

CHAPTER 1

ISSUES AND OPPORTUNITIES

Introduction

The Issues and Opportunities Element collects and analyzes a wide range of demographic data to identify trends in the Town of Barnes. The information will be used to predict future needs in the Town of Barnes and help guide the Town's future growth.

Historical Population

Population can be described as the combination of natural increase and net migration of people. Though its definition is simple, its significance is much more complex.

Population is one of the most important components of planning. Its composition can be used to estimate future space needed for various land uses, the expansion of community facilities, transportation improvements, economic development, and housing needs.

The Town of Barnes has grown by 169.9%, or 384 permanent residents, between 1950 and 2000 (see *Table 1-1*). During this period, the Town experienced inconsistent growth. Between the years 1950 - 1960 and 1980 - 1990, the Town of Barnes had negative growth. Between the years 1960 - 1970, 1970 - 1980, and 1990 - 2000, the Town of Barnes experienced positive growth.

The Wisconsin Department of Administration estimated the Town's population to be 676 permanent residents on January 1, 2005. This is slightly lower than the 700+ that were registered to vote in the 2004 presidential election.

Table 1-1 Historical Population

Year	1950	1960	1970	1980	1990	2000
Population	226	194	311	493	473	610
% Change	-	-14.2%	+60.3%	+58.5%	-4.1%	+29.0%

Source: U.S. Census Bureau.

Population Projections

There are several factors that can affect the growth of population. Births minus deaths give us our natural increase. Employment opportunities, transportation conditions, costs of housing, quality of life, taxes, world events, and environment can all lead to immigration or emigration.

Current available studies project the Town's population to the year 2025. All projections in this section will be extended to the year 2030 using a linear

regression. This is done so the projections will meet and exceed the 20 year planning period.

Table 1-2 and Figure 1-1 present five options for projecting population. The first is from the Wisconsin Department of Administration (DOA). In March 2004, the DOA released *Wisconsin Population 2030: A Report of Projected State, County, and Municipal Populations and Households for the Period 2000-2030*. In the report, the DOA predicts that the Town of Barnes will have a population of 831 by 2030. That is an increase of 177 permanent residents between the years 2005 and 2030. The report shows that the DOA predicts a continued decrease in the average household size.

The second projection is from Northwest Regional Planning Commission (NWRPC). This projection is part of the *Bayfield County Land Use Plan* which was adopted in February 2003. NWRPC's projection indicates an increase of 421 permanent residents between the years 2005 and 2030.

The third projection uses an exponential growth percentage. Exponential growth is based on the yearly growth between 1990 and 2000. We are assuming that the trends that led to this growth will continue. The Town of Barnes grew by 2.576% each year. Using this method, the Town of Barnes would have an additional 614 permanent residents between the years 2005 and 2030.

The fourth projection looks at average historical growth. Since 1950, the Town of Barnes has grown by approximately 76.8 people every 10 years. This produces a "straight-line" growth projection which predicts an additional 191 permanent residents between the years 2005 and 2030.

Finally, the total average takes the average of all four projections. This results in a population of 1,020 residents by the year 2030 or an increase of 350 permanent residents between the years 2005 and 2030. It was agreed upon to use the total average projection throughout the comprehensive plan.

Table 1-2 Population Projections

Year	2000*	2005	2010	2015	2020	2025	2030	% Change
DOA (1)	610	654	696	734	765	784	831**	+36.2%
NWRPC (2)	610	686	763	855	946	1,024**	1,107**	+81.5%
Exponential (3)	610	692	786	893	1014	1151	1,306**	+114.1%
Average (4)	610	648	686	724	763	801	839**	+37.5%
Total Average (5)	610	670	732	801	872	940	1,020	+67.3%

Source: *2000 population from U.S. Census Bureau

** These figures were determined using a linear regression.

(1) Wisconsin Department of Administration.

