

## **CHAPTER 1 Issues and Opportunities for Comprehensive Planning in the Portage County Urban Area**

66.1001(2)(a) Wis. Stat.:

**Issues and Opportunities element.** Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

The purpose of a comprehensive planning program is to promote orderly and beneficial development, helping to create a community that offers residents a more attractive, efficient, and “resident-friendly” environment in which to live. Such an environment can be realized in part by creating a financially sound governmental structure, providing good schools, a variety of community facilities and services, efficient land use and transportation systems, and encouraging sufficient employment opportunities and adequate, affordable housing.

The planning process must involve understanding the Urban Area’s various physical, economic, and social issues. It should examine how the urban core evolved, where it is now, what shared goals or targets the core communities hope to achieve, and what actions are necessary to reach these goals. A successful planning program can provide the direction needed to manage future growth by offering guidelines to government leaders, private enterprise, and individuals so that development-related decisions are sound, practical and consistent.

### **Section 1.1 Description and Brief History of the Planning Area**

The Portage County Urban Area, which includes the City of Stevens Point and Villages of Plover, Whiting and Park Ridge, is located along the Wisconsin River in central Portage County (Figure 1.1). Portions of United States Highway 10 and US Business Highway (USH) 51, State Highways 66 and 54, and County Roads HH and B are also located within the City/Village boundaries.

Incorporated communities are allowed by law to plan for the lands beyond their limits. This “extraterritorial” planning authority is conveyed in part by the state platting law, s. 236 which allows City plat approval within 3 miles of the city limits, and Villages plat approval within 1.5 miles of Village limits. Additional extraterritorial powers are granted via Wisconsin State Statutes sections: 62.23(2), 62.23(7)(a), 66.0105, 236.10 and 59.69(3)(e) (see Appendix C). This Comprehensive Plan will analyze all of the lands within the incorporated community boundaries, as well as the surrounding statutory extraterritorial area.

Settlement within the Urban Area began early in Portage County history. The following information is provided by the Portage County Historical Society, [www.pchswi.org](http://www.pchswi.org).

