

**SECTION 4:**

***Element 1: DEMOGRAPHICS, ISSUES AND OPPORTUNITIES***

This fourth section of the Town of Sherry Coordination Plan, explores potential issues that may have an effect on the development of the Town over the 20-year planning period of the plan. This chapter contains trends and forecasts with jurisdictional comparisons for some basic demographics including: population, households, employment, age, education, and income. Although forecasts should typically cover the 20-year planning period, in some cases, the only acceptable sources had lesser time periods for their forecasts. Official sources are used for data and forecasting, including the Wisconsin Department of Administration (WDOA) Demographic Service Center, and the U.S. Census Bureau and Wood County Planning & Zoning Office.

In addition to this review of basic town statistics, a variety of tools are utilized to identify issues, including a review of past plans, a review of other town plans, research by the planning committee, a public hearing, and observations of The Foundation for Common Sense, Inc. and County of Wood: Planning and Zoning Office.

The Town of Sherry reserves the right to review and amend their coordinated land use plan at any time, as needed.

**A. BACKGROUND INFORMATION**

The Town of Sherry is an agricultural-based town in the rural northeast corner of central Wisconsin's Wood County. The Town is bounded on the north by agricultural-based Milladore, on the east by Portage County, on the west by the agricultural-based Arpin, and on the south by agricultural-based Sigel. (See Map #M1 – Surrounding Towns).

The Town of Sherry is governed by the Town Chairman and a two-member board of supervisors who are elected by the voting residents of the Town. The Town Clerk and Treasurer are also elected by the voters. The Town Board holds regular meetings once a month, on the second Tuesday of the month. All meetings are open to the public pursuant to Wisconsin's open meetings law.

The 2010 total Equalized Value of the Town is \$58,788,800. The 2010 total land value and improvements Assessed Value of the Town is \$53,500,100.

## 1. POPULATION TRENDS AND FORECASTS

In 2000, 809 people lived in Sherry. Between the 1990 and the 2000 Censuses, the Town of Sherry's population increased 2.8%, while surrounding towns either gained or declined as much or greater; see Table 1. Both the County and the State grew slightly, with growth rates of 2.6 and 9.6 percent, respectively. According to the 2005 population estimate of 827 people living in Sherry, the population increased by another 18 people since the year 2000.

Table 1 displays the total population for the Town of Sherry, the neighboring towns, the County, and the State. Sherry has increased, as well as both the County and the State. The Towns of Seneca and Sherry both grew faster than the County, at 6.1% and 2.8% respectively from 1990 to 2000. Arpin, Carson, Sigel, and Rudolph declined from 1990 to 2000.

**Table 1:  
Population Trends (# of residents)**

	1990	2000	Estimate 2005	% Change 1990- 00	% Change 2000-05	% Change 1990-05
Town of Sherry	787	809	827	2.8%	2.2	5.1%
Town of Sigel	1,192	1130	1150	-5.2%	1.8	-3.5%
Town of Arpin	806	786	813	-2.5%	3.4	0.9%
Town of Hansen	698	707	720	1.3%	1.8	3.2%
Town of Seneca	1,133	1202	1161	6.1%	-3.4	2.5%
Town of Rudolph	1,180	1161	1161	-1.6%	0	-1.6%
Town of Carson, Portage Co.	1,327	1299	1356	-2.1%	4.4	2.2%
Wood County	73,605	75,555	76,644	2.6%	1.4	4.1%
Wisconsin	4,891,769	5,363,675	5,580,757	9.6%	4.0%	14.1%

Source: U.S. Census, and WDOA Demographic Services Center, 2000

Population projections in Table 2 show the Town of Sherry increasing by 3.9 percent over the next 20-year period between 2010-2030. Seneca, Rudolph, and Sigel are expected to decline in population (9.1% and 7.6%, and 5.9%, respectively), with the other towns and the County expected to grow under 5 percent each. Wisconsin's population is projected to grow by 13.3 percent over the next 20-year period between 2010-2030.

