



1 DEMOGRAPHICS AND ISSUES & OPPORTUNITIES

1.1 INTRODUCTION

Spooner’s Comprehensive Plan begins with an overview of the community based on demographic, household, and employment information outlining past, present and future projections covering a 20-year planning horizon. This overview is necessary to develop a comprehensive understanding of changes taking place in Spooner. Background information and forecasts for the future help lay the groundwork for analyzing other information found within.

1.2 POPULATION

Analyzing local demographics aids in planning for the needs of current and future residents. This review begins with a profile of the people who live, work, and own property in the community. This information is critical to forecasting the need for community facilities and services, since it is the current and future people who will demand better roads, schools, parks, jobs, and other public services.

1.2.1 POPULATION CHANGE

Population is an important contributing factor to development patterns. Significant increases or decreases in the number of inhabitants, along with population characteristics of income, education, and age, impact the city’s housing, economic development, land use, utility, transportation, and recreational needs. Examining past changes and present population characteristics enhance the ability to prepare for the future.

Over the past 60 years, the city has experienced varying swings in population. While experiencing a low in 1980 of 2,365 persons, population has rebounded significantly. The largest recent change in population occurred between 1950 and 1960 when the City suffered a decline of 199 persons. However, during the 20-year period of 1980 to 2000, population increased by 12.1 percent, recording population gains of 99 between 1980 and 1990 and 89 between 1990 and 2000.

Table 1.1 Population 1940 - 2000

	1940	1950	1960	1970	1980	1990	2000	Change 1940-2000
City of Spooner	2,639	2,597	2,398	2,444	2,365	2,464	2,653	14

Source: U.S. Census Bureau



Population growth by decades from 1970-2000 has varied significantly between Spooner and Washburn County. Table 1.2 indicates that the City had a net gain of 8.6 percent over that time period compared to 51.3 percent for the County and 21.4 percent for the State. Much of the population growth at the county level can be attributed to the demand for rural living and large acre parcels.

Table 1.2 Population Change 1970 - 2000

	1970	1980	1990	2000	% Change 1970-1980	% Change 1980-1990	% Change 1990-2000
City of Spooner	2,444	2,365	2,464	2,653	-3.2%	4.2%	7.7%
Washburn County	10,601	13,174	13,772	16,036	24.3%	4.5%	16.4%
Wisconsin	4,417,731	4,705,767	4,891,769	5,363,675	6.5%	4.0%	9.6%

Source: U.S. Census Bureau

1.2.2 POPULATION PROJECTIONS

Future population projections reveal a continued growth in population. Over the span from 2000 to 2025, it is projected Spooner’s population will increase by an additional 319 persons. A number of contributing factors can influence future population levels, such as growth or decline of available jobs in the area, the local school district, and affordable and decent housing stock.

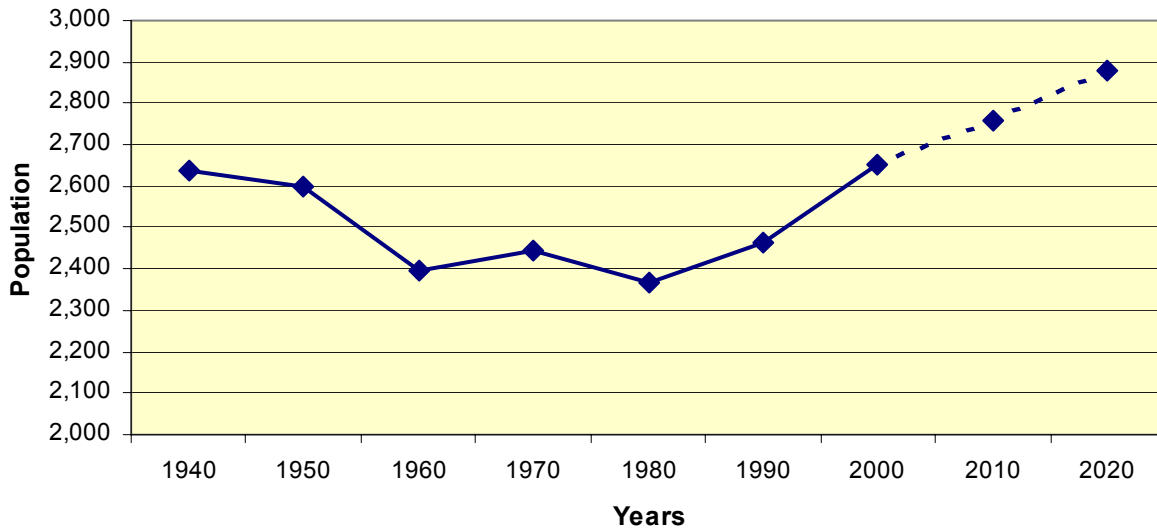
Table 1.3 Population Projections 2005 - 2025

