

Demographic Profile



The planning process for Slinger begins with a profile of the people who live, work and own property in the Village. Specifically, this section analyzes the size, composition and trends of the population. This information is critical to forecasting the need for community facilities and services, since it is people who will demand better schools, roads, parks, jobs and other public services.

POPULATION TRENDS & PROJECTIONS

The Village has experienced dramatic population gains over the last three decades as shown in Table 1. Of particular significance is the steady increase in the Village's share of the overall county population. A comparison of growth in nearby communities is provided for reference.

TABLE 1 HISTORIC POPULATION TRENDS						
Location	1970	1980	1990	2000	Actual Chg 1970-2000	% Change 1970-2000
Village of Slinger	1,216	1,612	2,340	3,901	2,685	221%
City of Hartford	6,499	7,159	8,179	10,895	4,396	68%
Village of Jackson	561	1,817	2,486	4,938	4,377	780%
City of West Bend	16,555	21,484	24,470	28,152	11,597	70%
Town of Hartford	2,368	3,269	3,243	4,031	1,663	70%
Town of Polk	2,846	3,486	3,540	3,982	1,136	40%
Slinger Share of County Population	1.9%	1.9%	2.5%	3.3%	NA	NA
Washington County	63,839	84,848	95,328	117,496	53,657	84%

Source: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

Table 2 projects the population of Slinger through 2025. Comparisons to surrounding communities are provided for additional understanding of regional growth.

TABLE 2 POPULATION PROJECTIONS 2005 – 2025						
Year	2005	2010	2015	2020	2025	Percent Change 2005-2025*
Village of Slinger (2005 Limits)	4,330	4,730	5,109	5,471	5,872	35.6%
Slinger Planning Area**	5,067	6,233	7,400	8,300	9,475	86.9%
City of Hartford	11,892	12,808	13,673	14,501	15,437	29.8%
Village of Jackson	5,528	6,079	6,600	7,099	7,648	38.4%
City of West Bend	29,073	29,868	30,605	31,314	32,291	11.1%
Town of Hartford	4,188	4,336	4,474	4,607	4,779	14.1%
Town of Polk	4,031	4,110	4,183	4,253	4,361	8.2%

SOURCE: Wisconsin Department of Administration Demographic Service Center, 2003

Village of Slinger Planning Area Projections based on Construction Trends, SEWRPC Projections, and Sewer Service Area Projections. Significant portions of this area are expected to be annexed to the Village of Slinger in accordance with the 2025 Recommended Future Land Use Map provided in this plan.

* Percent Change 2005-2025 for Slinger Planning Area is 86.9%

**Slinger Planning Area projections based on SEWRPC's "High-growth decentralized projection"

Based on the information provided in Tables 2 and 3, the Village population is expected to steadily and significantly increase over the next 20 years. However, at the same time, the number of persons per household is expected to decrease (see General Household Trends Section of this Chapter). This trend is important because it means more housing units will be needed in the Village to support the population.

POPULATION DENSITY

The Village of Slinger covers 3.88 square miles. Given current population estimates, the population per square mile is slightly more than 1,000. As people continue to move into the Village, additional areas will be annexed to accommodate growth. It is anticipated that new residential development will include a mix of single-family homes and multiple family housing choices. The Village will seek to closely maintain its population density to ensure that development is compact enough to allow residents the opportunity to comfortably walk to local shopping, parks, schools, the library and other destination points.

POPULATION CHARACTERISTICS

Population figures and projections do not provide any insight about the characteristics of the people. To learn more about residents, information about the race, sex, and age of the population must be examined.

In 2000, there were 1,921 men and 1,980 women living in the Village of Slinger. Nearly 100% of the residents reported their race as white in 2000 U.S. Census.

The median age of a Village of Slinger resident in 2000 was 35.6. This average is lower than the Washington County median age (36.6) and the State of Wisconsin median age (36.0). Table 3 tracks the population of Village residents, by age, over the last 30 years.

