

CHAPTER 2
Issues and Opportunities

Introduction

The Issues and Opportunities element analyzes demographic information for the Village of Clear Lake. 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 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 Village of Clear Lake has seen slight to moderate increases in population since 1950 (see Table 2-1). The exception is a -0.4% decrease in population between 1960 and 1970.

Table 2-1 - Historical Population - Village of Clear Lake

Year	1950	1960	1970	1980	1990	2000
Population	695	724	721	899	932	1,051
% Change	-	4.2	-0.4	24.7	3.7	12.8

Source: West Central Wisconsin Regional Planning Commission

Population Forecasts

Population growth influences future land use, housing, transportation, and other characteristics in the Village of Clear Lake. 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 Clear Lake, the population is projected to rise slightly for the foreseeable future. The population is projected to be 1,172 residents in 2025. This is only 121 more residents (1,051) than the Village had in 2000 (see Table 2-2).

Table 2-2 - Population Projections - Village of Clear Lake

Year	2000*	2005	2010	2015	2020	2025
WDOA	1,051	1,082	1,112	1,136	1,156	1,172

Source: Wisconsin Department of Administration, *U.S. Census

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According to the WDOA, the estimated population of the Village of Clear Lake was 1,143 residents on January 1, 2008. Because the actual population growth does not match the WDOA forecast, an alternative population forecast was created. This projection was derived by determining the average population growth between 1950 and 2000 and which equaled 7.12 residents or 35.6 residents every five years. This forecast has the Village of Clear Lake population at 1,247 by 2025. This would be an increase of 128 residents over the next 18 years.

Table 2-3 - Population Forecasts - Village of Clear Lake

Year	2008	2010	2015	2020	2025
Population Projections	1,143	1,160*	1,176	1,224	1,265

Source: Wisconsin Department of Administration, *Adjusted to reflect recent population estimates

This population projection will be used for planning purposes because it currently best reflects the population growth in the Village of Clear Lake.

Household Forecasts

Table 2-4 reveals housing forecasts for the Village of Clear Lake. It is projected that the number of persons per household will decrease over time. The table shows that the Village will have modest housing needs in the future.

Based on the 2008 estimated population of 1,143, the Village has grown by 92 residents since 2000. If the 2000 persons per household figure (2.32) is used, that equates to approximated 29 new homes built since 2000. Since 2000, the WDOA has estimated the persons per household to be declining.

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 108 additional dwellings in the Village of Clear Lake between 2005 and 2025.

Table 2-4 - Housing Forecasts

Year	2000	2005	2010	2015	2020	2025
Population	1,051	1,082	1,160*	1,176	1,224	1,265
Persons Per Household	2.32	2.16	2.25*	2.14	2.10	2.08
Total Occupied Housing Units	453	501	516	550	582	609
Additional Units Needed	-	-	15	34	32	27

Source: Wisconsin Department of Administration, *Adjusted to reflect recent population estimates