	2000	2005	2010	2015	2020	2025
City of Spooner	2,653	2,679	2,760	2,822	2,880	2,972
Wisconsin	5,363,675	5,563,896	5,751,470	5,931,386	6,110,878	6,274,867

Source: US Census Bureau; State-Dept of Admin, Demographic Services Center; City & County-NWRPC Projections



**Figure 1.1 City of Spooner
Population:1940-2000, Population Projections: 2010-2030**



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

1.2.3 POPULATION COMPOSITION

In addition to knowing how many people live in the City of Spooner, it is important to know the key characteristics, such as race, age, and sex of the population. Table 1.4 provides race as a percentage of the total for the city, Washburn County, and the State of Wisconsin. As indicated, nearly all of the residents of Spooner reported their race as white in Census 2000.

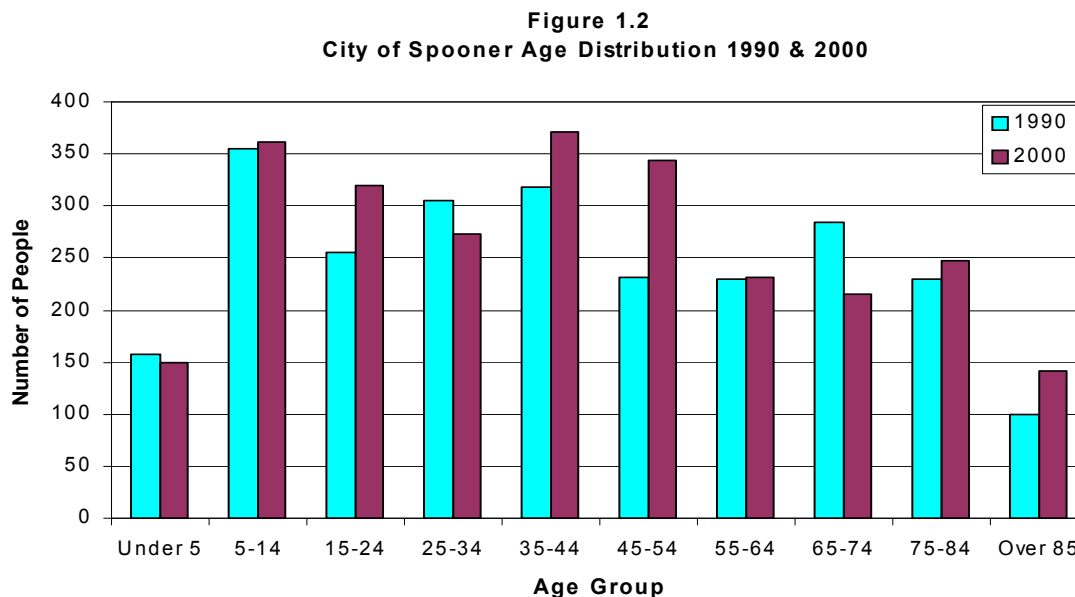
Table 1.4 Population by Race 2000

	City of Spooner	Washburn County	Wisconsin
White	96.0%	97.3%	88.9%
Black or African American	0.4%	0.2%	5.7%
American Indian/Alaska Native	2.0%	1.0%	0.9%
Asian	0.0%	0.2%	1.7%
Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
Other	1.6%	1.3%	2.8%

Source: U.S. Census Bureau, SF 1



Figure 1.2 examines the age distribution for Spooner residents in 1990 and 2000. In the years from 1990 to 2000, age groups for Spooner residents remained relatively stable except for four age groups. There was approximately a 49 percent (113 persons) increase in the 45-54 age group, a 43 percent (43 persons) increase in the over 85 age group, a 25 percent (64 persons) increase in the 15-24 age group, and a 24 percent (68 persons) decrease in the 65-74 age group.



Source: U.S Census Bureau, SF1

Shifts in the age structure of a community can affect a variety of services and needs within the community including schools, housing, and elderly care. Table 1.5 displays the distribution of the population by age categories for 1990 and 2000. No major shifts in the age structure occurred during that time period, but state and national trends point to an aging population that will require more services.