TABLE 3 VILLAGE OF SLINGER POPULATION BREAKDOWN BY AGE GROUP						
	1980		1990		2000	
	Number	Percent of Total Population	Number	Percent of Total Population	Number	Percent of Total Population
Under 5	155	9.6	177	7.6	254	6.5
5 to 14	266	16.5	363	15.9	601	15.4
15 to 19	156	9.7	134	5.7	275	7.0
20 to 64	875	54.3	1,335	57.1	2,294	58.8
65 and Over	160	9.9	331	14.1	477	12.2
All Ages	1,612	100.0	2,340	100.0	3,901	100.0

SOURCE: 1980, 1990 and 2000 U.S. Census

Several interesting trends in Table 3 may have an impact on the future of Slinger. Of course, since the population has more than doubled since 1980, all age segments saw an increase in population. However, the increase was not evenly distributed. The data reveals:

- The number of children has been steadily decreasing. This may reduce the need for additional school facilities and recreation programs.
- The greatest percent increase of residents was between the ages of 20 to 64. It is necessary to look more closely at the breakdown within this large age group.
 - o Census data reveals that the largest portion of this age group is between the ages of 25 and 34 (more than 50% of people between ages 20 and 64). These individuals are of childbearing age. They also represent younger families looking for affordable starter housing.
 - o The population between ages 45 and 64 has more than doubled between 1990 and 2000 (increasing from 361 to 864). Over the next twenty-year period, this may result in increased future demand for senior services, housing choices and activities.
- The share of the total population age 65 and over increased between 1980 and 1990, but decreased between 1990 and 2000. Nevertheless, the actual number of residents in this age group has increased steadily over the planning period. Moreover, it is likely to continue to increase as residents ages 45 to 64 continue to age.

GENERAL HOUSEHOLD TRENDS

National and state trends have all moved towards an increase in the number of households, along with a decrease in the average number of persons per household. Slinger has not escaped from this trend. Table 4 documents its significance in Slinger. The main reasons for this decrease in household size include:

- A decrease in birth rate
- People waiting longer to get married
- An increased divorce rate, and

WHAT IS A HOUSEHOLD?

A "household" can be described as a *group of people living together in a single dwelling unit*. This could include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excluding those persons living in group quarters (i.e. nursing homes, halfway houses, etc.).

- An increase in the average life span thereby resulting in more elderly people living either alone or with another family members.

Rental households have an even smaller household size compared to owner-occupied units. In 2000, the average household size for owner-occupied units was 2.55. The rental household size was only 2.27.

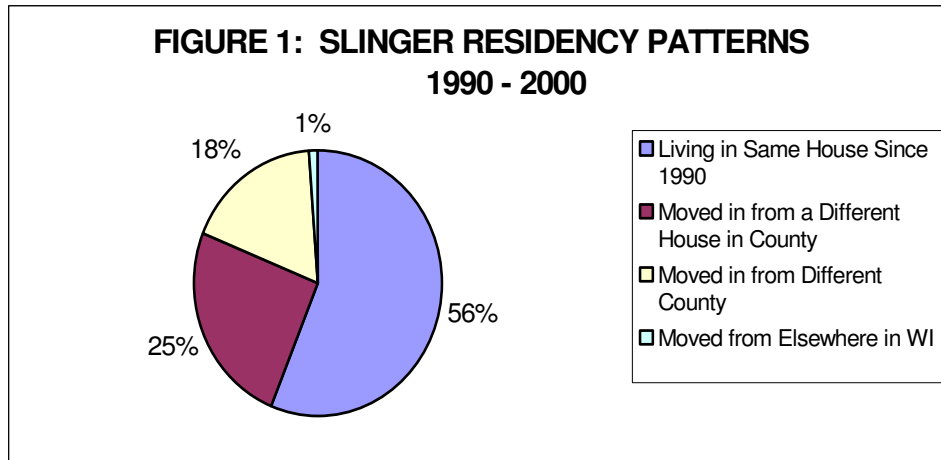
TABLE 4 HOUSEHOLD TRENDS									
Year	1970	1980	1990	2000	2005	2010	2015	2020	2025
Village of Slinger									
Total Households	287	544	899	1,562	1,759	1,959	2,154	2,339	2,539
Population Per Household	3.59	3.05	2.60	2.50	2.46	2.40	2.37	2.33	2.31
Washington County									
Total Households	18,692	28,363	34,382	43,842	46,829	49,906	52,890	55,652	58,771
Population Per Household	3.63	3.14	2.80	2.65	2.64	2.59	2.54	2.50	2.47

SOURCE: 1970, 1980, 1990 and 2000 U.S. Census and SEWPRC

According to the 2000 U.S. Census, there were 1,562 households in Slinger. The vast majority of these (66.6%) are family households (families). Of these, more than half are married-couple family households (51.8%), nearly a quarter of which (24.8%) have children under age 18. Female-headed households represented 10.2 percent of the population. Non-family households represented 26.7% of all households in Slinger in 2000. Of these non-family households, 9.0% were householders age 65 and over.