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Age Distribution

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

Table 2-5 - Age for the Total Population - Village of Clear Lake

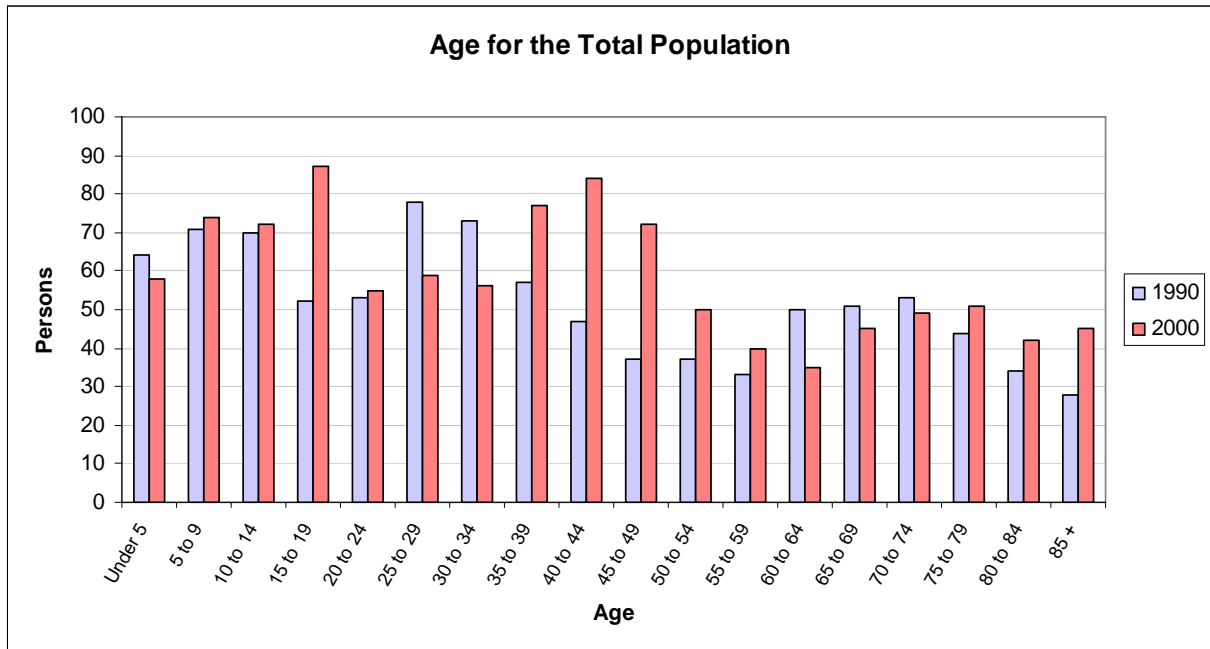
Age	1990	2000	Numerical Change	% Change
Under 5	64	58	-6	-9.4%
5 to 9	71	74	3	4.2%
10 to 14	70	72	2	2.9%
15 to 19	52	87	35	67.3%
20 to 24	53	55	2	3.8%
25 to 29	78	59	-19	-24.4%
30 to 34	73	56	-17	-23.3%
35 to 39	57	77	20	35.1%
40 to 44	47	84	37	78.7%
45 to 49	37	72	35	94.6%
50 to 54	37	50	13	35.1%
55 to 59	33	40	7	21.2%
60 to 64	50	35	-15	-30.0%
65 to 69	51	45	-6	-11.8%
70 to 74	53	49	-4	-7.5%
75 to 79	44	51	7	15.9%
80 to 84	34	42	8	23.5%
85 +	28	45	17	60.7%
Total	932	1,051	119	12.8%

Source: 1990 and 2000 U.S. Census

Table 2-5 and Figure 2-1 shows a relatively even distribution in age groups in the Village. The number of residents aged 19 and under has increased as well as the age groups in the 35-59 categories. The age ranges showing the largest decrease in numbers is between the ages of 25-34 and 60-74. Those age ranges lost 36 and 25 residents respectively between 1990 and 2000. The rising number of residents 35 and older is likely due to in migration or people moving into the area.

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Figure 2-1 – Age of the Total Population



Source: 1990 and 2000 U.S. Census

Education Levels

Educational attainment can influence a person’s job opportunities, housing preferences, and spending patterns. Table 2-6 and 2-7 reveal that the number of residents who have attained a high school degree or higher has increased from 473 resident in 1990, to 579 in 2000. Also, in 1990, 71 residents had attained a bachelor’s degree of higher, while in 2000, that number had risen to 90 residents.

Table 2-6 - Education Attainment Population 25 and Older - Village of Clear Lake

	1990	% Of Total	2000	% Of Total	Number and % Change
Population 25 Years and Over	631	100.0	681	100.0	50 (7.9)
Less than 9 th Grade	83	13.2	41	6.0	-42(-50.6)
9 th to 12 th Grade (No Diploma)	75	11.9	61	9.0	-14(-18.6)
High School Graduation (Includes Equivalency)	283	44.8	338	49.6	55 (19.4)
Some College, No Degree	87	13.8	115	16.9	28 (32.2)
Associate Degree	32	5.1	36	5.3	4 (12.5)
Bachelor’s Degree	47	7.4	57	8.4	10 (21.3)
Graduate or Professional Degree	24	3.8	33	4.8	9 (37.5)

Source: 1990 and 2000 U.S. Census

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Table 2-7 - High School Graduate or Higher Attainment - Village of Clear Lake

Ages 25 years or older	1990	% Of Total	2000	% Of Total	Number and % Change
High School Graduate or Higher	473	75.0	579	85.0	106 (22.4)
Bachelor's Degree of Higher	71	11.3	90	13.2	19 (26.8)

Source: 1990 and 2000 U.S. Census

Income Levels

Median household incomes in the Village of Clear Lake have increased by almost 41% between 1989 and 1999 (see Table 2-8). In 1999, the median household income was \$32,269. This compares to \$54,930 in Polk County and \$43,791 in the State of Wisconsin.