Age Category	1990		2000		% Change 1990-2000
	Number	% of Total	Number	% of Total	
Under 5	157	6.4%	149	5.6%	-0.8%
5 - 19	496	20.1%	561	21.1%	1.0%
20 - 44	738	30.0%	763	28.8%	-1.2%
45 - 64	460	18.7%	575	21.7%	3.0%
65 and Over	613	24.9%	605	22.8%	-2.1%
Total	2464	100.0%	2653	100.0%	0.0%

Source: U.S Census Bureau, SF 1



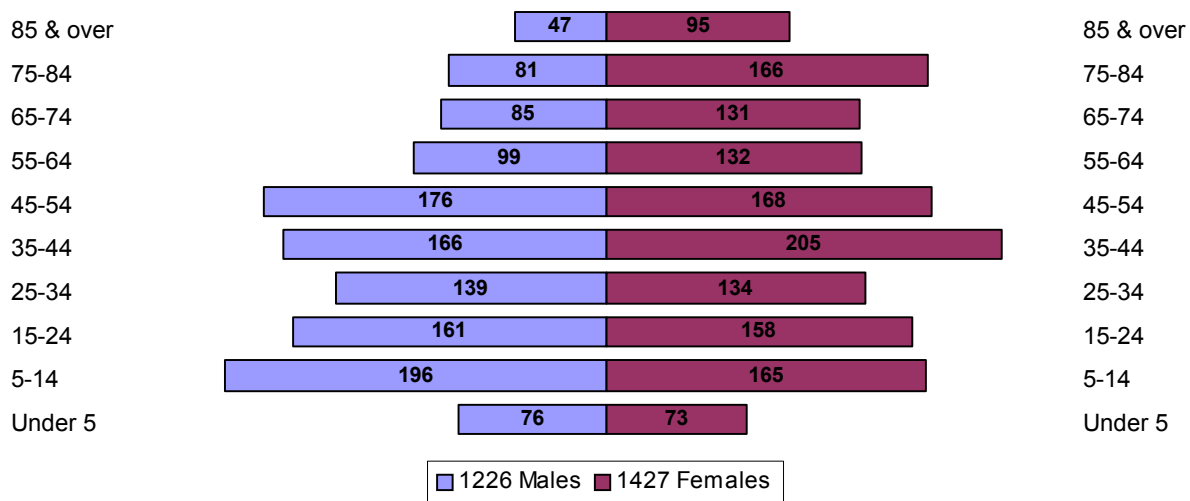
The median age of Spooner residents in 2000 was 40.7 years compared to 39.7 years in 1990. This median age is lower than the Washburn County median age of 42.1 years but higher than the State’s median age of 36.0 years (Table 1.6). According to the Census Bureau, the increase in the median age reflects the aging of the baby boomers. The 49 percent jump in the population category of 45-54 years old (Figure 1.2) was due to the entry into this age group of the first of the “baby boom” generation.

Table 1.6 Median Age 1990 - 2000		
	1990	2000
City of Spooner	39.7	40.7
Washburn County	38.0	42.1
Wisconsin	32.9	36.0
United States	32.9	35.3

Source: U.S Census Bureau

The population pyramid in Figure 1.3 represents a visual depiction of the age distribution in 2000 for the City. As shown in the chart, the age groups are fairly evenly divided among male and female, with the exception of the elderly age groups.

Figure 1.3
Age Distribution by Sex for City of Spooner 2000



Source: U. S. Census Bureau, SF 1

1.3 EDUCATIONAL ATTAINMENT

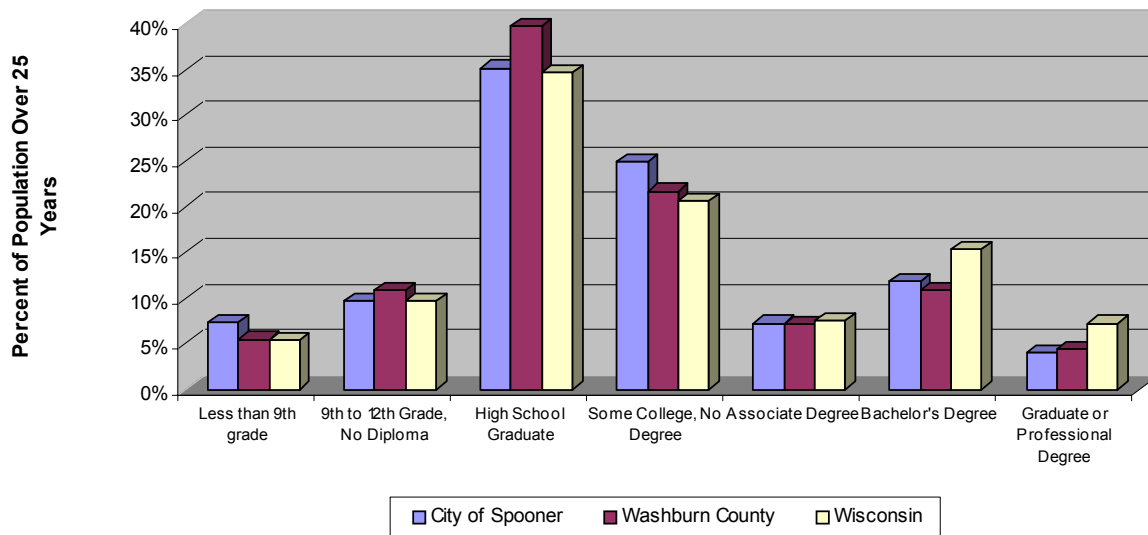
The educational attainment of a community is often an indicator of overall income, job availability, and economic potential of that community. Figure 1.4 illustrates the level of educational attainment for persons age 25 years and over in the City of Spooner, Washburn County, and Wisconsin in 2000.