**Table 2:  
Population Projections to 2030 (# of residents)**

	Projection 2010	Projection 2015	Projection 2020	Projection 2025	Projection 2030
Town of Sherry	841	854	865	873	874
Town of Sigel	1,138	1,127	1,113	1,094	1,071
Town of Arpin	829	842	854	862	864
Town of Hansen	732	741	748	752	752
Town of Seneca	1,191	1,170	1,146	1,118	1,083
Town of Rudolph	1,148	1,132	1,113	1,090	1,061
Town of Carson, Portage Co.	1,362	1,376	1,389	1,399	1,402
Wood County	77,721	78,613	79,359	79,773	79,713
Wisconsin	5,772,370	5,988,420	6,202,810	6,390,900	6,541,180

Source: WDOA Demographic Services Center

Further discussion of population can be found in other sections of this Plan, particularly in the Housing section and the Land Use section.

## 2. HOUSEHOLD TRENDS AND FORECASTS

The 809 (Year 2000) residents of the Town of Sherry formed 270 households. Total households are projected to increase to 328 by 2030; see Table 3. This does reflect population growth as projected in Table 2. Average household size in Sherry was 3.0 people in 2000, which is higher than the 2.57 State average. Projected average household size of 2.24 in Wood County is much lower than 2.50 in 2000. Table 3 reflects an overall trend of more households based upon fewer people per household, and projected population changes.

	Total 2000	Estimate 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025	Projection 2030
Town of Sherry	270	284	298	310	318	324	328
Town of Sigel	410	429	439	444	445	442	436
Town of Arpin	267	285	299	311	320	326	330
Town of Hansen	255	268	280	290	298	302	305
Town of Seneca	408	406	430	431	428	422	413
Town of Rudolph	423	437	444	448	447	442	434
Town of Carson, Portage Co.	475	507	522	539	552	561	565
Wood County	30,135	31,492	32,855	33,979	34,775	35,307	35,596
Wisconsin	2,084,556	2,208,571	2,322,062	2,442,354	2,557,504	2,654,905	2,738,477

Source: U.S. Census, and WDOA Demographic Services Center

Further analysis of housing unit change can be found in other chapters of this Plan, particularly in the Housing section and the Land Use section.

## 3. AGE DISTRIBUTION

Population distribution by age is important in the planning process. Two age groups are examined here: 1) people 5 to 17 years old, and 2) people 65 years

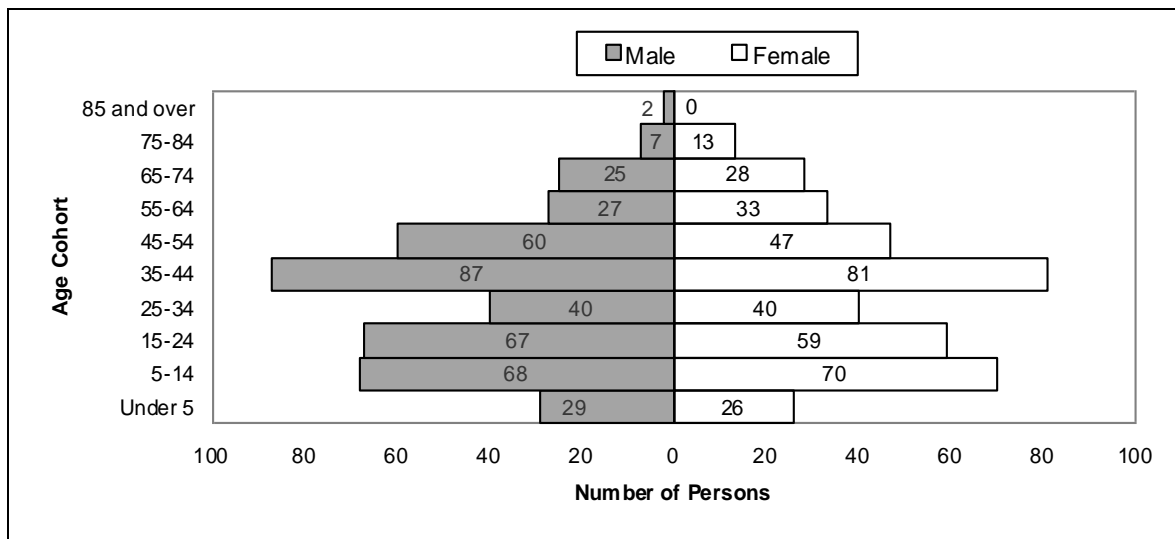
and older. These two age groups have different needs. The younger group utilizes schools, and the older group is retiring from the workforce.