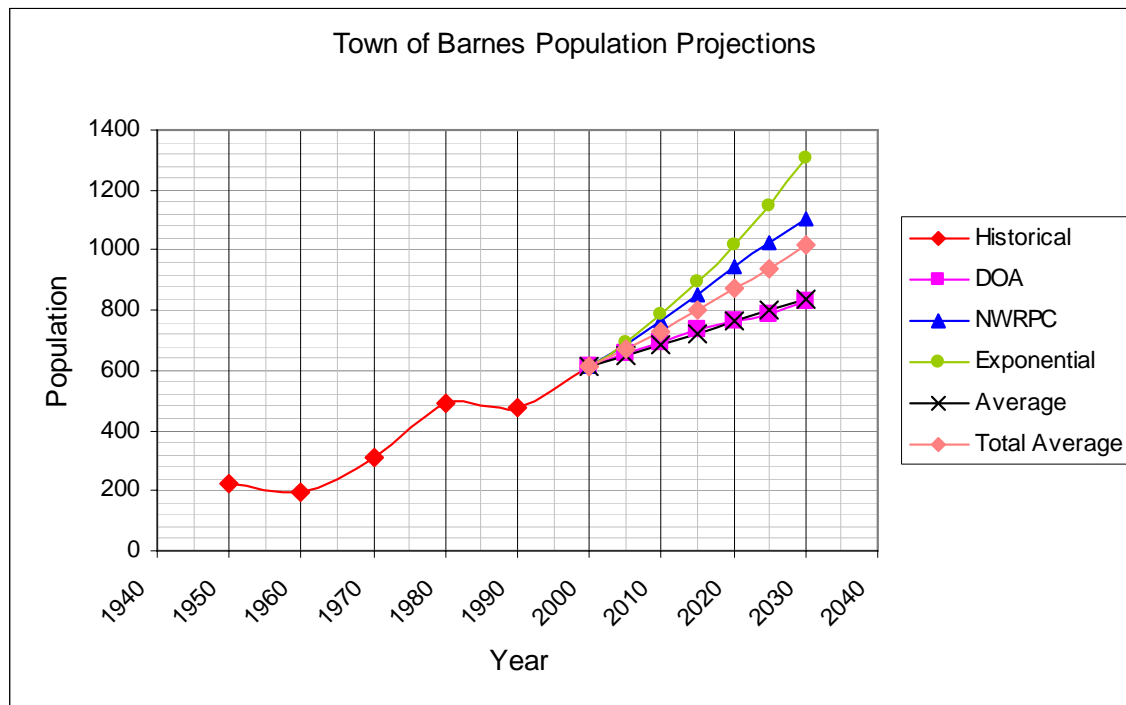
(2) Northwest Regional Planning Commission.

(3) Exponential yearly growth rate of 2.576% between 1990-2000.

(4) Average 10 year increase of 76.8 people between 1950-2000.

(5) Averages of Projections 1-4.

Figure 1-1 Population Projections



Source: U.S. Census Bureau
 Wisconsin Department of Administration.
 Northwest Regional Planning Commission.
 Exponential yearly growth rate of 2.576% between 1990-2000.
 Average 10 year increase of 76.8 people between 1950-2000.
 Total average of all four projections.

Seasonal population in the Town of Barnes must also be considered when planning. The increase in population during the spring, summer, and fall can put a heavy demand on parks, the environment, and emergency services, but have no impact on the school district. Throughout the Town of Barnes Comprehensive Land Use Plan, we will weigh the effects of seasonal population.

It is difficult to determine the intensity of seasonal, recreational, or occasional housing unit use. While some users stay the summer, others may only visit on weekends while others only during hunting season. Owners may be empty-nesters or bring family and friends. With this in mind, we will assume that between Memorial Day and Labor Day weekends, the Town of Barnes has the potential for the increased population shown in Table 1-3.