Roughly 83 percent of City residents age 25 and over attained a high school or higher level of education compared to 85 percent for the State. Approximately 15.8



percent of Spooner residents have attained a bachelor, or higher, degree compared to 22.5 percent for all Wisconsin residents. The lack of four-year colleges and universities located in the area and local jobs requiring advanced degrees may account for the lack of higher educated individuals in Spooner and Washburn County.

Figure 1.4: Educational Attainment, 2000



Source: U.S. Census Bureau, SF 3

1.4 INCOME LEVELS

More than any other type of data, income data indicates how an area is doing economically. Income has three sources – earnings from work, investments (yielding dividends, interest, and rent), and transfer payments (such as Social Security, pensions, and welfare). Income data, which are by place of residence, can tell how much regional income is generated in aggregate, per capita (aggregate income divided by population), and per household (aggregated income divided by households). Income is measured several ways and this section explains and compares some of those statistics.

Per capita *personal* income (PCPI) is widely used and accepted as an indicator of economic well being of residents of an area. It provides a description of a region's overall level of income. It is reported by the U.S. Department of Commerce, Bureau of Economic Analysis. PCPI is the income received from all sources and should not be confused with per capita *money* income (PCI), which is reported in census data. PCI involves generally traceable money from wages, interest, dividends, welfare program payments, etc. It does not take into account money received from sale of property, money borrowed, exchange of money between relatives in same



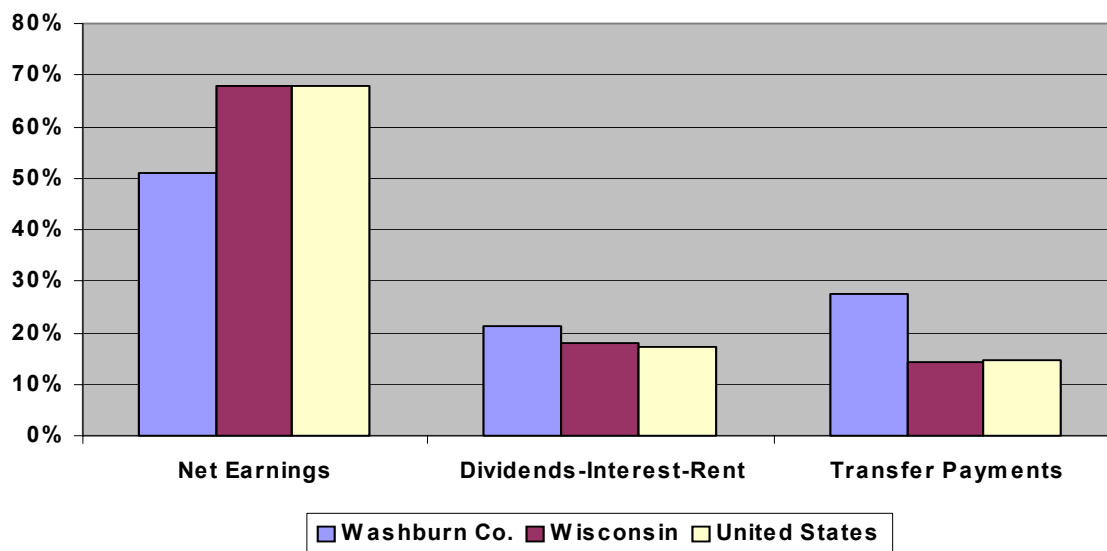
households, tax refunds, gifts, and insurance payments, etc. Thus, PCPI figures are always higher than PCI figures. Per capita personal income is only available on a county basis; therefore, PCI statistics are used to compare income levels between minor civil divisions.

Table 1.7 displays several income level measurements for the City of Spooner, Washburn County, and Wisconsin. All income levels for Spooner residents are lower than the County levels and much lower than the State levels. This disparity is mainly due to the fact that incomes are lower in non-metropolitan areas and Washburn County is entirely a rural, or non-metro county. Incomes are lower in rural areas because net earnings, which make up the greatest share of total personal income, are lower in non-metro areas than in metro areas. (Figure 1.5).