In 1990, the median age of Sherry's population was 30.5 years. At that time, the County (33.3 years) and the State (32.9 years) had populations older than Sherry. Sherry's older population (65+ age class) percentage of 10.4% is lower than both the County (14.2%), and the State (13.3%).

By 2000, the median age of Sherry's population had advanced to 35.4. See Table 4.

Many of the surrounding towns have higher median ages than the State, but Arpin and Sherry both have lower median ages. The Town of Sherry's school age population (5-17 age class) slightly decreased to 24.0 percent in 2000, which is higher than the population in the County (19.5%), and the State (19.1%). Sherry's older population (65+ age class) numbered 75, percentage of 9.3 is lower than the County (15.3%), both of which rose slightly between 1990 and 2000; and the State stayed almost even at 13.1 percent.

**FIGURE 1: 2000 Age Cohorts for Town of Sherry**



Source: U.S. Census Bureau, 2000

A shifting age structure affects a variety of services and needs within the community including transportation, housing, elderly care, and schools. Town of Sherry had a higher proportion of population (24.3%) in school (5-17 age class) than the County (20.4%), and the State (19.0%).

The Town of Sherry population pyramid (FIGURE 1) shows a generally balanced male to female population of all the age groups. Sherry has a large

school age population (5-14 years), and a smaller 15 to 24 age group, indicating that residents do leave town to seek a higher education or employment after high school, especially the females. Another bulge shows a large 35-44 year age group that represents the school children's parents. The rest of the pyramid tapers off as the population matures in age.

**Table 4:  
Age Distribution 1990 to 2000**

		Percent of Population				Median Age
		<5	5-17	18-64	65+	
Town of Sherry	1990	8.3%	24.3%	59.0%	8.5%	30.5
	2000	6.8%	24.0%	60.0%	9.3%	35.4
Town of Sigel	1990	5.6%	24.9%	58.1%	11.3%	34.6
	2000	5.1%	19.0%	61.4%	14.4%	40.1
Town of Arpin	1990	8.1%	27.8%	54.3%	9.8%	29.3
	2000	6.9%	23.8%	61.8%	7.5%	35.0
Town of Hansen	1990	8.7%	23.2%	57.3%	10.7%	31.5
	2000	5.2%	21.8%	60.1%	12.9%	38.0
Town of Seneca	1990	7.2%	23.6%	59.6%	10.9%	32.4
	2000	6.2%	22.5%	60.1	11.1%	36.9
Town of Rudolph	1990	6.4%	23.7%	59.6%	10.3%	33.6
	2000	5.8%	20.3%	60.2%	13.7%	38.9
Town of Carson, Portage Co.	1990	6.5%	23.1%	58.8%	11.7%	32.9
	2000	5.7%	20.5%	62.7%	11.1%	38.0
Wood County	1990	7.5%	20.4%	57.9%	14.2%	33.3
	2000	6.1%	19.5%	59.0%	15.3%	38.0
Wisconsin	1990	7.4%	19.0%	60.3%	13.3%	32.9
	2000	6.4%	19.1%	61.4%	13.1%	36.0

Source: U.S. Census Bureau

#### 4. EDUCATION LEVELS

The educational attainment level of people within a community is often an indicator of the overall income, job availability, and well being of a community.

In 1990, 77.10% of the Town of Sherry's population age 25 and over were high school graduates, compared to 78.3% in the County and 78.6% in the State. By 2000, the percentage of high school graduates had risen significantly to 88.2% in the Town, and also rose significantly in both the County at 84.8% and the State at 85.1%; see Table 5 for details.

The number of residents in Town who are 25 and older and have four or more years of college has increased from 30 people in 1990 to 53 in 2000. Both the County and State percentages of residents with a bachelors degree or higher increased between 1990 and 2000, as shown in Table 5.