Table 1-3 Seasonal Housing Units and Potential Population Increases

	2000	2005	2010	2015	2020	2025	2030	Number and % Change
Seasonal Housing Units (1)	1,160	1,279	1,372	1,465	1,558	1,661*	1,759*	+599(+51.6%)
Potential Population Increase (2)	2,540	2,801	3,004	3,208	3,412	3,637	3,852	+1312(+51.6%)

Source: Seasonal housing projections from Bayfield County Land Use Plan / Northwest Regional Planning Commission

1. Seasonal Housing Units include seasonal, recreational, and occasional use housing units

2. Based on the average household size of owner-occupied housing units in Table 1-5 (2.19 for 2000).

* These figures were determined using a linear regression.

Household Forecasts

The percentage of occupied housing units that are owner-occupied is very high in the Town of Barnes (see *Table 1-4*). In 1990 and 2000, the owner-occupied percentages were 89.5% and 89.2% respectively. In comparison, the percent of owner-occupied housing in Wisconsin is 68.4%. Some of the perceptions of the benefits of home ownership are:

- ✓ Homeowners are more likely to maintain their property.
- ✓ Homeowners are more likely to participate in community-sponsored activities.
- ✓ Stronger communities are built.
- ✓ Single family homes generate more economic growth.

Table 1-4 Occupied Housing

	1990	% of Total	2000	%of Total
Total Occupied Housing Units	220	100.0%	278	100.0%
Owner-Occupied	197	89.5%	248	89.2%
Renter-Occupied	23	10.5%	30	10.8%

Source: 1990 and 2000 US Census

Using the total average population and average persons per household, the number of housing units can be projected. Table 1-5 reveals the number of housing units needed if we are to meet the needs of the estimated population. The projected population was divided by the owner-occupied household size to arrive at the number of additional households. The number of households from the previous five years was subtracted from the current number of households to arrive at our number of new housing units needed (2005 households – 2000 households = Number of housing units needed). It is estimated the Town of Barnes will need an additional 159 housing units between the years 2005 and 2030.

Table 1-5 Occupied Housing Unit Needs

Year	2000	2005	2010	2015	2020	2025	2030
Population	610	670	732	801	872	940	1,020
Households	278	306	334	366	398	429	465
Persons Per Household	2.19	2.19	2.19	2.19	2.19	2.19	2.19
Additional Housing Units Needed	-	28	28	32	32	31	36

Source: 2000 U.S. Census, Cedar Corporation

We can estimate the seasonal housing needs by using the Bayfield County Land Use Plan seasonal housing unit projections. It is anticipated that between the years 2005 and 2030, the Town of Barnes will have 465 additional seasonal housing units.

Table 1-6 Seasonal Housing Unit Needs

Year	2000	2005	2010	2015	2020	2025	2030
Seasonal Housing Units	1,160	1,279	1,372	1,465	1,558	1,651	1,744
Additional Housing Units Needed	-	119	93	93	93	93	93

Source: Seasonal housing projections from Bayfield County Land Use Plan / Northwest Regional Planning Commission

1. Seasonal Housing Units include seasonal, recreational, and occasional use housing units

2. Based on the average household size of owner-occupied housing units in Table 5-4 (2.13 for 1990).

3. 2025 and 2030 were determined by extending the 93 units a year additional housing units needed.

These figures do not take into consideration that existing seasonal units may become year-round residences.

Employment Forecasts

According to the U.S. Census Bureau, occupation describes the kind of work a person does on the job within an industry. The Town of Barnes has seen the greatest increase in number and percentage of management, professional, and related occupations (see Table 1-7). This sector has seen an increase of 29 people (an increase of 120.8%) This may be due to people commuting to higher paying jobs in Superior/Duluth, Ashland, Washburn, Hayward, or telecommuting. Other areas experiencing gains are service occupations (11 people, 22.9% increase) and construction, extraction, and maintenance (10 people, 52.6% increase). The only sector to see a decrease is sales and office occupations which lost 2 people (a 4.5% decrease).