WHERE ARE RESIDENTS COMING FROM?

Figure 1 provides a breakdown of residency patterns between 1990 and 2000. Of the people who moved into the Village, more than half moved from within Washington County.



Economic Profile

Economic conditions have a direct impact on the supply, demand and costs for housing, infrastructure and services within a community. Therefore, it is necessary to examine the economic situation to predict additional housing, infrastructure and service needs. This section profiles Slinger’s economic environment by examining factors, including per capita income, poverty rate and unemployment rate. Additional economic information is provided in the Economic Development Element of this plan.

To understand and appreciate the local economic picture, it is necessary to look beyond the Village and examine characteristics in surrounding communities and beyond. These comparisons provide much more information about the local economic situation than would a simple look at conditions only in the Village.

LABOR FORCE

In Washington County, unemployment trends have followed state and national trends. During the mid- to late- 1990s, the unemployment rate had remained steady (around 2.7%). However in the last two years, the figures have increased to over 6.0% in some months as the economy has entered into a recession.

The **labor force** is the sum of employed and unemployed persons who are 16 years of age and older, who are willing and actively seeking work. Institutionalized populations are not included in the labor force.

Unfortunately, annual employment data is limited to county and metropolitan statistical areas. Unless communities conduct independent employment studies, individual community data is only released every 10 years in the census. Slinger has no such data available.

Table 5 provides a comparison of the labor force in Slinger to neighboring communities and the county. This snapshot was taken just before the recession started. As a result, it is believed these figures are much higher today, as indicated by the 2003 Washington County unemployment rate of 5.6 percent.

TABLE 5 2000 LABOR FORCE COMPARISON					
	Village of Slinger	Washington County	City of Hartford	Village of Jackson	City of West Bend
Labor Force	2,258	66,549	5,788	2,757	15,339
Employed	2,194	64,687	5,637	2,682	14,732
Unemployed	53	1,809	143	75	607
Percent of County Labor Force	3.4%	NA	8.7%	4.1%	23.0%
Unemployment Rate	2.4%	2.7%	2.5%	2.7%	4.0%

SOURCE: 2000 U.S. Census

As the U.S. economy continues to struggle, after what has been the longest period of sustained economic growth in modern history, the unemployment rate will likely continue to increase.

Long-term employment projections completed by SEWRPC¹ through 2008 indicate that overall employment will increase approximately 14% in Washington County. The largest areas for increase will be in the service and real estate sectors. Declines are predicted in manufacturing and retail trade.

COMMUTING PATTERNS

Village workers are very mobile. Residents take advantage of Slinger’s highway access to commute to nearby employment centers, including Milwaukee.

Table 6 provides a more detailed breakdown of commuting patterns in Washington County. Specific information from Village residents is not available, but it is believed that Village resident commuting habits reflect the countywide patterns presented in Table 6. This seems particularly likely given resident access to USH 41, STH 60, STH 164, STH 144 and STH 175.

From the table it is obvious that more people travel out of the county to work than into the county. By far, most outbound commuters are headed to Milwaukee County. Significant numbers also travel to Waukesha and Ozaukee Counties. Other surrounding counties have more workers traveling into Washington County than are commuting out.

County	# of People Who Commute <u>Into</u> Washington County From Other (specified) Counties	# of People who Commute <u>From</u> Washington County into Other (specified) Counties	Net Commute
Milwaukee County	4,266	14,335	-10,069
Waukesha County	2,995	9,983	-6,998
Ozaukee County	1,934	4,545	-2,611
Dodge County	3,230	791	+2,439
Fond du Lac	2,057	541	+1,516
Elsewhere	1,934	1,359	+575
Total	16,416	31,554	-15,138
Work in Washington County		32,066	

SOURCE: WIDWD, Local Workforce Planning Section, Census 2000 Worker Flow Files, Released March 2003.

¹ SEWRPC completed these projections in 2001, prior to the economic recession. When SEWRPC completes updated projections, the Village of Slinger should seek to obtain and monitor this information in accordance with its planning efforts.