	City of Spooner	% of State	Washburn County	% of State	Wisconsin
Per Capita Income, 1999	\$16,390	77.1%	\$17,341	81.5%	\$21,271
Per Capita Personal Income, 2002	NA		\$22,581	75.1%	\$30,050
Median Household Income, 1999	\$27,768	63.4%	\$33,716	77.0%	\$43,791
Median Family Income, 1999	\$39,677	75.0%	\$40,486	76.5%	\$52,911

Sources: U.S. Census Bureau, Census 2000; U.S. Bureau of Economic Analysis

Figure 1.5 Components of Total Personal Income 2002



Source: Bureau of Economic Analysis, Regional Economic Accounts



Net earnings from jobs comprise the greatest share of total personal income in Washburn County. However, net earnings in the County comprise only 51.1 percent of total income, which is less than both the state and national share of 67.9 and 68.1 percent, respectively. The reason for the difference is that the share of transfer payments, which includes social security, is higher in Washburn County. The higher share of transfer payments, plus an annual average wage that is much lower than in the State, contribute to a lower per capita personal income in the County.

Comparisons of several different measures of income are shown in Table 1.8 for the city and surrounding communities. The City has the lowest median household income but is somewhere in the middle for the other two income measurements.

	Per Capita Income	Median Household Income	Median Family Income
City of Spooner	\$16,390	\$27,768	\$39,677
City of Shell Lake	\$18,675	\$33,073	\$42,917
Town of Bashaw	\$16,982	\$43,500	\$47,014
Town of Beaver Brook	\$16,797	\$40,156	\$45,179
Town of Trego	\$16,000	\$35,069	\$39,000
Town of Evergreen	\$15,613	\$33,036	\$40,357
Town of Springbrook	\$17,859	\$36,406	\$37,500

Source: U.S. Census Bureau, SF 3

1.5 HOUSEHOLDS

An analysis of households establishes an understanding of the community’s character and its residents as well as providing insight into community life. This section looks at both the number of past and current households and the predictions of future growth for the City of Spooner and Washburn County. Furthermore, it examines some of the current household trends and characteristics such as type and size.

According to the U.S. Census Bureau, a household includes all of the people who occupy a housing unit. Occupants may consist of a single family; one person living alone; two or more families living together; or any other group of related, or unrelated, people who share a housing unit. A housing unit is a house, apartment, mobile home, group of rooms, or single room occupied as separate living quarters.

National and state trends have all pointed towards an increase in the number of households, along with a decrease in the average persons per household. Reasons



for the decrease in household size include a larger percentage of married couples who will not have children living with them, more single persons living alone, and smaller family sizes.

1.5.1 HOUSEHOLD CHANGE

Although the number of households has grown in the city, the rate of growth has not kept pace with Washburn County or Wisconsin (Table 1.9). The number of households in Washburn County is increasing faster than the state as a whole. This may be due in part to an increasing number of retiring persons moving to the County and turning their seasonal home into a permanent residence.

Table 1.9 Number of Households 1980 - 2000

	1980	1990	2000	% Change 1980-1990	% Change 1990-2000
City of Spooner	955	1,050	1,148	9.9%	9.3%
Washburn County	4,883	5,488	6,604	12.4%	20.3%
Wisconsin	1,652,261	1,822,118	2,084,544	10.3%	14.4%

Source: U.S. Census Bureau

The City of Spooner and Washburn County have followed the state and national trend of a decreasing household size. The City experienced an increase of 193 households between 1980 and 2000. However, during this same period the number of persons per household has decreased from 2.37 to 2.22.

Table 1.10 Average Household Size 1980 - 2000

	1980	1990	2000
City of Spooner	2.37	2.26	2.22
Washburn County	2.67	2.49	2.39
Wisconsin	2.77	2.61	2.50

Source: U.S. Census Bureau

This trend is important because it means more housing units will be needed in the City to support the overall population and increasing number of households. More on this subject will be discussed in the Housing Element.

1.5.2 HOUSEHOLD CHARACTERISTICS

Table 1.11 shows households by type for the City of Spooner. According to the 2000 U.S. Census, there were 1,148 households in the city. The majority of households (57.7%) were family households. Of these family households, the most common type was a married-couple family household (42.4%). Non-family households represented 42.3 percent. Of the 434 householders living alone, 234, or 54 percent, were age 65 and over.



Table 1.11 City of Spooner Household Characteristics 2000

	Total	Percent of Total Households
Total Households	1,148	100.00%
Family Households (families)	662	57.7%
With own children under 18 years	315	27.4%
Married-couple family	487	42.4%
With own children under 18 years	192	16.7%
Female Householder, no husband present	127	11.1%
With own children under 18 years	93	8.1%
Non-family Households	486	42.3%
Householder living alone	434	37.8%
Householder 65 years and over	234	20.4%
Households with individuals under 18 years	342	29.8%
Households with individuals 65 years and over	404	35.2%

Source: U.S. Census Bureau, SF 1

Table 1.12 shows projected total households. A total of 353 households is projected to be added from 2000 to 2025.