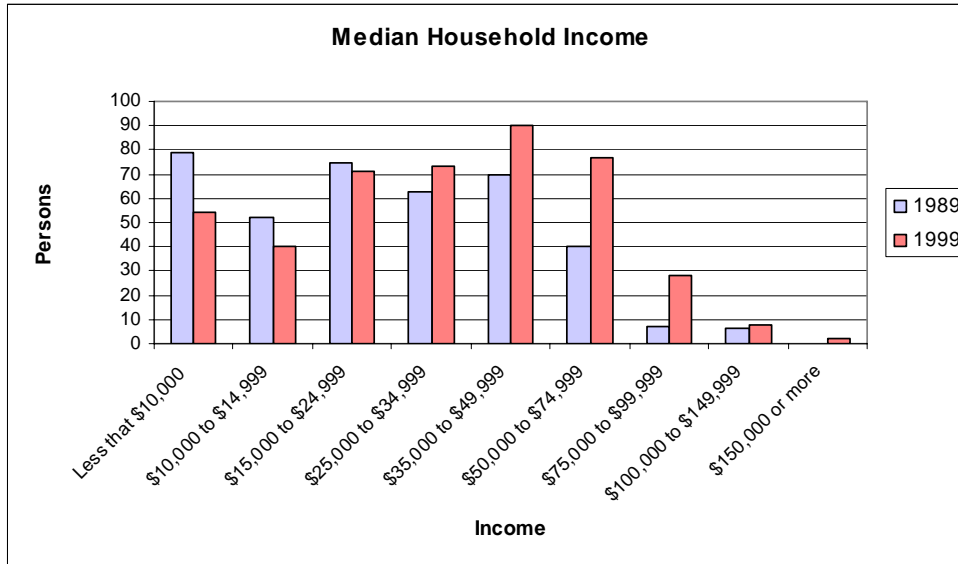
Table 2-8 - Median Household Income - Village of Clear Lake

Year	1989	1999	% Change
Median Household Income	\$22,917	\$32,269	40.8%

Source: 1990 and 2000 U.S. Census

Figure 2-2 shows that median household incomes in 1999 of \$25,000 and above, have all increased compared to 1989 incomes.

Figure 2-2 Household Income



Employment Forecasts and Characteristics

Occupation refers to the type of work a person does. Figure 2-3 reveals that occupations of the civilian population 16 years and over in the Village of Clear Lake is primarily concentrated in production/transportation/material moving with

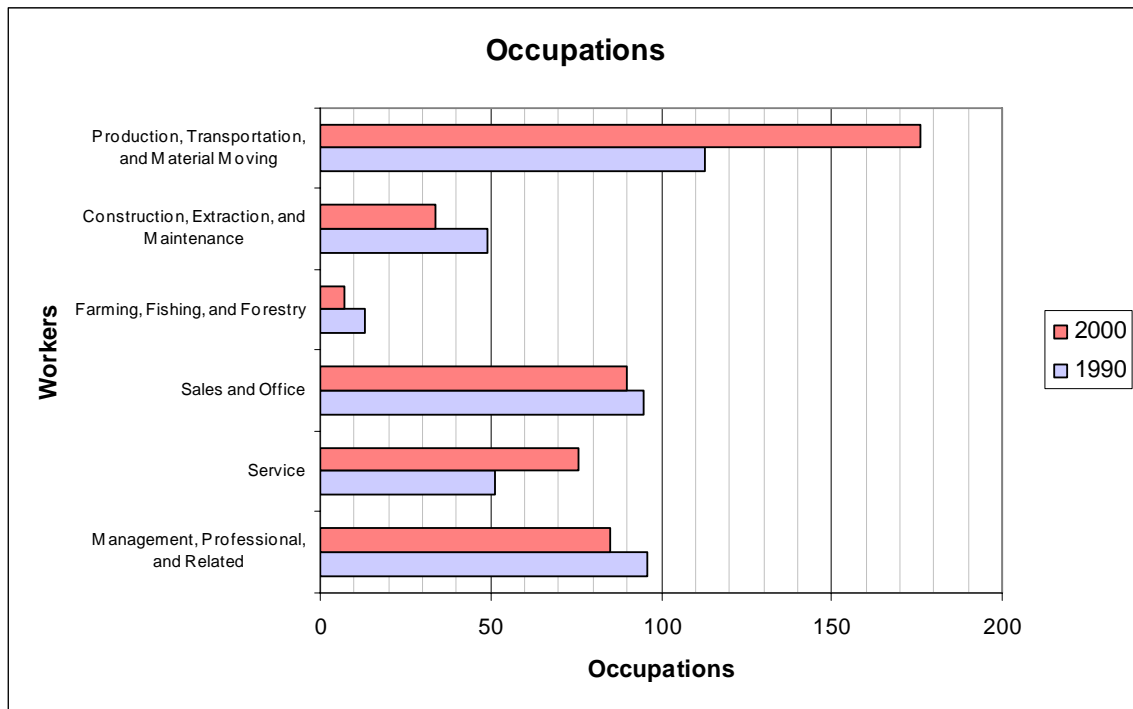
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nearly 38% of all jobs in the Village falling into that category. It should be noted that Figure 2-3 does not indicate where these occupations are located.

