16.9%
10 to 14	71	102	31	43.7%
15 to 19	58	86	28	48.3%
20 to 24	52	64	12	23.1%
25 to 29	66	66	0	0.0%
30 to 34	91	64	-27	-29.7%
35 to 39	74	76	2	2.7%
40 to 44	63	99	36	57.1%
45 to 49	52	94	42	80.8%
50 to 54	33	64	31	93.9%
55 to 59	36	48	12	33.3%
60 to 64	45	40	-5	-11.1%
65 to 69	60	39	-21	-35.0%
70 to 74	58	35	-23	-39.7%
75 to 79	40	54	14	35.0%
80 to 84	44	34	-10	-22.7%
85 +	41	58	17	41.5%
Total	1,051	1,189	138	13.1%

Source: 1990 and 2000 U.S. Census

Figure 2-1 - Age for the Total Population



## 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 551 resident in 1990, to 644 in 2000.

Table 2-5 - Education Attainment Population 25 and Older

	1990	% Of Total	2000	% Of Total	# Change	% Change
Population 25 Years and Over	716	100.0%	784	100.0%	68	9.5%
Less than 9th Grade	84	11.7%	60	7.7%	-24	-28.6%
9th to 12th Grade (No Diploma)	81	11.3%	80	10.2%	-1	-1.2%
High School Graduation (Includes Equivalency)	282	39.4%	308	39.3%	26	9.2%
Some College, No Degree	113	15.8%	120	15.3%	7	6.2%
Associate Degree	33	4.6%	67	8.5%	34	103.0%
Bachelor's Degree	85	11.9%	103	13.1%	18	21.2%
Graduate or Professional Degree	38	5.3%	46	5.9%	8	21.1%

Source: 1990 and 2000 U.S. Census

Table 2-6 - High School Graduate or Higher Attainment

	1990	% Of Total	2000	% Of Total	# Change	% Change
High School Graduate or Higher	551	77.0%	644	82.1%	93	16.9%
Bachelor's Degree or Higher	123	17.2%	149	19.0%	26	21.1%

Source: 1990 and 2000 U.S. Census

## Income Levels

Median household incomes in the Village of Spring Valley have increased 59% between 1989 and 1999 (*see Table 2-7*). In 1999, the median household income was \$38,482. This compares to \$49,551 in Pierce County and \$43,791 in the State of Wisconsin.

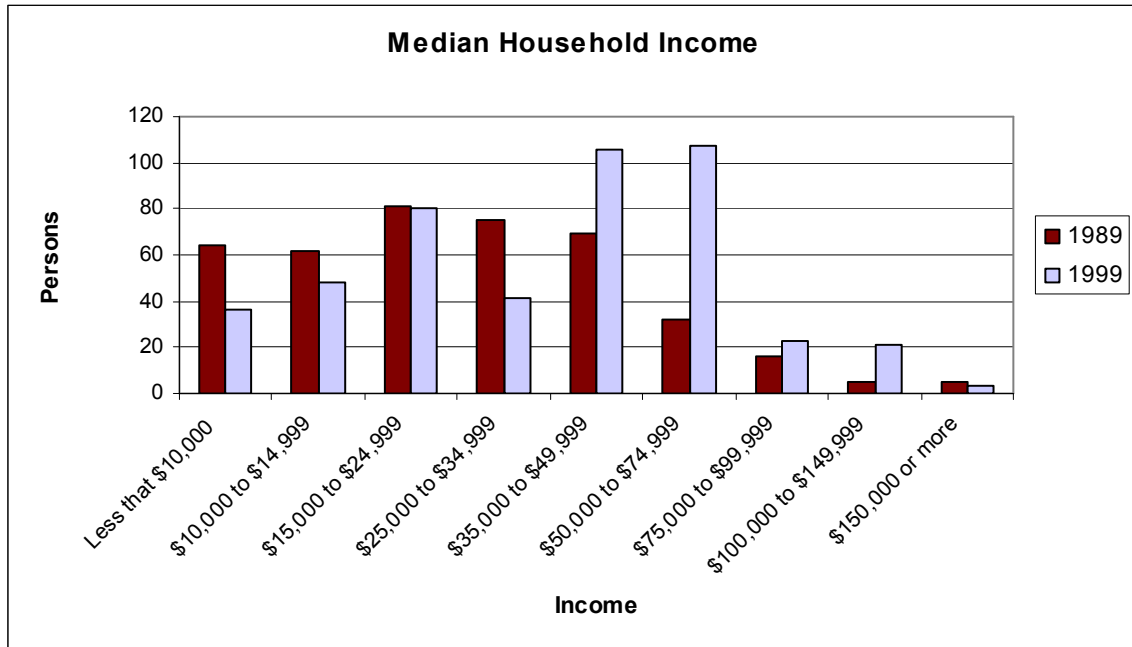
Table 2-7 - Median Household Income - Village of Spring Valley