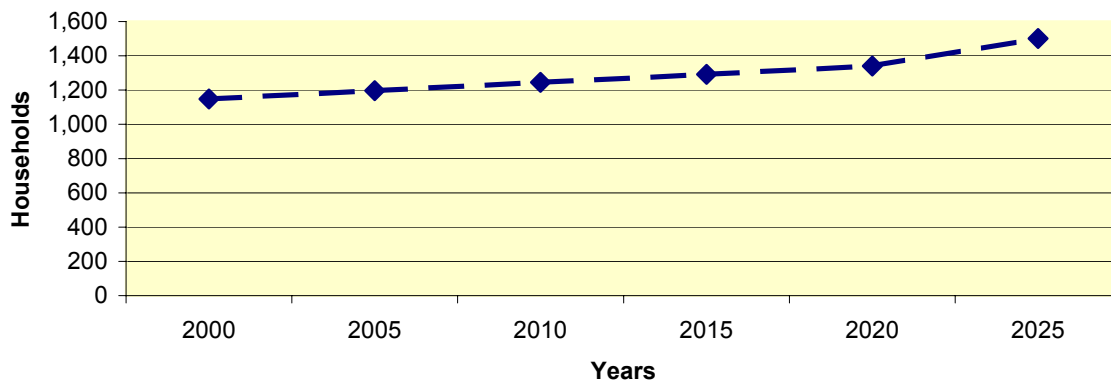
Table 1.12 Household Projections 2005-2025

	2000	2005	2010	2015	2020	2025	% Change 2000-2025
City of Spooner	1,148	1,196	1,244	1,292	1,341	1,501	30.7%
Wisconsin	2,084,556	2,190,210	2,303,238	2,406,798	2,506,932	2,592,462	24.4%

Source: U.S. Census Bureau; WI – Dept of Admin, Demographic Services Center; NWRPC projections



Figure 1.6 City of Spooner Household Projections 2005-2025



Source: U.S. Census Bureau; Demographic Services Center, Wisconsin Department of Administration

1.6 EMPLOYMENT

This section looks at some employment characteristics for the City of Spooner and forecasts for Washburn County. Only Census data contains information regarding the labor force of the City of Spooner. Other employment data is available only at the county level and is given in more detail in the Economic Development element.

1.6.1 EMPLOYMENT CHARACTERISTICS

A community’s labor force is that portion of the population 16 years or older that is employed or unemployed but actively looking for a job. Employment status according to Census 2000 data is presented in Table 1.13 for the City of Spooner, Washburn County, and the State of Wisconsin. As indicated in the table, the labor force participation is significantly higher (69.0%) in Wisconsin than in the City (57.9%) or the County (59.7%). For Spooner, this means that 42.1 percent of the population 16 years old and older did not participate. This number includes some students and individuals who choose not to work, including retirees. A large number of retired persons are in part responsible for the lower overall labor participation rate in the City and County.

Table 1.13 Employment Status 2000



	City of Spooner	Percent	Washburn County	Percent	Wisconsin	Percent
Population 16 years and Over	2,089	100.0%	12,748	100.0%	4,157,030	100.0%
In Labor Force	1,214	58.1%	7,618	59.8%	2,872,104	69.1%
Civilian Labor Force	1,209	57.9%	7,608	59.7%	2,869,236	69.0%
Employed	1,146	54.9%	7,145	56.0%	2,734,925	65.8%
Unemployed	63	3.0%	463	3.6%	134,311	3.2%
% of Civilian Labor Force	5.2%		6.1%		4.7%	
Armed Forces	5	0.2%	10	0.1%	2,868	0.1%
Not in Labor Force	875	41.9%	5,130	40.2%	1,284,926	30.9%

Source: U.S. Census Bureau SF 3

Although there were more females than males in the city in 2000, more males (66.1%) than females (51.0%) participated in the civilian labor force. (Table 1.14) The absolute number of employed persons by sex, however, is almost the same (576 males to 570 females).

Table 1.14 Employment Status by Sex 2000

City of Spooner	Females	Percent	Males	Percent
Population 16 years and Over	1,139	100.0%	950	100.0%
In Labor Force	581	51.0%	633	66.6%
Civilian Labor Force	581	51.0%	628	66.1%
Employed	570	50.0%	576	60.6%

Source: U.S. Census Bureau SF 3

The 1,146 City of Spooner residents (16 years and over) that were employed in 2000 worked in either the City or elsewhere. See the Economic Development element for commuting patterns and areas where residents were employed.

Table 1.15 Class of Worker 2000

City of Spooner	Number	Percent
Private Wage and Salary	857	74.8%
Government	193	16.8%
Self-employed in own not incorporated business	83	7.2%
Unpaid Family Workers	13	1.1%

Source: U.S. Census Bureau SF 3

Table 1.15 reflects the type or class of employment for residents of the City of Spooner as reported by Census 2000. As indicated, the majority (74.8 %) of residents are employed by a private business. A larger percentage (16.8%) of Spooner residents are government workers than in the County (14.6%) or the State (12.5).