While the overall number of jobs has increased by approximately 50 jobs, all but production/transportation/material moving and service occupations have seen a decrease in the number of jobs. Occupations in construction/extraction/maintenance have had the largest decrease in number of jobs from 49 residents in 1990 to 34 residents in 2000 (-30.6%).

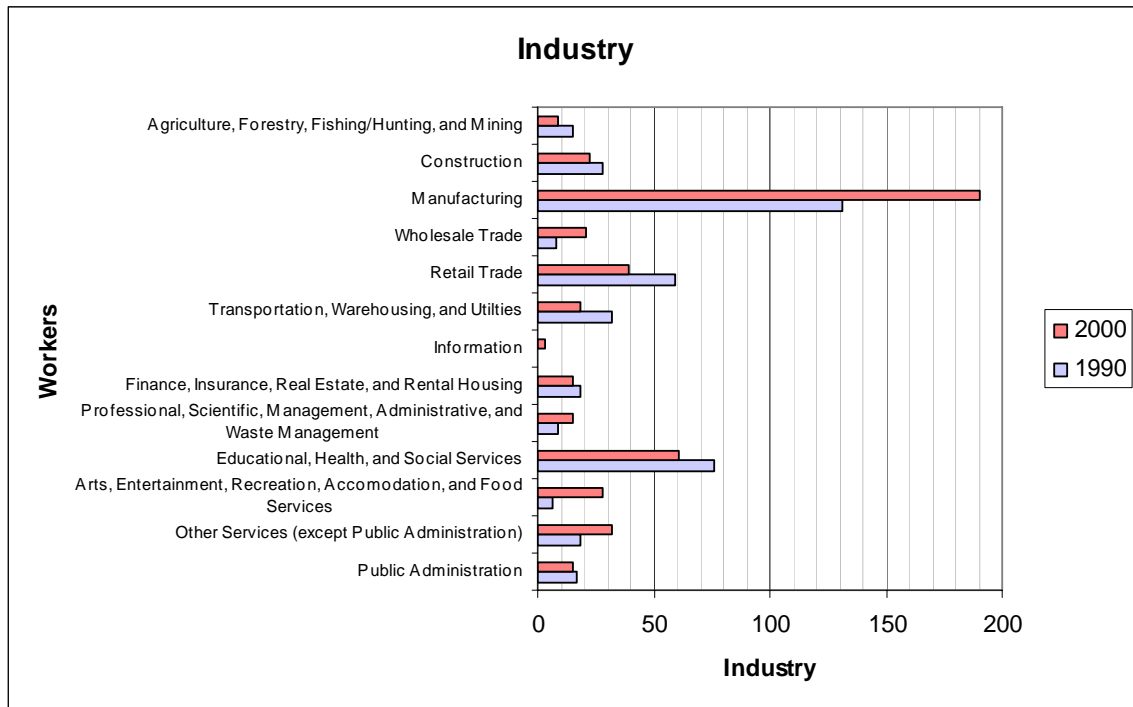
Production/transportation/material moving and service occupations have increased. Production/transportation/material occupations have experienced the largest increase in the number of workers, growing from 113 employees in 1990 to 176 employees in 2000. This seems to indicate that the Village of Clear Lake is able to attract new manufacturing businesses.