MAJOR VILLAGE EMPLOYERS

The Village of Slinger has a mix of businesses in the community. Most of the major employers (based on number of employees) are in the manufacturing industry. A list of the major manufacturing employers is provided below. Other major employers include Hansen's Piggly Wiggly, Aurora Clinic/Pharmacy, Heartland Construction, Four Star Homes, the School District of Slinger, and Picture Frame Homes, among others.

Machinery (Except Electrical)

Amark Steel Rule Die, Inc.
Drillmaster Tool Corporation
Genroco, Inc.
M.B.W., Inc.
Rotech, Inc.
Tru-Position

Printing and Publishing

Brandt Printing, Inc.
Foerster Signs

Electrical and Electronic Equipment

Schunk Graphite Engineering Corporation

Primary Metal Industries

Slinger Manufacturing Company

Fabricated Metal Products

Badger Tire & Wheel
Carlisle Tire & Wheel
Niphos Coatings, Inc.
Zinc, Inc.

Information about other businesses is provided in the Economic Development Element Chapter of this plan, as well as the business directory available on-line at www.slinger-wi-usa.org/main.htm.

INDUSTRY SECTORS

Table 7 provides a breakdown of employment as reported by Slinger residents in the 2000 U.S. Census.

Industry Sector	Number	Percent
Agriculture, forestry, fishing, hunting & mining	9	0.4
Construction	108	4.9
Manufacturing	805	36.7
Wholesale trade	67	3.1
Retail trade	163	7.4
Transportation and warehousing and utilities	77	3.5
Information	52	2.4
Finance, insurance, real estate and leasing	112	5.1
Professional, scientific, management, administrative, and waste management services	115	5.2
Educational, health and social services	379	17.3
Arts, entertainment, recreation, accommodation and food services	140	6.4
Other services (except public administration)	118	5.4
Public administration	49	2.2

SOURCE: 2000 U.S. Census

The figures in Table 7 provide little insight about the employment in the Village. Are these percentages higher than average? Are they lower than average? Comparing employment in the Village to nearby communities provides additional insights into the Village economy. Table 8 includes similar data for the U.S., Midwest, Wisconsin, and three nearby communities (City of Hartford, Village of Jackson and City of West Bend).

TABLE 8 PERCENTAGE OF TOTAL EMPLOYEES BY INDUSTRY					
Industry	Slinger	Nearby Communities	Wisconsin	Midwest	U.S.
Agriculture, forestry, fishing, hunting & mining	0.4%	0.5%	2.7%	1.9%	1.5%
Construction	4.9%	6.2%	5.9%	6.1%	6.8%
Manufacturing	36.7%	32.6%	22.2%	18.5%	14.1%
Wholesale trade	3.1%	3.2%	3.2%	3.5%	3.6%
Retail trade	7.4%	10.2%	11.6%	11.7%	11.7%
Transportation and warehousing	2.7%	2.6%	3.7%	4.3%	4.3%
Utilities	0.8%	0.5%	0.8%	0.9%	0.9%
Information	2.4%	1.3%	2.2%	2.5%	3.1%
Finance and insurance	3.9%	5.1%	4.9%	5.0%	5.0%
Real estate and rental and leasing	1.2%	1.1%	1.2%	1.5%	1.9%
Scientific and technical services	3.3%	3.3%	4.0%	4.9%	5.9%
Management of companies and enterprises	0.5%	0.1%	0.1%	0.1%	0.1%
Administration and support	1.5%	2.9%	2.5%	2.9%	3.4%
Educational services	5.1%	6.7%	8.5%	8.6%	8.8%
Health care and social assistance	12.2%	11.4%	11.6%	11.5%	11.2%
Arts, entertainment and recreation	2.0%	0.7%	1.5%	1.5%	1.8%
Accommodation and food services	4.4%	4.9%	5.8%	5.8%	6.1%
Other services (except public administration)	5.4%	4.5%	4.1%	4.6%	4.9%
Public administration	2.2%	2.1%	3.5%	3.9%	4.8%

SOURCE: 2000 U.S. Census Data

A **location quotient** for an industry is the simple ratio of the percentage of local employment in the industry divided by the percentage of national employment in the industry.

Table 8 reveals that Slinger and the region have a significantly higher percentage of the workforce employed in manufacturing than Wisconsin and the Midwest. Comparing these percentages is useful, but somewhat cumbersome. Location Quotients (LQ) are an easier way to compare communities and analyze the Slinger economy.