As mentioned in the section on income, net earnings for non-metro areas like the City of Spooner and Washburn County are lower than in metropolitan areas in the State. Table 1.16 shows the average annual wage in Washburn County to be nearly \$10,000 less (71.7%) of the State average annual wage. More details on wages by industry will be given in the Economic Development element.

All Industries	Wage	% of State
Washburn County	\$23,958	71.7%
State of Wisconsin	\$33,423	

Source: Wisconsin Bureau of Workforce Information

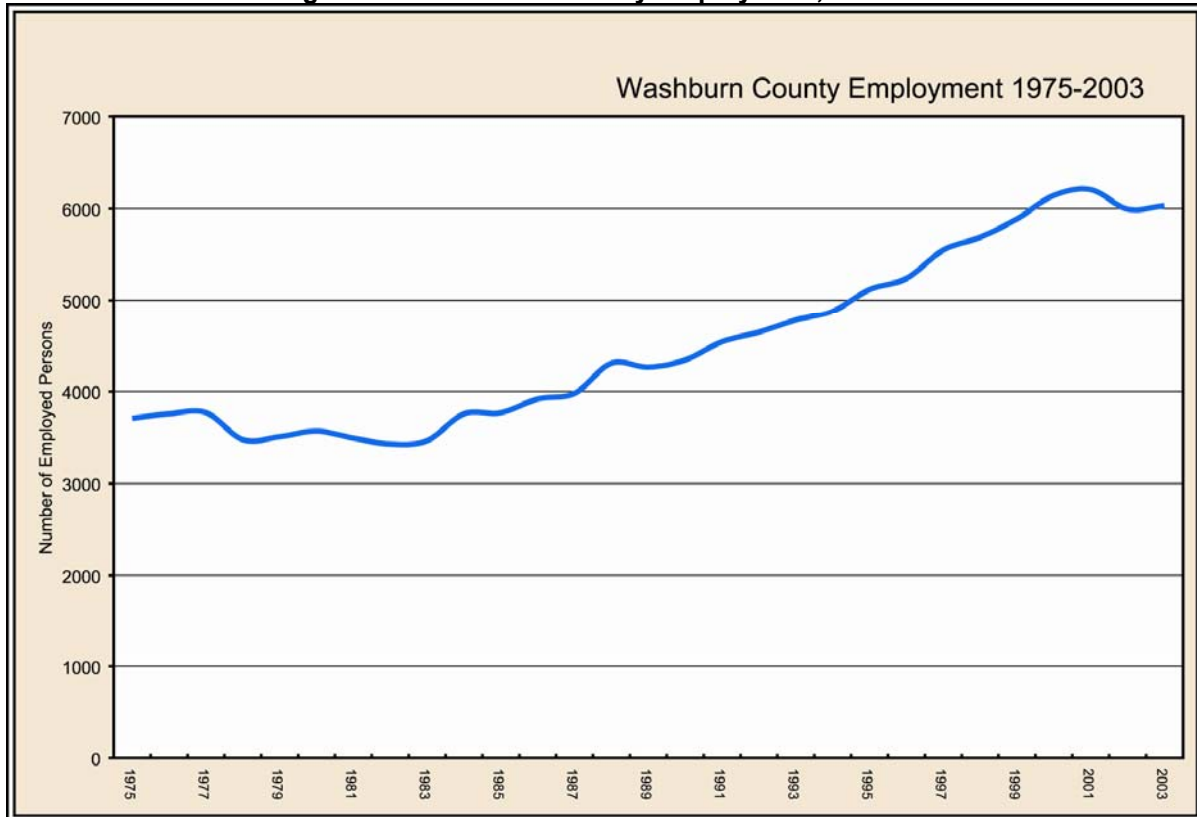
According to Census 2000, the greatest percentage (23.5%) of employment for City residents was in the educational, health, and social services industry sector. Besides the Spooner school system, there is a hospital and nursing home located within the City. Further information on industry employment for City residents is presented in the Economic Development element.



1.6.2 EMPLOYMENT FORECAST

Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Washburn County from 1975 to 2003, employment projections were developed to 2030. Figure 1.7 shows the employed persons for 1975 to 2003 and Figure 1.8 shows not only the past employment data but also the employment projections for future years to 2030.