Table 1-7 Occupations

Occupation	1990	% of Total	2000	% of Total	Number and % Change
Employed Civilian Population 16 Years and Over	161	100.0%	215	100.0%	+54 (+33.5%)
Management, Professional, and Related	24	14.9%	53	24.7%	+29 (+120.8%)
Service Occupations	48	29.8%	59	27.4%	+11 (+22.9%)
Sales and Office Occupations	44	27.3%	42	19.5%	-2(-4.5%)
Farming, Fishing, and Forestry	0	0.0%	2	0.9%	+2 (-)
Construction, Extraction, and Maintenance	19	11.8%	29	13.5%	+10 (+52.6%)
Production, Transportation, and Material Moving	26	16.2%	30	14.0%	+4 (+15.4%)

Source: 1990 and 2000 US Census

To calculate employment forecasts, we will assume that the percentage of employed civilian population 16 years and over to total population will remain at the 2000 level of 35.2% and the occupations as a percent of total workforce will remain at 2000 levels also.

Table 1-8 Occupation Projections

Occupation	2000 % of Total	2005	2010	2015	2020	2025	2030
Projected Population	610*	670	732	801	872	940	1,020
Employed Civilian Population 16 Years and Over	215	235	257	281	306	330	359
% Employed Civilian Population 16 Years and Over	35.2%	35.2%	35.2%	35.2%	35.2%	35.2%	35.2%
Management, Professional, and Related	24.7%	58	64	69	75	82	89
Service Occupations	27.4%	64	70	77	84	90	98
Sales and Office Occupations	19.5%	46	50	55	60	64	71
Farming, Fishing, and Forestry	0.9%	2	2	3	3	3	3
Construction, Extraction, and Maintenance	13.5%	32	35	38	41	45	48
Production, Transportation, and Material Moving	14.0%	33	36	39	41	46	50

Source: 2000 US Census

These projections do not take into consideration seasonal employment during the summer months.