**Table 5:  
Education Levels**

	Town of Sherry		Wood County		State of Wisconsin	
	1990	2000	1990	2000	1990	2000
Less than 9 <sup>th</sup> Grade	59	29	5,442	3,049	294,862	186,125
9-12 Grade / No Diploma	46	30	4,715	4,613	367,210	332,292
High School Diploma	244	242	19,986	20,618	1,147,697	1,201,813
College / No Degree	46	92	6,514	9,443	515,310	715,664
Associate Degree	34	52	3,824	4,050	220,177	260,711
Bachelor Degree	30	32	4,170	5,937	375,603	530,268
Graduate/Professional Degree	0	21	2,145	2,549	173,367	249,005
Total Persons 25 & Over	459	498	46,796	50,259	3,094,226	3,475,878
Percent high school graduate or higher	77.10%	88.2%	78.3%	84.8%	78.6%	85.1%
Percent with bachelors degree or higher	6.50%	10.6%	13.5%	16.9%	17.7%	22.4%

Source: U.S. Census Bureau

## 5. INCOME LEVELS

In 1990, the median household income for the Town was 5.3% higher than the County, and about 6.4% higher than the State. On a per capita basis, the income of Sherry's residents was 3.6% lower than that of the County, and about 4.7% lower than the state in 1990.

Between 1990 and 2000, the Town of Sherry's median household income expanded nearly 66.5%, which is now 25.4% higher than the County. On a per capita basis, Sherry's income grew 40%, but the Town trails the County by 12.3% and the Town trails the State by 16.7%, see Table 6.

The 'median household income' is commonly used to generate data about geographic areas and divides households into two equal segments with the first half of households earning less than the median household income and the other half earning more. The median income is considered by many statisticians to be a better indicator than the average household income as it is not dramatically affected by unusually high or low values."

‘Per capita income’ or income per person is the numerical quotient of income divided by population, in monetary terms. It is a measure of all sources of income in an economic aggregate, such as a country or city. It does not measure income distribution or wealth. (Source: Wikipedia).

**Table 6:  
Income Levels**

	1990			2000		
	Town of Sherry	Wood County	State of Wisconsin	Town of Sherry	Wood County	State of Wisconsin
Median Household Income	\$31,324	\$29,735	\$29,442	\$52,143	\$41,595	\$43,791
Per Capita Income	\$12,654	\$13,130	\$13,276	\$17,728	\$20,203	\$21,271

Source: U.S. Census Bureau

## 6. EMPLOYMENT CHARACTERISTICS, TRENDS AND FORECASTS

According to the U.S. Census, the civilian labor force (population 16 and over) living in the Town of Sherry was approximately 450 workers in 2000. Of these, 9 were unemployed for an unemployment rate of 1.5%. The unemployment rate for the County was 3.8% in 2000.

As of December 2011 the unemployment rate for Wisconsin, 6.6% (unadjusted); 7.1% (seasonally adjusted). The Wisconsin “Historical High” rate of January 1983 was 11.5%. The Wisconsin “Historical Low” was February 2000 at 3.3%. These unemployment rates as documented are seasonally adjusted (Source Bureau of Labor Statistics and DWD).

As of December 2011 unemployment rate for our nine-county NCWWDB area: 7.2% (unadjusted); the highest being Vilas with 10.6% unemployment (4th highest in the state) and the lowest being Portage with 5.7% (57th highest in the state). (Source WorkNet and DWD).

Tables 7 & 8 display employment related information. The primary occupation of Sherry residents in the labor force in year 2000 was: Production, transportation & material moving (124 people), while the leading industry sectors of employed Town residents in year 2000 was: Manufacturing; with about 130 people.



Historically, *manufacturing* has been the strongest industry sector county-wide, with over 9,000 workers in both 1990 and 2000. The next two leading industries countywide had different trends. *Education, Health and Social Services* grew by about 23 percent from 1990 to 2000; but *Retail Trade* declined by 18 percent. *Education* employment rose countywide.

These figures are all based on the number of workers residing in the Town and what they do for employment not where they are actually employed. Information regarding the number of jobs available in the Town of Sherry itself is not readily available.

**Table 7:  
Occupation of Employed Workers**

	Town of Sherry		Wood County	
	1990	2000	1990	2000
Management, professional & related	33	108	8,258	10,011
Service	40	49	4,399	5,598
Sales & office	82	86	8,299	8,991
Farming, Fishing & Forestry	77	13	1,610	471
Construction, extraction & maintenance	43	61	2,086	3,900
Production, transportation & material moving	119	124	9,642	8,374

Source: U.S. Census Bureau

Employment forecasts are difficult to come by and not available at the town level. However, the Wisconsin Department of Workforce Development (WDWD) prepares workforce projections by industry for its multi-county service regions. The current projections, released August 2006, cover 2004-2014. The projections for the North Central Workforce Development Area cover Wood County and include eight other counties. These projections show increases in all occupations. *Production*; and *Farming, fishing, & forestry* occupations both are projected to gain less than 30 positions each for the whole region. The following occupations are all projected to need over 600 replacement workers each: *Production*; *Office & administration*; *Sales*; and *Food preparation & serving*. Town residents commute to jobs, of which 86.3% commuted by car, truck or van. Research reveals 12% travel outside Wood County for employment, so the Town of Sherry can expect to take advantage of some of this projected employment.