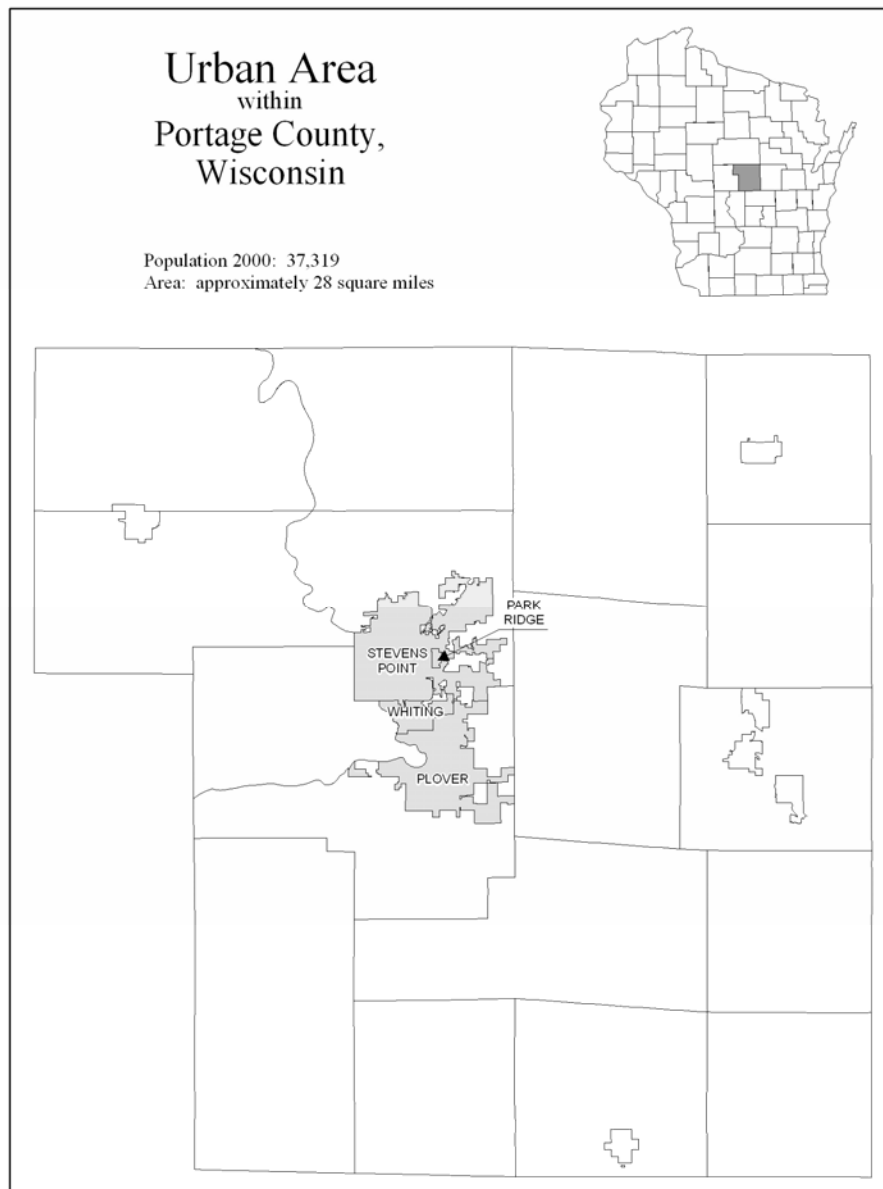
#### **A. Village of Plover**

Although it is only thirty years into its most recent incorporation, Plover as a Village has had a long history. In 1857 it became the first incorporated municipality in Portage County. After the Village lost the County seat to Stevens Point in 1868, it reverted to Town status. Plover was

incorporated again in 1912, but once more reverted to town status in 1931 when economic problems set in.

Subsequent agricultural, industrial and residential growth led Plover residents again to attempt resurrecting the Village, beginning in 1965. The first attempt reached the referendum stage and was defeated. A second attempt took place in 1970 and failed because the State Director of Local and Regional Planning objected to the proposed size of the Village (approximately 12.5 square miles). After paring the size of the proposed Village to 6.5 square miles, Plover was able to gain local and State approval and officially became a Village on September 28, 1971, with an estimated population of 2,618. In November 1971, Milvern (Stub) Jacklin was elected as the first Village President. Today, the Village of Plover occupies approximately 5,760 acres (9 square miles), contains over 10,500 residents, and operates under a Village President/Trustee system of government.

Figure 1.1 Map of Urban Area



## B. City of Stevens Point

The bill to incorporate Stevens Point as a city, #530A, was submitted to the Wisconsin State Legislature on March 20, 1858. It was referred to the Committee on Incorporation and reported favorably by that Committee on March 26. The Assembly passed the bill on April 17 and it went to the Senate and was passed there on May 5. However, a large number of amendments were attached to the bill by the Senate. On May 6 the Assembly concurred in all amendments but one and passed the bill back to the Senate. On reconsideration on May 10 the Senate dropped its remaining amendment and passed the bill. It was then sent to the Governor who signed bill 530A on May 17, 1858.

The Act of Incorporation provided for a Mayor and Board of Aldermen. The city was divided into three wards with two aldermen for each ward. Election precincts were also established. One of the important benefits of the city charter was the fact that the city was now entitled to three representatives on the County Board. The first election was held on June 26, 1858 and the following were the first elected officers of the new City of Stevens Point:

Mayor - William W. Schofield

Treasurer - H. B. Martin

Aldermen - Moses Perkins, Anson Rood, Valintine Brown, Seth W. Holmstad, A. G. Hamaker and H. Ferguson

The new City Council met for the first time on July 1, 1858 in the Old District School House and elected the remaining needed city officials - a city clerk, attorney, street commissioners, and surveyor. They also named one of their members, Anson Rood, as President of the Council. On August 1, 1868, Portage County voted to move the county seat from Plover to Stevens Point. This was not without prelude. Twelve years before, in 1856, the County Board of Supervisors had voted \$10,000 for construction of a new Courthouse in Plover. It was [Albert Ellis](#), editor of the Wisconsin Pinery who raised the issues that spurred Stevens Point to challenge this move.

In 1858 Stevens Point was prospering, had exceeded Plover in population and had applied for and received its charter of incorporation. The issues that Albert Ellis raised in the Wisconsin Pinery and backed with data were not to be denied. Stevens Point was disproportionately represented on the County Board and was aggrieved by heavy inequity in tax assessment. Citizens in the young pioneer community responded to these grievances vigorously. Plover fought back. H. G. Ingersoll, editor of the Plover Times, battled furiously in his columns but too late. The strength of the northern sector of Portage County was unexpected, the margin of victory on that August vote, was close but decisive. In 1869, the \$10,000 was voted to the construction of a courthouse at Stevens Point and by 1871 the building was ready for occupancy.

Stevens Point has continued to grow and prosper over the ensuing 145 years. The City's population has grown to nearly 25,000 people, and the Common Council now consists of 11 aldermanic districts.

## C. Village of Park Ridge

On January 3, 1938, a petition was presented in Circuit Court, Judge Byron B. Park presiding. The petition sought an order from the court to incorporate 133.4 acres, then part of the Town of Hull, as a village under the name of Park Ridge. Park Ridge, aptly named after the ridge that follows the west bank of the historic Plover River, voted for incorporation at an election held on January 25, 1938. The petition for incorporation was signed by Horace Coleman, Jr., George Lovejoy, Oscar Hofmeister, Joseph Johnson, and George Bacon. Apparently there was some

thought of calling it “Plover Hills” as the document of incorporation was written with this name throughout but corrected in ink above the scratched name of Plover Hills to make it Park Ridge, which was also spelled in the early documents as one word, “Parkridge.”