Year	1989	1999	% Change
Median Household Income	\$24,167	\$38,482	59.2%

Source: 1990 and 2000 U.S. Census

Figure 2-2 shows that median household incomes in 1999 at \$35,000 and above have all increased compared to the 1989 incomes.

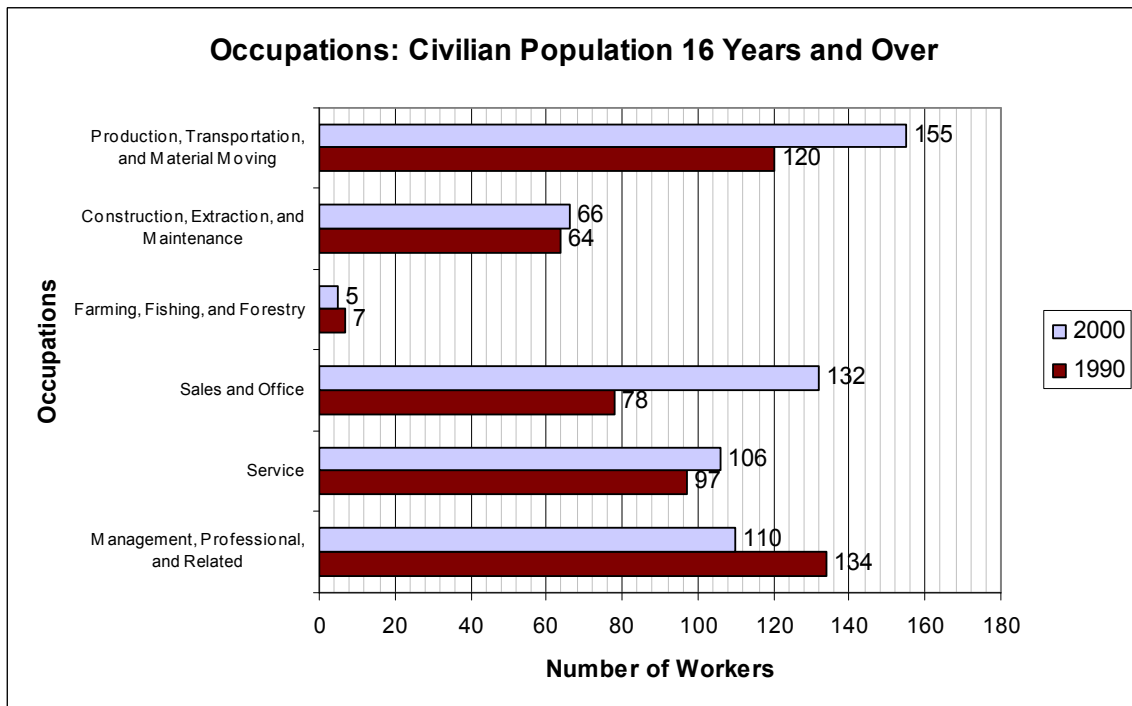
Figure 2-2 - Median Household Income



## Employment Forecasts and Characteristics

Occupation refers to the type of work a person does. Figure 2-3 and Figure 2-4 reveals that the occupations of the civilian population 16 years and over in the Village of Spring Valley is distributed fairly evenly.