Figure 2-3 - Occupation of Workforce Population



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Figure 2-4 - Occupation by Industry



Industry refers to what industry each occupation is in. The largest industry in 2000 for occupied workers living in Village of Clear Lake is manufacturing which has also experienced the largest gain in workers (see Table 2-4). The information industry has the fewest workers with three as of the year 2000.

The retail trade and educational/health/social services industries have had the greatest decrease in workers though still are significant employers of workers.

The Department of Workforce Development updated the Polk County Workforce Profile in December, 2006. Figure 2-5 shows prominent occupations in prominent industries in Polk County. Typically, the food services/drinking places and food/beverage stores offer the lowest wages due to the minimal educational requirements for workers and sometimes seasonal nature of the work.

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Figure 2-5 - Prominent Occupations in Prominent Industries in Polk County

Prominent occupations in prominent industries in Polk County	
Educational services	Fabricated metal product manufacturing
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	Team Assemblers Machinists Cutting, Punching, Press Mach. Setters/Ops/Tenders, Mtl/Plst Welders, Cutters, Solderers, & Brazers 1st-line Sprvs/Mngrs-Production & Operating Workers
Food services & drinking places	Ambulatory health care services
Combined Food Prep. & Servers, Incl. Fast Food Waiters & Waitresses Bartenders 1st-line Sprvs/Mngrs-Food Prep. & Servers Cooks, Restaurant	Registered Nurses Receptionists & Information Clerks Dental Assistants Dental Hygienists Medical Assistants
Hospitals	Plastics & rubber products manufacturing
Registered Nurses Nursing Aides, Orderlies, & Attendants Healthcare Support Workers, All Other Licensed Practical & Licensed Voc. Nurses Secretaries, Not Legal, Medical, & Executive	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
Transportation equipment manufacturing	Food & beverage stores
Team Assemblers Welders, Cutters, Solderers, & Brazers Cutting, Punching, Press Mach. Setters/Ops/Tenders, Mtl/Plst Machinists 1st-line Sprvs/Mngrs-Production & Operating Workers	Cashiers Stock Clerks & Order Fillers Packers & Packagers, Hand Combined Food Prep. & Servers, Incl. Fast Food Food Prep. Workers
Nursing & residential care facilities	Specialty trade contractors
Nursing Aides, Orderlies, & Attendants Home Health Aides Personal & Home Care Aides Registered Nurses Licensed Practical & Licensed Voc. Nurses	Electricians Carpenters Plumbers, Pipefitters, & Steamfitters Construction Laborers Heating, AC, & Refrigeration Mechanics & Installers

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

Figure 2-6 – Average Annual Wage by Industry in Polk County

Average Annual Wage by Industry Division in 2005

	Average Annual Wage		Percent of	1-year
	Wisconsin	Polk County	Wisconsin	% change
All industries	\$ 35,503	\$ 27,691	78.0%	-0.2%
Natural resources	\$ 27,765	\$ 26,210	94.4%	5.2%
Construction	\$ 42,891	\$ 33,314	77.7%	2.1%
Manufacturing	\$ 44,430	\$ 36,272	81.6%	-0.3%
Trade, transportation & utilities	\$ 31,088	\$ 23,843	76.7%	1.5%
Information	\$ 43,439	\$ 23,825	54.8%	-27.8%
Financial activities	\$ 46,267	\$ 32,552	70.4%	1.5%
Professional & Business Services	\$ 40,462	\$ 23,056	57.0%	-15.3%
Education & Health	\$ 37,228	\$ 29,471	79.2%	3.6%
Leisure & Hospitality	\$ 12,468	\$ 9,419	75.5%	2.3%
Other services	\$ 20,604	\$ 18,797	91.2%	Not avail.
Public Administration	\$ 37,244	\$ 25,336	68.0%	5.6%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Demographic Summary

Between 1990 and 2000 the Village of Clear Lake has seen small numbers of population and household growth. Since then, population growth has continued

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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 lower in the Village compared to Polk 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 Clear Lake is manufacturing.