Another way to look at future employment is to examine the labor force and unemployment rates. In 1990, the labor force in the Town was 394 people. By 2000 the labor force had increased 11.9% to 441 with 1.5% unemployment (16 years and over). There are 152 people not in the labor force. The degree to which this available workforce is actually employed is dependent on external economic factors reflected in the unemployment rate.

**Table 8:  
Industry Sectors**

	Town of Sherry		Wood County	
	1990	2000	1990	2000
Ag., Forestry, Fishing, Hunting & Mining	79	40	1,686	1,321
Construction	29	45	1,560	2,333
Manufacturing	121	130	9,284	9,144
Wholesale Trade	6	5	1,115	929
Retail Trade	29	32	6,282	5,150
Transportation, Warehousing & Utilities	44	60	1,844	1,685
Information	N/A	4	N/A	581
Finance, Insurance, Real Estate & Leasing	15	10	1,225	1,471
Professional, Scientific, Management, Administrative & Waste Mgmt Services	9	9	1,607	1,288
Education, Health and Social Services	36	70	6,984	8,558
Arts, Entertainment, Recreation, Accommodation and Food Services	0	18	347	2,537
Public Administration	3	8	725	980
Other Services	23	10	1,514	1,368
Totals:	394	441	34,173	37,345

Source: U.S. Census Bureau

## 7. STATISTICAL DATA

It is important to note that many of the statistical data contained in this Coordination Plan may be more than ten years old because they are based on the national census of 2000, or the data most readily available. Census data immediately following a census may be assumed fairly accurate.

However, projections and estimates performed subsequently may not be. Other sections of this Coordination Plan may likewise suffer from the effects of similarly outdated statistical data and maps, or the lack of readily sufficient data.

Fortunately, as more accurate data become available, this Coordination Plan allows the Town of Sherry the opportunity to update the data herein contained. A U.S. Census, for example, was conducted in 2010. The Town recognizes that an amendment may be necessary, once the new census data becomes available, or at any other time the Town Board deems necessary.

## **B. ISSUE IDENTIFICATION**

### **1. REVIEW OF DEMOGRAPHIC TRENDS**

Demographic change is a principle factor in predicting future community growth. Population characteristics relate directly to the community's housing, education, utility, recreation, and facility needs, as well as future economic development. Over time, fluctuations in local and regional economies can influence population change.

A number of issues and opportunities facing the Town of Sherry can be identified:

- The Town has had a steady increase in their population from 787 in 1990 to 803 in 2010. Source: WI Dept of Administration and WDNR: Get Facts, The Applied Population Laboratory.
- Household formation in Sherry is driven by declining average household size but the residential parcels have increased.
- Sherry has an aging population.
- Median household income of Town residents continues to be higher than both the County and State; but per capita income of Sherry is lower than the County and State.
- The Town of Sherry's central location to the major employment centers of Marshfield, Wisconsin Rapids and Stevens Point make it a good location to locate where one spouse works in one community and the other in a different community or for those who work in one of the major communities, but want to live in a quiet rural area with good access to work.
- Because the number of households is expected to continue to increase, the Town has an opportunity to coordinate development standards that will result in a compatible mix of farm and non-farm uses.

Further discussion of agriculture can be found in Section 8.

## **C. GOALS, OBJECTIVES & POLICIES**

### **1. GOALS**

It is the goal of the Issues & Opportunities section to promote and protect individual allodial property rights as guaranteed by the Constitutions of the United States and the State of Wisconsin.

### **2. OBJECTIVES**

It is the objective of the Issues & Opportunities section to achieve our goal through local control by utilizing the coordination process at the town level.

### **3. POLICIES**

Any policies adopted by the Town or Town appointed committee must be consistent with the goals of this section and overall coordination plan.