Figure 2-3 - Occupation of Workforce Population



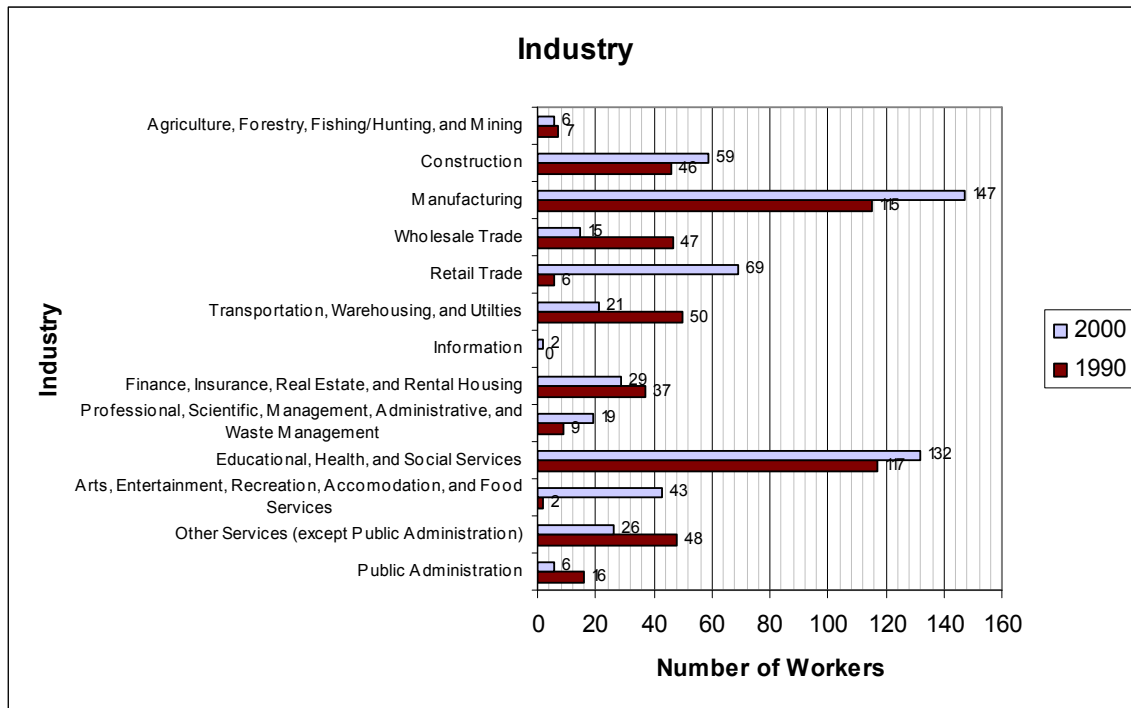
The majority of occupations have seen a slight increase, except farming/fishing/forestry and management/professional and related occupations, which have numerically decreased by 26 residents from 1990 to 2000.

Sales and Office have increased by 54 residents from 1990 to 2000. This may indicate that a growing number of residents are developing their own business or commuting to jobs outside of the Village of Spring Valley.

Industry refers to what industry each occupation is in. The largest industries in 2000 for occupied workers living in the Village of Spring Valley are manufacturing and educational, health, and social service (see Figure 2-5). The information industry has the fewest workers with two in 2000.

The wholesale trade; transportation, warehousing and utilities; finance, insurance, real estate, and rental housing; and public administration industries have all had a significant decrease in workers from 1990 to 2000. Retail trade has had the greatest increase in workers from 1990 to 2000.

Figure 2-5 - Occupation by Industry



The decrease of workers in the industries listed above may be due to a higher average annual wage in Pierce County versus the state of Wisconsin. Additional employment characteristics will be discussed in the Economic Development Chapter.

## **Demographic Summary**

Between 1990 and 2000 the Village of Spring Valley has seen small numbers of population and household growth. Since then, population growth has continued to grow, but is slightly lower than the estimate 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 slightly lower in the Village compared to Pierce County and the State of Wisconsin and this may be attributed to fewer jobs in the area that require a bachelor's degree or greater level of education.

Occupation and industries vary for residents 16 years and older but the predominant industry in the Village of Spring Valley is Manufacturing.