Figure 1.7 Washburn County Employment, 1975-2003

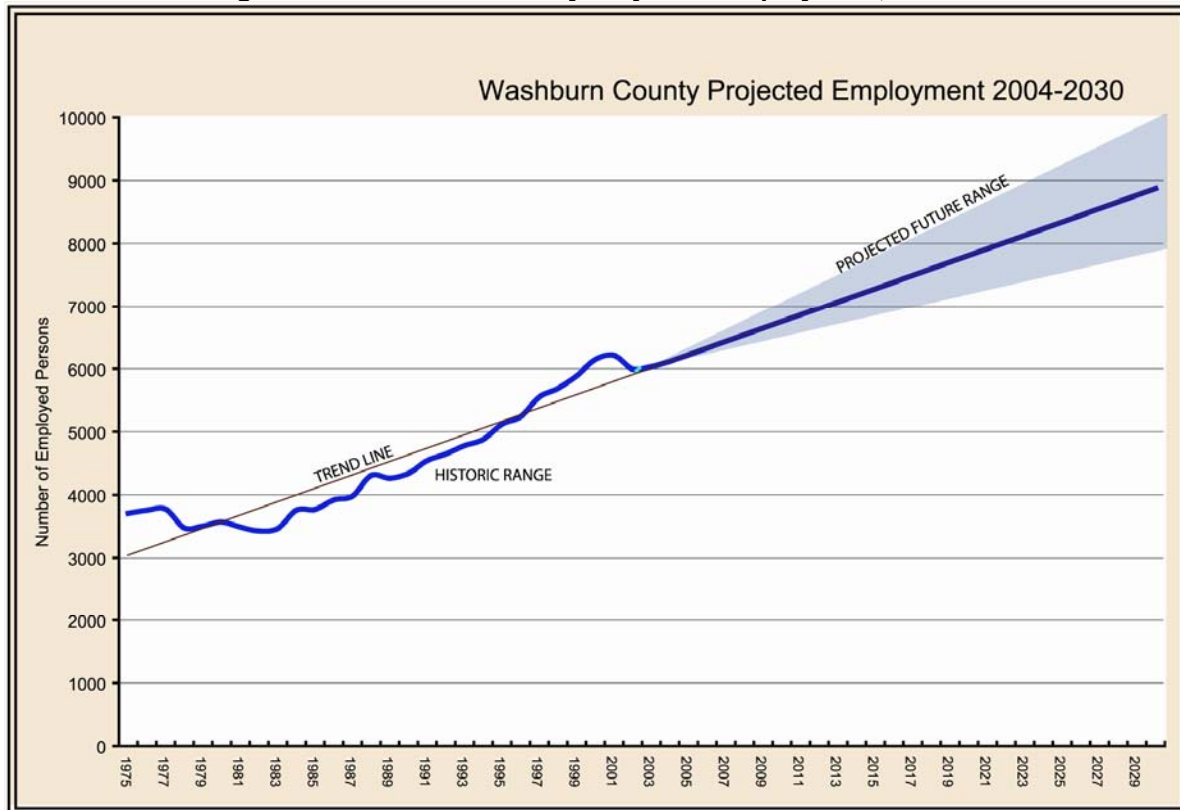


	1975	1979	1983	1987	1991	1995	1999	2003
Washburn	3707	3507	3465	3981	4542	5120	5887	6032



Employment projections for Washburn County were derived by analyzing the local employment data from 1975-2003. The “trend line” in Figure 1.8 depicts a “best fit” of the known data values and a projection of the future data values. The shaded area in Figure 1.8 represents a range of probability, meaning that it is more likely that the future value will fall somewhere within this range rather than directly along the trend line. This is a very simplistic model to be used for general planning purposes.

Figure 1.8 Washburn County Projected Employment, 2004-2030



	2005	2010	2015	2020	2025	2030
Projection	6221	6751	7281	7811	8340	8870

1.7 ISSUES AND OPPORTUNITIES

For each of the major sections of the comprehensive plan a list of unique issues and opportunities was developed (except Economic Development). Within the Economic Development element, overall strengths and weaknesses were identified. Listing the issues and opportunities and strengths and weaknesses assisted in the development of overall goals, objectives, and actions and provides insight into community/resident opinions. While not every issue and opportunity is



encompassed by a goal, objective, or action, the inclusion of the statement(s) alerts local officials, civic organizations, and citizens of the need for future attention.

1.8 OVERALL GOAL STATEMENT

The City of Spooner has prepared a number of goals and objectives that include actions/policies in addressing items of importance to the community. For purposes of this planning process, actions identified through the plan are also defined as policies. The goals and objectives are intended to assist the city council, local property owners, and others in implementing actions deemed important and in the interest of the community. It is imperative that the goals, objectives, and actions described in this plan are implemented to fully achieve the desired outcome. A full set of the goals, objectives, and actions are included in the implementation element of this plan.

The overall goal is to maintain a healthy and vibrant city that meets the needs, as best possible, of residents and visitors of the City of Spooner. To do this, the overall objective of the City of Spooner is to guide future development and redevelopment of the community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall policy is to adopt and implement the comprehensive plan and continue to work with the adjacent and overlapping jurisdictions. The overall programs outlined throughout the recommendations and action plan represent the methods to achieve the overall plan goal.