

Chapter 2

Issues and Opportunities

Introduction

The Issues and Opportunities element provides a brief summary of the Village of Woodville's historic population patterns, current population patterns, household characteristics, general education statistics, and other socioeconomic characteristics and trends. Some of the trends and characteristics include residents' age, income, and employment.

Historical Population

Woodville has seen an average population increase of 25% every ten years between 1960 and 2008 (Table 2-1); the most significant population increase percentage wise occurred between 1970 and 1980 (38.9%). The largest numerical increase in population has occurred since 2000 (224 people).

Table 2-1 - Historic Population 1960 to 2008

Woodville	Year						Percent Change (%)					
Year	1960	1970	1980	1990	2000	2008	'60-'70	'70-'80	'80-'90	'90-'00	'00-'08	Avg. % Change
Population	430	522	725	942	1,104	1,328	21.4	38.9	29.9	17.2	20.3	25.5

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

Population Forecasts

Population growth influences future land use, housing, transportation, and other characteristics in Woodville. Growth in surrounding communities will also influence these characteristics.

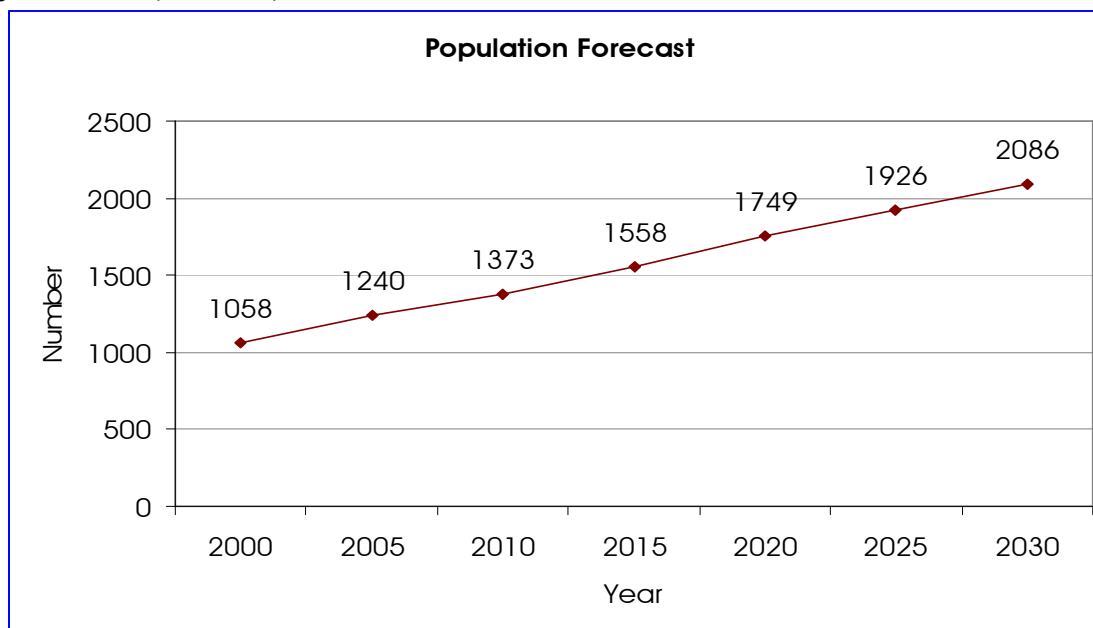
The Wisconsin Department of Administration (WDOA) has created population forecasts for each municipality in the State of Wisconsin. Table 2-2 and Figure 2-1 indicate that the Village's population is estimated to grow by 45% between the years 2000 and 2030.

Table 2-2 - Population Projections 2000 to 2025

Woodville	Census 2000	Proj. 2005	Proj. 2010	Proj. 2015	Proj. 2020	Proj. 2025	Proj. 2030	% Change 2000-2030
Population	1,058	1,240	1,373	1,558	1,749	1,926	2,086	45.3

Source: U.S. Census Bureau & Wisconsin Department of Administration, Demographic Services Center, January 2004

Figure 2-1 – Projected Population



Source: U.S. Census Bureau & Wisconsin Department of Administration, Demographic Services Center, January 2004

Household Forecasts

Population and household projections are used to estimate the number of new dwellings needed in the Village through 2025. Table 2-3 reveals that the Village will have a modest increase in housing needs in the future if the persons per household continue to decrease. After 2008, it is projected that an average of 70 new housing units will be needed every five years, or 280 housing units will be needed between 2010 and 2025. Additional information regarding housing forecasts is described in Chapter 3: Housing.