LQ are used to help identify export industries in a community (those industries producing more than needed to meet local demand) and import industries (those producing less than enough to meet local demand). LQ greater than 1.0 indicates that a community has proportionately more people than the national average employed in a specific industry. This implies that a community is producing more of a product than is consumed locally. The excess is available for export. LQ less than 1.0 suggests that a community is not producing enough of a product or service to meet local demand, and is importing to meet local demand. LQ approximately equal to 1.0 indicates that a community is producing enough to meet local demand.

Experts² suggest that LQ of at least 1.25 is required to consider classifying a local industry as an exporter. Similarly, they recommend that a location quotient of .75 or less is needed to categorize an industry as an importing sector.

² *Community Economic Analysis: A How to Manual*, Hustedde, Shaffer, and Pulver, North Central Regional Center for Rural Development, 1995

Location Quotient
 Less than or = to .75
 .75 to 1.24
 Greater Than or = to 1.25

Import/Export Status
 Import Industry
 Self-Sufficient Industry
 Export Industry

Identifying local export industries (LQ > 1.25) provides a measure of industry specialization within a community. A community with a high location quotient in a specific industry may mean that the local economy has a competitive advantage in that industry. There may be economic development opportunities because of existing economies or synergies that make a community more attractive to businesses in related industries. LQ significantly lower than 1.0 may indicate an import substitution opportunity, the potential to develop local businesses to fill the gap and meet local demand.

Traditionally, LQ are calculated by comparing local employment to national or regional employment. Calculating LQ by comparing nearby communities provides a new perspective and insight into a local economy. Table 9 compares the Village of Slinger to the nearby communities of Hartford, Jackson and West Bend, as well as Wisconsin, the Midwest and U.S.

Industry	Nearby Communities	Wisconsin	Midwest	U.S.
Agriculture, forestry, fishing, hunting & mining	0.84	0.15	0.22	0.28
Construction	0.80	0.83	0.80	0.73
Manufacturing	1.12	1.65	1.98	2.60
Wholesale trade	0.95	0.95	0.87	0.85
Retail trade	0.73	0.64	0.63	0.63
Transportation and warehousing	1.04	0.74	0.64	0.64
Utilities	1.58	0.95	0.89	0.86
Information	1.76	1.08	0.93	0.77
Finance and insurance	0.75	0.79	0.77	0.77
Real estate and rental and leasing	1.17	1.02	0.81	0.65
Scientific and technical services	0.99	0.83	0.67	0.57
Management of companies and enterprises	5.53	6.67	6.79	8.39
Administration and support	0.50	0.59	0.50	0.43
Educational services	0.76	0.60	0.59	0.58
Health care and social assistance	1.08	1.06	1.06	1.09
Arts, entertainment and recreation	2.94	1.36	1.33	1.13
Accommodation and food services	0.89	0.76	0.75	0.72
Other services (except public administration)	1.20	1.32	1.17	1.10
Public administration	1.07	1.32	0.58	0.47

SOURCE: UW-Extension Community Indicators Software based on 2000 U.S. Census Data

The LQ for the Village of Slinger compared to Wisconsin show a high LQ for manufacturing (1.65), management of companies and enterprises (6.67), other services and public administration (1.32). However, when compared to Jackson, Hartford and West Bend, the situation changes. The LQ for manufacturing falls from 1.65 to 1.12. The LQ for public administration falls from 1.32 to 1.07. On the other hand, the Village LQ increase significantly in comparison to Jackson, Hartford and West Bend in the utilities, information, and recreation industries.

This information is presented as a tool for the Village and local business owners to use to identify targeted business and industry.

INCOME & WAGES

There are many different breakdowns of income:

- **Per capita income** is total income divided by the total number of residents, including children and other groups of individuals who do not actually earn income.
- **Median household income** is the middle point of household incomes reported in a community (households include families, married couple households and individual households).
- **Median family income** is the middle income reported by families in the 2000 U.S. Census. (An important distinction between median family income and the Wisconsin Department of Revenue **adjusted gross income** data is that the latter does not include social security and other types of transfer payments.)

Table 10 provides a comparison between Slinger and surrounding communities related to income. The Village is behind the county and several surrounding community averages. Fortunately, Washington County has a favorable comparison to the state in every category, so the Village can build upon this regional advantage to improve its own circumstances.