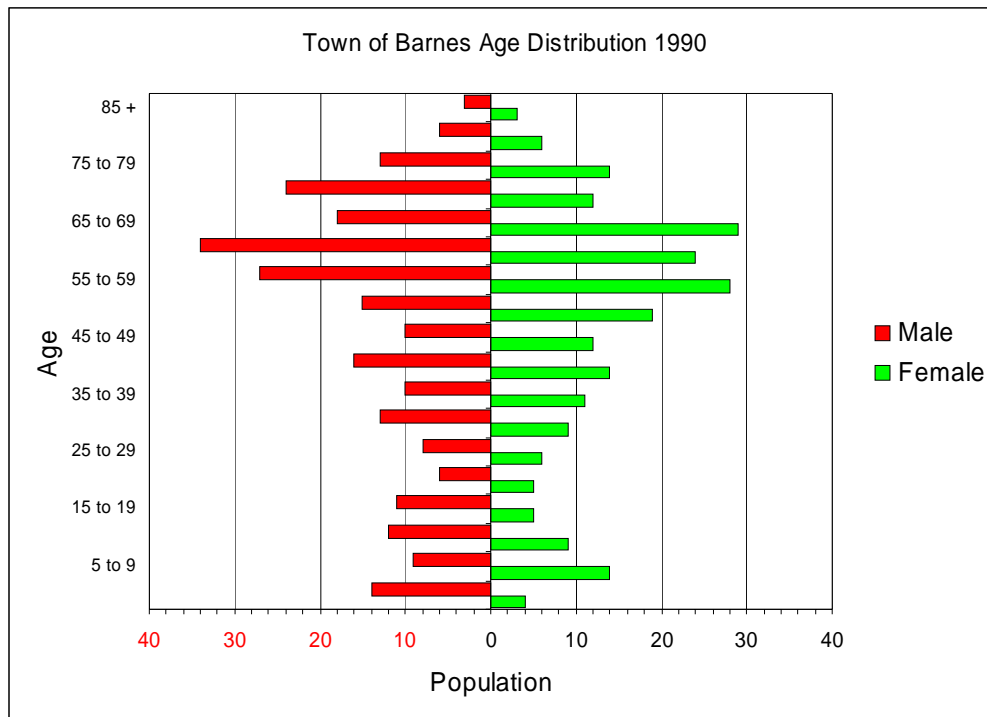
Age Distribution

Understanding the age distribution of the local population can be a valuable planning tool. Different age categories have different needs. A significant increase in school age children can mean overcrowding in local schools and higher busing costs. An increase in retired residents can result in a shortage of assisted living facilities, shuttle services, and a need for age specific health care.

A population pyramid can provide a visual representation of the population broken down by age and sex that is easy to understand (*Figure 1-2 and 1-3*). Population growth patterns can be divided into four categories:

1. **Expansive:** Larger numbers of the population in younger age groups and a lower proportion of older people. Usually each age group is smaller than the one before it. Many areas that have expansive population pyramids show a higher birth rate and lower life expectancies.
2. **Stable:** Indentations in age group categories that even out and reflect a slow population growth.
3. **Stationary:** A narrow base and roughly equal numbers for all age groups with smaller figures to be expected in the older age groups.
4. **Declining:** Higher numbers of older people and declining birth rates.

Figure 1-2 1990 Population Pyramid



Source: 1990 U.S. Census

Figure 1-3 2000 Population Pyramid



Source: 2000 U.S. Census

The Town of Barnes has an interesting and changing population pyramid. Its shape would suggest the population is in a declining stage yet population numbers would suggest a growing population. A majority of the population growth is most likely due to in-migration of people into the Town of Barnes who are living here and commuting to work or retiring and making the Town of Barnes their permanent residence. In 2000, the median age for permanent residents was 52.8 years old.

Table 1-9 shows that as a percentage, the greatest increase is in the 10 through 19 age range. This may be due to people moving into the area with children. The 20 through 29 age group has shown negative growth. This is usually related to young adults leaving the area to continue their education or for better job opportunities. Starting at age 35, the number of people in each of these age groups increases all the way up to age 74.

Table 1-9 Age and Sex for the Total Population

Year	1990	2000	Change in Number	% Change
Under 5 years	18	17	-1	-5.56%
5 to 9 years	23	23	0	0.00%
10 to 14 years	21	41	+20	+105.00%
15 to 19 years	16	31	+15	+93.75%
20 to 24 years	11	11	0	0.00%
25 to 29 years	14	12	-2	-14.29%
30 to 34 years	22	23	+1	+4.55%
35 to 39 years	21	34	+13	+61.90%
40 to 44 years	30	42	+12	+40.00%
45 to 49 years	22	42	+20	+90.90%
50 to 54 years	34	46	+12	+43.75%
55 to 59 years	55	57	+2	+3.64%
60 to 64 years	58	70	+12	+20.69%
65 to 69 years	47	64	+17	+36.17%
70 to 74 years	36	50	+14	+38.89%
75 to 79 years	27	30	+3	+3.7%
80 to 84 years	12	8	-4	-33.34%
85 years and over	6	9	+3	+50.00%
Totals	473	610	+137	+28.04%

Source: 1990 and 2000 U.S. Census

Education Levels

A person's educational attainment will have a large influence on many aspects of their life. Housing, entertainment, income, and employment opportunities will all be influenced. In turn, these choices will help determine how the Town of Barnes will look in the future.

The Town of Barnes has seen a significant decline in residents that have completed less than a 9th grade education (*Table 1-10*). This is presumably the result in a decrease in the oldest residents which often left school early to begin work. Residents that have completed some college/no degree, an associates

degree, a bachelor's degree, or graduate or professional degree have seen the greatest increases (43.8%, 31.3%, 96.3%, and 175.0% respectively).