Table 2-3 - Housing Forecasts

Year	2000	2005	2008	2010	2015	2020	2025
Population	1,058	1,240	1,328	1,373	1,558	1,749	1,926
Persons Per Household	2.46	2.46	2.34	2.33	2.31	2.29	2.27
Total Occupied Housing Units	446	525	568	590	675	763	848
Additional Units Needed	-	-	-	22	85	88	85

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

Age Distribution

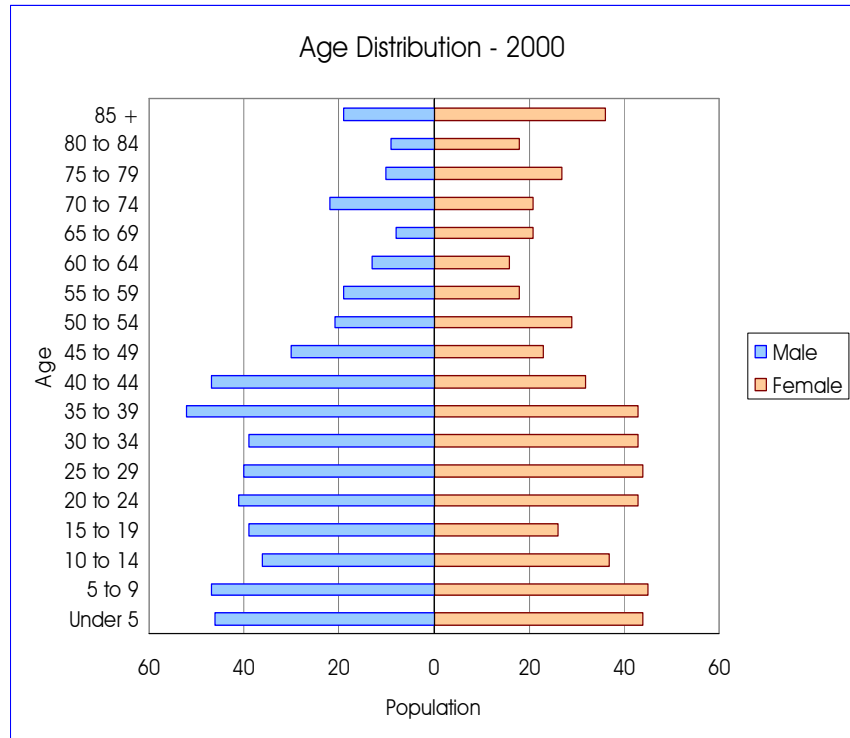
Age distribution in the Woodville can influence the types of housing, recreational needs, and other aspects of the community. Table 2-4 and Figure 2-2 show the age distribution between males and females from the 2000 Census population figures.

The distribution between males and females is relatively even for age groups up to 45 (2000 Census). The Village population starts to decline after that. This indicates that a majority of the residents in the Village are part of the workforce and that the median age is relatively low (33.7 years).

Table 2-4 – Age Distribution

Age	Male	Female
Under 5	46	44
5 to 9	47	45
10 to 14	36	37
15 to 19	39	26
20 to 24	41	43
25 to 29	40	44
30 to 34	39	43
35 to 39	52	43
40 to 44	47	32
45 to 49	30	23
50 to 54	21	29
55 to 59	19	18
60 to 64	13	16
65 to 69	8	21
70 to 74	22	21
75 to 79	10	27
80 to 84	9	18
85 +	19	36
Total	538	566

Figure 2-2 – Age Distribution



Education Levels

Educational attainment can influence a person’s career choices, job location, and income. Table 2-5 shows that the number of residents who have attained a high school degree or higher has increased from 418 residents in 1990, to 589 in 2000. In addition, in 1990, 67 residents had attained a bachelor’s degree, while in 2000, that number had risen to 139 residents.

Again, these increases in educational attainment may be attributed to people moving into the Village because it offers the quality of life they desire while being close to a variety of job opportunities in western Wisconsin and the Twin Cities Metropolitan area.

Table 2-5 - Education Attainment Population 25 and Older

	1990	% of Total	2000	% of Total
Population 25 Years and Over	610	100.0%	704	100.0%
Less than high school degree	192	31.5%	115	16.3%
High School Graduation (Equivalency)	245	40.2%	274	38.9%
Some College, No Degree	70	11.5%	146	20.7%
Associate Degree	36	5.9%	30	4.3%
Bachelor's Degree	67	11.0%	139	19.7%
High School Graduate or higher	418	68.5%	589	83.7%

Source: 1990 and 2000 U.S. Census

Income Levels

Median household incomes in Woodville have increased over 60% between 1989 and 1999 (Table 2-6). In 1999, the median household income in Woodville was \$38,828. This is below St. Croix County's at \$54,930, but comparable to the State of Wisconsin at \$43,791.