MEDIAN INCOME vs. AVERAGE INCOME

The U.S. Census Bureau data related to income is reported as a “median” figure. This represents the middle point of all incomes reported. It is not the same as an “average” income. For example, if 4 people reported their income at \$30,000 and 1 person reported their income at \$100,000, the median income for these 5 people would be \$30,000. In the same scenario, the average income would be \$44,000, which does not accurately depict where the majority (i.e. 4 people vs. only 1) reported their income.

The U.S. Census does not provide an average income figure. Moreover, it is not possible to calculate an average without access to every individual census form from Slinger where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Slinger’s average income figures would be higher than the median income.

	2000 Per Capita Income	2000 Median Household Income	2000 Median Family Income	2000 Adjusted Gross Income
Wisconsin	\$21,271	\$43,791	\$52,911	\$40,570
Washington Co.	\$24,319	\$57,033	\$63,542	\$47,379
Slinger	\$21,450	\$47,125	\$55,607	\$44,040
Hartford	\$20,418	\$46,561	\$53,968	\$42,295
Jackson	\$23,450	\$53,990	\$60,991	\$52,193
West Bend	\$22,116	\$48,315	\$56,299	\$40,612
T. Hartford	\$26,928	\$69,896	\$73,576	\$51,432
T. Polk	\$27,518	\$62,933	\$74,643	\$58,328

SOURCE: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, 2000 U.S. Census, and Wisconsin Department of Revenue.

To continue increase local incomes, the Village must provide environments and market itself for industrial and commercial development. Effective local investment in economic development (i.e. industrial parks, TIF districts, etc.) can bring quality job opportunities to the Village. The Economic Development Element defines the Village’s economic agenda by defining specific strategies for development.

Wage statistics are not available specifically for Slinger or Washington County. Rather, this information is available for the Milwaukee MSA.³ Table 11 provides a breakdown of median hourly wages in 2000. These wage rates compare favorably to surrounding counties and the state.

TABLE 11 2000 MEDIAN HOURLY WAGES FOR SELECTED OCCUPATIONS	
Occupational Category	Milwaukee MSA Wages
Service occupations	\$11.21
Production, transportation, and material moving occupations	\$13.57
Sales and office occupations	\$14.62
Natural resources, construction and maintenance occupations	\$17.76
Management, professional and related occupations	\$22.23

SOURCE: SEWRPC

EDUCATIONAL ATTAINMENT

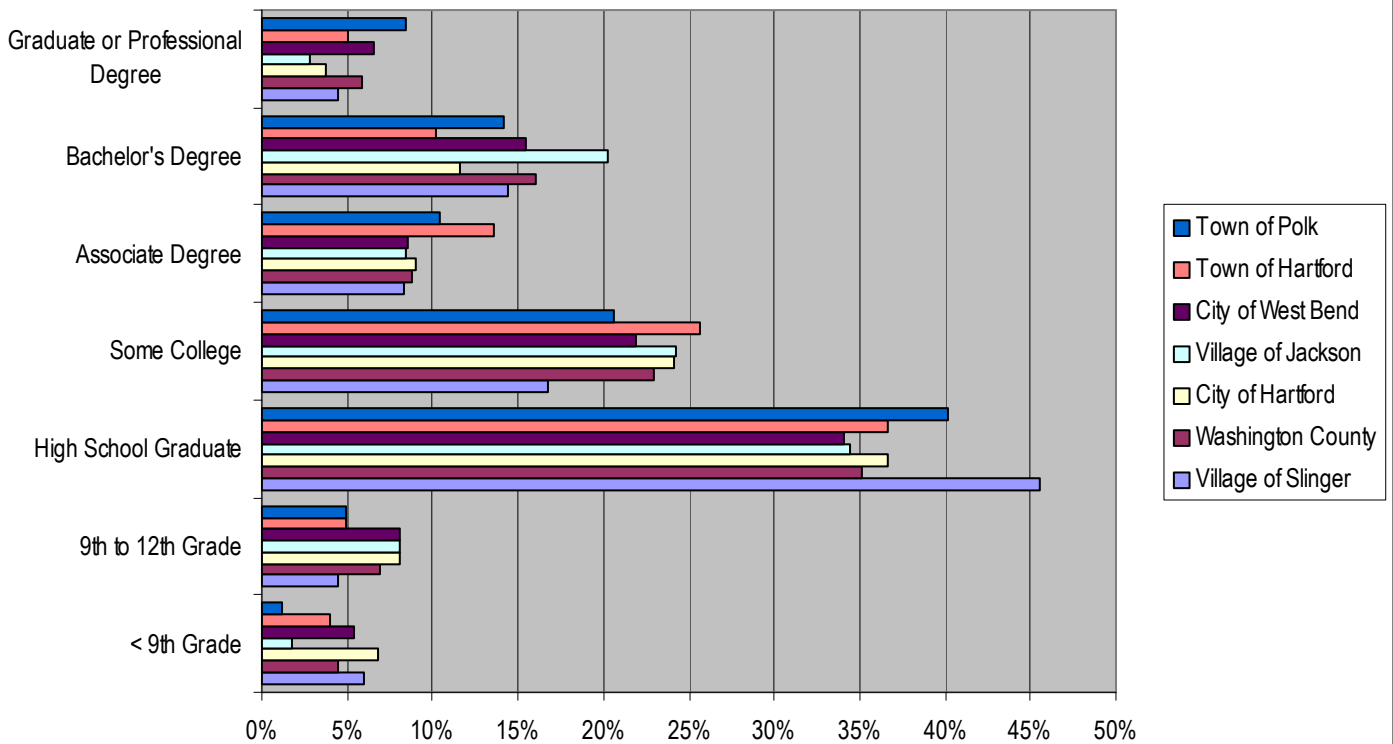
A good indicator of the quality of life in a community is the educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential.