Table 1-10 Education Attainment Population 25 and Older

	1990	% Of Total	2000	% Of Total	% Change
Population 25 Years and Over	375	100%	465	100%	+30.3%
Less than 9 th Grade	20	5.3%	1	1.5%	-95.0%
9 th to 12 th Grade (No Diploma)	43	11.5%	48	10.3%	+6.7%
High School Graduation (Includes Equivalency)	184	49.0%	198	42.6%	+7.6%
Some College, No Degree	73	19.5%	105	22.6%	+43.8%
Associate Degree	16	4.3%	21	4.5%	+31.3%
Bachelor's Degree	27	7.2%	53	11.4%	+96.3%
Graduate or Professional Degree	12	3.2%	33	7.1%	+175.0%

Source: 1990 and 2000 U.S. Census

Table 1-11 reveals a substantial jump in those who have received a bachelor's degree or higher (120.5%). During the same period, the number of the population 25 and older who have completed high school or higher has increased from 312 (83.2%) in 1990 to 410 (88.2%) in 2000.

Table 1-11 High School Graduate or Higher Attainment

	Total	1990	Total	2000	Number and % Change
Percent High School Graduate or Higher	312	83.2%	410	88.2%	+98 (+31.4%)
Percent Bachelor's Degree or Higher	39	10.4%	86	18.5%	+47 (+120.5%)

Source: 1990 and 2000 U.S. Census

Income Levels

Household income as well as the number of households earning more money has been on the rise between 1990 and 2000 (*Table I-12 and Figure 1-4*). This may be attributed to people earning higher wages and salaries working outside the area as well as having two wage earners in a household. A telling statistic is that in 1990, 11 households earned \$50,000 or more. In 2000, there were 70 households earning the equivalent amount.

Higher incomes can have several effects. A community may see a demand for larger homes, higher end goods, and more opportunities to spend disposable income.

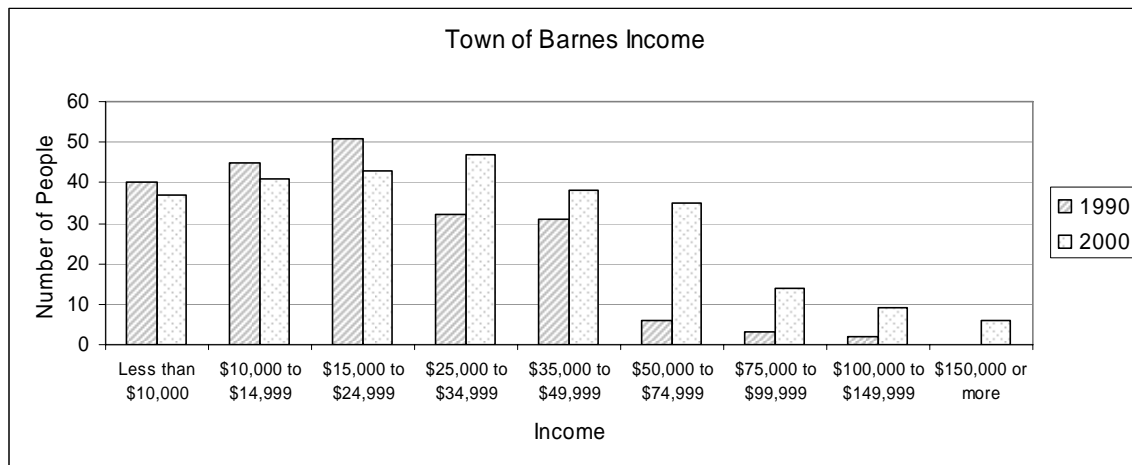
Table 1-12 Household Income

	1989	1999	Numerical Change	% Change
Less than \$10,000	40	37	-3	-7.5%
\$10,000 to \$14,999	45	41	-4	-8.9%
\$15,000 to \$24,999	51	43	-8	-15.7%
\$25,000 to \$34,999	32	47	+15	+46.9%
\$35,000 to \$49,999	31	38	+7	+22.6%
\$50,000 to \$74,999	6	35	+29	+583.7%
\$75,000 to \$99,999	3	14	+11	+466.7%
\$100,000 to \$149,999	2	9	+7	+450.0%
\$150,000 or more	0	12	+12	-