Table 2-6 - Median Household Income – 1989 and 1999 – St. Croix County

	Dollars		Change	
	1989	1999	Dollars	Percent
Woodville	\$23,906	\$38,828	\$14,922	62.4%
St. Croix County	\$36,716	\$54,930	\$18,214	49.6%
State of Wisconsin	\$29,442	\$43,791	\$14,349	47.1%

Source: U.S. Census

In 2000, 5.8 percent of persons and 2.7 percent of families in Woodville were below the poverty level.

Employment Forecasts and Characteristics

Table 2-7 shows the percent of unemployment went down between 1990 and 2000. The number and percent in labor force went up during that same period.

Table 2-7 - Labor Force 1990 - 2000

Year	Persons 16 and over	# in Labor Force	% in Labor Force	Employed	# Unemployed	% Unemployed
1990	695	439	63.2%	402	37	8.4%
2000	831	560	67.4%	548	12	2.1%

Source: U.S. Census

Occupation refers to the type of work a person does. It does not indicate where these occupations are held. Table 2-8 reveals that occupations shown have experienced an increase in number between 1990 and 2000, except farming/fishing/forestry occupations, which have decreased from 3 workers in 1990 to less than 1 worker in 2000.

Table 2-8 - Employment by Occupation - 1990 – 2000 (Bold boxes indicate combined categories)

Village of Woodville	1990		2000	
	Number	Percent	Number	Percent
Executive, administrative, and managerial	30	7.5%	129	23.5%
Professional	26	6.5%		
Technician	10	2.5%		
Sales	44	10.9%	120	21.9%
Administrative support, including clerical	45	11.2%		
Service	60	14.9%	79	14.4%
Farming, forestry, fishing	3	0.7%	0	0.0%
Construction, extraction, and maintenance			75	13.7%
Precision production, craft, and repair	67	16.7%	145	26.5%
Machine operators, assemblers, and inspectors	68	16.9%		
Transportation and material moving	21	5.2%		
Handlers, equipment cleaners, helpers, and laborers	28	7.0%		
Total Employment (16 years and over)	402	100.0%	548	100.0%

Source: U.S. Census

Industry refers to what industry each occupation is based. Like occupations, it does not indicate where these industries are located. The biggest industry in 2000 is manufacturing, with 156 workers, while the agriculture, forestry, fishing/hunting, and mining and the information industries had no workers (Table 2-9).

Table 2-9 - Employment by Industry - 1990 – 2000 (Bold boxes indicate combined categories)

Village of Woodville	1990		2000	
	Number	Percent	Number	Percent
Agriculture, forestry, fishing, hunting, and mining	4	1.0%	0	0.0%
Construction	31	7.7%	59	10.8%
Manufacturing	134	33.3%	156	28.5%
Wholesale Trade	17	4.2%	15	2.7%
Retail Trade	63	15.7%	64	11.7%
Transportation, warehousing, and utilities	11	2.7%	36	6.6%
Information	5	1.2%	0	0.0%
Finance, insurance, real estate, rental and leasing	18	4.5%	26	4.7%
Professional, scientific, management, administrative, and waste management services	26	6.5%	28	5.1%
Educational, health, and social services	50	12.4%	85	15.5%
Arts, entertainment, recreation, accommodation, and food services	28	7.0%	24	4.4%
Other services, except public administration			41	7.5%
Public administration	15	3.7%	14	2.6%
Total Employment (16 years and over)	402	100.0%	548	100.0%

Source: U.S. Census

Table 2-10 shows the West Central Wisconsin occupation projections for the fastest growing occupations and occupations with the most available jobs. Also shown is the typical education/training needed for those occupations and their average annual wage.

Table 2-10 - West Central Wisconsin Region Occupation Projections - 2014

Top 10 Occupations		Typically Required Education/Training	Average Wage
Fastest Growth	Home Health Aides	2-month on-the-job training	\$9.29
	Medical Assistants	2-12 mo. on-the-job training	\$12.63
	Network and Data Analysts	Bachelor's degree	\$22.19
	Computer Software Engineers, Applications	Bachelor's degree	\$37.08
	Personal and Home Care Aides	2-month on-the-job training	\$8.82
	Dental Assistant	2-12 mo. on-the-job training	\$12.50
	Dental Hygienists	Associate degree	\$23.34
	Employment, Recruitment & Placement	Bachelor's degree	\$19.67
	Medical Records and Health Information	Associate degree	\$12.71
	Occupational Therapists	Master's degree	\$25.53
Most Openings	Cashiers	2-month on-the-job training	\$7.64
	Retail Salesperson	2-month on-the-job training	\$11.06
	Comb Food Prep/Serv Wrk/Incl Fast	2-month on-the-job training	\$7.04
	Waiters/Waitresses	2-month on-the-job training	\$7.34
	Registered Nurses	Associate's or Bachelor's degree	\$25.83
	Labors/Freight/Stock/Material Movers/Handlers	2-month on-the-job training	\$10.09
	Janitors/Cleaners, except Maids/Housekeeping	2-month on-the-job training	\$10.67
	Team Assemblers	2-12 mo. on-the-job training	\$12.94
	Stock Clerks/Order Fillers	2-month on-the-job training	\$9.47
	Bartenders	2-month on-the-job training	\$8.16