Based upon the mean scores reported in the nation, Wisconsin students scored highest on the American College Test (ACT) in the 2000- 2001 and again in the 2001 – 2002 school year. The Slinger School District scores have consistently been slightly above the county and state average scores. The quality of the school district is further reflected by the fact that the Village has a slightly higher percentage of high school graduates (89.5%) than Washington County as a whole (88.8%).

Figure 2 illustrates the level of educational attainment for persons age 25 and over in Slinger and surrounding communities in 2000. It is apparent that the population is very well educated. These figures are consistent with information from previous decades reported by the census.

³ The Milwaukee County MSA includes Milwaukee, Ozaukee, Washington and Waukesha Counties. Wage rates may vary in specific locations within the four-county area.

FIGURE 2: 2000 EDUCATIONAL ATTAINMENT



SOURCE: 2000 U.S. Census

POVERTY STATUS

3.6 percent of Slinger’s population was living below the poverty level in 1989, which was identical to the percentage of all Washington County residents. By 2000, the incidence of poverty had increased significantly in Slinger. In 2000, 6.4 percent of Village residents were living below the poverty level, compared to only 3.6 percent (unchanged since 1990) of all Washington County residents.

Slinger poverty level statistics from the 2000 U.S. Census are available for different household types, as described below:

- 6.0% of all families (66) reported living below the poverty level.
- 9.8% of all families (56) with children under the age of 18.
- 13.7% of all families (31) with children under 5 years of age.
- 20.9 % of female-headed households with no husband present (31) were below the poverty level in 2000.
- 6.5% of all persons over the age of 65 (57) were living below the poverty.
- 6.2% of all related children (64) under the age of 18 were living below the poverty level.

In total, 259 individuals reported living below the poverty level in 2000. For a family, the average poverty threshold was \$16,682 in 2000. For individuals, the average poverty threshold in Slinger was \$6,450 in 2000.

The significant rise in poverty in the Village between 1990 and 2000 will require economic development initiatives to create local access to quality employment opportunities. Access to transportation can also improve the incidence of poverty by connecting people to jobs. County and non-profit programs (i.e. church groups, foundations, etc.) to support families, particularly single parent families, and children can also help to combat poverty levels.

EMPLOYMENT AND ECONOMIC FORECASTS⁴

Historically, Washington County has had a stable local economy with employment rates that were comparable to state and national figures.

Demographic factors are a key driving force in any long-term projections. The growth rate of the population and changes in its composition have considerable impacts on the labor force, the unemployment rate, housing demand, and other spending categories. The population projections used in the U.S. economic forecast are based on the U.S. Census Bureau's "middle" projection for the U.S. population. This projection is based on specific assumptions about immigration, fertility, and mortality rates. The national fertility rate (the average number of births per woman upon completion of childbearing) is expected to rise from its current level of 2.0 to about 2.2 in 2025. Life expectancy for men and women will rise steadily from 74.1 and 79.8 years in 1999 to 77.6 and 83.6 years in 2025, respectively. Net immigration (including undocumented immigration) is estimated to fall from 960,000 persons in 1999 to 918,000 in 2025.