Source: 1990 and 2000 U.S. Census

Another telling statistic is in 1990, 146 households earned \$24,999 or less. In 2000, 121 were in the same income range. This would indicate that a large amount of households are not finding job opportunities that allow them to move out of the low to moderate income range or they are retired and on fixed incomes.

Figure 1-4 Household Income



Source: 1990 and 2000 U.S. Census

Between 1990 and 2000, median household income jumped 53.5% to \$28,250. In comparison, this is lower than Bayfield County (\$33,390) and the State of Wisconsin \$43,791 (see Table 1-13).

Table 1-13 Household Income

Year	1990	2000	% Change
Median Household Income	\$18,409	\$28,250	+53.5%

Source: 1990 and 2000 U.S. Census

Employment Characteristics

According to the U.S. Census Bureau, industry relates to the kind of business conducted by a person's employing organization. The largest number of

employees (37) was in the arts, entertainment, recreation, accommodation, and food services field. The second largest number (34) was in the educational, health, and social services field (see *Table 1-14*).

Table 1-14 Industry Town

Industry	Number of Employees	% of Total
Agriculture, Forestry, Fishing and Hunting, and Mining	2	0.9
Construction	17	7.9
Manufacturing	25	11.6
Wholesale Trade	6	2.8
Retail Trade	16	7.4
Transportation and Warehousing, and Utilities	8	3.7
Information	8	3.7
Finance, Insurance, Real Estate, and Rental and Leasing	11	5.1
Professional, Scientific, Management, Administrative, and Waste Management	15	7.0
Educational, Health, and Social Services	34	15.8
Arts, Entertainment, Recreation, Accommodation, and Food Services	37	17.2
Other Services (except Public Administration)	23	10.7
Public Administration	13	6.0

Source: 2000 U.S. Census

Table 1-15 shows yearly unemployment rates since 1997. The unemployment rates have been fairly stable. Bayfield County did not experience the same low unemployment rates that other parts of the state experienced prior to 2001. The unemployment rate is at it's lowest during the summer months as seasonal employment opportunities are at their peak.

Table 1-15 Bayfield County Unemployment Rates

	1997	1998	1999	2000	2001	2002	2003	2004
Unemployment Rates	6.7%	6.6%	5.7%	6.7%	6.4%	7.1%	6.6%	6.2%

Source: 2004 Department of Workforce Development

The January 2004 Bayfield County Economic Workforce Profile states that the greatest demand for workers is in jobs considered first-time or temporary. Turnover in these jobs is high and wages are low. The most openings are service related jobs for cashiers, waiters/waitresses, maids, and bartenders. The few exceptions are demands for registered nurses, truck drivers, and operations managers. These jobs require a degree or experience and offer better wages.

The fastest growth occupations usually require more training and offer better wages and are more difficult to get since there is a low turnover. The higher paying positions are computer support specialists, social/human resources assistants, and teachers. In Bayfield County, however, many of these fast growth occupations require minimal training. These positions include personal/home care aides, hotel/motel desk clerks, emergency medical technicians, and fitness trainers.

Demographic Trends

Overall trends in the Town of Barnes point to a continued population growth of year-round residents. At the same time, the population will continue to grow older. Some increased housing needs will be met by having vacation homes turned into year-round housing. The need for seasonal units will continue to increase and the increased population will put pressure on the Town's natural resources. We will keep these trends in mind as we move forward with the Comprehensive Land Use Plan.