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix Counties. Source: Wisconsin Dept. of Workforce Development, Bureau of Workforce Information, 2006

Table 2-11 shows the West Central Wisconsin industry projections. The education and health services industry have the highest projected employment by 2014, while the construction/mining/natural resources industry appears to have the lowest projected employment by 2014. One industry that is projected to decline by 2014 is the Computer and Electronic Product industry (-200). Agriculture and farming related industries were not included in this information.

Table 2-11 - West Central Wisconsin Region Industry Projections - 2004 - 2014

Industry Title	2004 Estimated Employment	2014 Projected Employment	2004-2014 Employment Change	2004- 2014 Percent Change
Total Non-Farm Employment	173,880	194,330	20,450	11.8%
Construction/Mining/Natural Resources	8,380	9,880	1,500	17.9%
Manufacturing	31,990	32,030	40	0.1%
Paper Manufacturing	1,720	1,720	0	0.0%
Plastics and Rubber Products	3,400	3,670	270	7.9%
Computer and Electronic Product	3,220	3,020	-200	-6.2%
Trade	28,800	30,900	2,100	7.3%
Food and Beverage Stores	5,040	5,250	210	4.2%
Transportation and Utilities (Including US Postal)	8,270	9,520	1,250	15.1%
Financial Activities	7,010	7,710	700	10.0%
Education and Health Services (Including State and Local Gov. Educ. and Hosp)	37,330	45,540	8,210	22.0%
Ambulatory Health Care Services	5,540	7,570	2,030	36.6%
Hospitals (Including State and Local Government)	7,050	8,640	1,590	22.6%
Leisure and Hospitality	17,300	19,930	2,630	15.2%
Information/Prof Services/Other Services	21,470	24,920	3,450	16.1%
Government (Excluding US Postal, State and Local Educ. Ad Hosp.)	13,310	13,930	620	4.7%

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix Counties.
Source: Wisconsin Dept. of Workforce Development, Bureau of Workforce Information, 2006

The place of work can often affect the average annual income and employment status for many people. Table 2-12 indicates the place of work for residents of St. Croix County, with the most prominent being the seven county Minneapolis/St. Paul Metro Area, at 14,989 residents. The Twin Cities area provides nearly 42% of the jobs for St. Croix County residents. In Wisconsin, the primary location for jobs of St. Croix County residents is elsewhere in St. Croix County, meaning throughout the County not in a village or city.

Table 2-12 - Place of Work - 2000 - St. Croix County Residents

	2000	
	Number	Percent
Village of Baldwin	1,159	3.2%
Village of Hammond	471	1.3%
Village of North Hudson	253	0.7%
Village of Roberts	264	0.7%
Village of Somerset	684	1.9%
Village of Woodville	598	1.7%
City of Glenwood City	421	1.2%
City of Hudson	4,303	12.0%
City of New Richmond	3,207	9.0%
City of River Falls (St. Croix County Portion)	820	2.3%
Elsewhere in St. Croix County	4,579	12.8%
Barron County	90	0.3%
Dunn County	304	0.8%
Pierce County	2,289	6.4%
Polk County	662	1.8%
Other Wisconsin Counties	274	0.8%
Seven County St. Paul/Mpls. Metro Area	14,989	41.9%
Other Minnesota Counties	341	1.0%
States other than Wisconsin or Minnesota	104	0.3%

Source: U.S. Census

Demographic Trends

Since 1960, the Village of Woodville has seen a steady growth in population and number of households. Since then, population growth has continued at a greater pace, even above projections by the Wisconsin Department of Administration. Most population increase is likely due to the increase in the number of job opportunities in the Village as well as an increase in the number of workers commuting to the Twin Cities.

Median household income is significantly lower in the Village compared to St. Croix 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 Woodville is manufacturing.

Overall, the job outlook in the region is very positive with an addition of over 20,000 new jobs projected between 2004 and 2014.