The age distribution of the population is also an important part of the long-term outlook. As baby boomers begin to retire, the share of the U.S. population aged 65 and over will jump from 13% in 2010 to nearly 19% by 2025, pushing outlays for Social Security, Medicare, and Medicaid higher. In addition, the growth rate of the working-age population will slow by more than that of the overall population. After increasing 1.1% annually over the past 25 years, the population aged 16 to 64 will grow 0.8% per year during 1999-2014 and just 0.2% per year thereafter.

Wisconsin total population growth is expected to average 0.4% annually from 2001 to 2025, a rate slightly below the 0.6% average from 1975-2000. Compared to the U.S. projected growth of 0.8% over the same period, Wisconsin is expected to continue the long-term trend of slower population growth than the nation as a whole. The adult population (those over the age of 17) in Wisconsin grew at an average annual rate of 1% over the past 25 years, but is expected to grow by 0.5% per year from 2001 to 2025. Also similar to U.S. demographic trends, the aging population in Wisconsin (those 65 and over) is projected to grow at an average annual rate of 2% for the next 25 years, including 3% per year after 2010. The aging population in Wisconsin grew at an annual rate of 1.3% per year from 1975 to 2000.

A key feature of the population projection that is very problematic for growth of the Wisconsin economy and the local economy in Washington County is the prospect for a decline in the working age population after 2011. Statewide, the population aged 16 to 64 is projected to grow at an annual rate of 0.6% from 2000 to 2011, but will then decline at an annual rate of 0.4% from 2012 to 2025. The working age population grew at an annual rate of 0.9% from 1974 to 1999. The growth of the working age population has a profound effect on the growth of the labor force and employment.

⁴ Much of the information used to develop this section was from the Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

Because of demographic shifts that will play out as baby boomers age and reach retirement, labor-force growth is expected to slow sharply over the next 20 years. First, increases in female participation will taper off, if only because the participation rates for many female age groups are approaching those of males. Also, over time, a growing share of the population will reach retirement age, when the participation rate falls to about 12%. As a result, the Wisconsin labor force is expected to expand by 1.3% per year between 2000 and 2005, 0.8% per year from 2005 to 2014, and by only 0.4% per year from 2015 to 2025. Overall labor-force participation is expected to fall as the population progressively moves into age groups with lower participation rates.

The overall dependency ratio (the ratio of those not in the labor force to those who are) will continue to decline for most of the next quarter-century, falling from 1.00 in 1989 to 0.91 by 2010, before rising to 1.01 by 2025. This ratio peaked at 1.65 in 1962, just after the crest of the baby boom. Clearly, the working population will *not* have to support proportionately more non-workers in the next 25 years than it has in the past. However, this assessment does not account for workers who support elderly parents and other retired workers.

There will be a change in the mix of non-workers, however, especially towards 2025. While the share of the population aged 65 and over has risen dramatically over the last two decades, the ratio of the number of elderly to the number of workers has so far remained stable. There were 24.4 persons aged 65 and over for every 100 persons in the labor force in 1971, versus 24.8 in 2000. This ratio should decline to 24.3 by 2006, but then jump to 27.9 in 2014 and to 37.6 by 2025, by which time most baby boomers will be of retirement age.

In summary, the United States, Wisconsin and Washington County are expected to post markedly slower economic growth over the next 25 years than during the past quarter-century. The prime causal factors for this slowdown are already in place: labor force growth constrained by demographic forces that cannot be quickly reversed and relatively moderate growth of the capital stock.

For the Village of Slinger, these indicators are important because they may impact the quality of life for residents living in the Village. Furthermore, these key economic indicators provide a gauge for the Village's ability to support additional commercial and industrial development over the next 20 years.

Over the 20-year planning period, industrial and commercial expansion is anticipated and being planned with supporting infrastructure in the Village of Slinger. Economic prosperity will be closely linked to local TIF districts, industrial parks, and development along highway frontage. To help ensure economic prosperity, implementation strategies are provided in the Economic Development Element of this Plan.