At the election for incorporation held January 25, 1938, the total number of votes cast was 56, of which 52 were for incorporation and four against. At the first election of officers held February 18, 1938 the following members were named to the first Village Board: H.W. Coleman, Jr., president; J.C. Johnson and George Lovejoy, trustees; Elinor Bacon, clerk; Oscar Hofmeister, treasurer; A.A. Hetzle, assessor; Horace Atkins, supervisor; Joe Turzinski, constable; and Charles Engbretson, justice of the peace.

The new village faltered in its early months, and a movement got underway to dissolve the incorporation and revert to the town of Hull. This petition, dated July 14, 1938, was acted upon at a special meeting for the village board held July 19, 1938. On a motion made by George Lovejoy and seconded by Joe Johnson, the resolution was tabled. The reason given for this action was that the village plan had not been given a fair trial. In 1939 the village got help from the Federal Works Project Administration to improve its streets. Action to build a new Village Hall was taken in December 1940 when a special assessment was established to cover the increased taxes. The new hall, constructed of Ellis stone was completed the following year.

Today, Park Ridge occupies nearly 128 acres, and operates under a Village President/Trustee system of government.

#### D. Village of Whiting

Whiting was incorporated as a Village in 1947 after voters approved the move in a special vote held at McDill School. Land for the Village was previously within the Town of Plover. Getting enough votes to incorporate the Village of Whiting was the easy part. Agreeing on a name for the newly created Village was a little more difficult. In fact, there was a great deal of debate among residents, who were torn between the names McDill and Whiting for their new municipality.

The McDill name, residents maintained, would be a tribute to the area’s founding fathers, Thomas H. and Alexander McDill and Thomas’s son, George. The McDills, pioneer lumbermen, operated a sawmill at the current site of Whiting Park beginning in the 1850’s. Back then, the area was named McDillville in their honor. That name later was shortened to McDill, one of the original plats that became part of the Village of Whiting. Until then, the area had always been referred to as McDill. George McDill, a prominent businessman and education advocate, inherited his father’s sawmill and built a gristmill on the same site.

By the time the Village was incorporated by voters in 1947, however, most of the McDill family members had died or moved away. The Whiting name was proposed to recognize George A. Whiting, a Neenah industrialist who was a local pioneer in the paper industry. In 1891, he organized the Wisconsin River Pulp and Paper Co. that became the Wisconsin River Division of Consolidated Papers, and eventually Stora Enso North America today. He later built the Whiting-Plover Paper Co. mill, which is now the Kimberly-Clark’s Neenah Division paper mill. His name was given to the former Whiting Hotel in Stevens Point and to the Stevens Point Country Club, which was the Whiting Country Club when it was organized.

Despite arguments in support of the McDill name, a majority voted overwhelmingly to incorporate the Village under the name of Whiting. For some, however, the Village will always be remembered as McDill.

For the most part, Whiting's neighborhoods had been platted when the area was settled in the late 1800's as Conant Rapids and the Town of McDill. Residential growth has occurred largely in the Village's northeast corner, which was annexed some time after incorporation. As a new Village, Whiting provided for itself in paving roads, establishing a fire department, setting up water services, and developing a parks system. Whiting Park and its baseball diamond stand where the first sawmill was built in the 1850's. When the mill was demolished in the late 1950s, the Village bought the site and laid it out as one of its newest municipal improvements. The area's three biggest mills – the Stevens Point Pulp and Paper Co., the Wisconsin River Division of Consolidated Water Power and Paper Co., and the Whiting-Plover Paper Co. – were all located in what became Whiting. The latter two still remain, making Whiting unique across Wisconsin for having more than one paper mill within its borders.

The Village nearly tripled its population since incorporation, from almost 700 in 1947 to a peak of 2,050 in 1980, while not growing much from its original acreage. Census figures show Whiting's population at 1,769 in 2000. Whiting occupies nearly 1,400 acres and operates under a Village President/Trustee system of government.

## **Section 1.2 Past Planning in the Urban Area**

### **A. Village of Plover**

#### **1. 1975 "Preliminary Ideas on Village Growth"**

In September 1975, the Plover Village Board adopted a report entitled "Preliminary Ideas on Village Growth", prepared by the Portage County Planning Department. This report contained initial thoughts and ideas about the magnitude, direction and potential of Village growth.

#### **2. 1983 Village of Plover Development Guide**

During 1979, the Village Board authorized the Portage County Planning Department to prepare a Development Guide for the Village. The Development Guide, completed in 1983, utilized citizen and community leaders' input in their planning process. A public survey was used to further determine community needs and problems and was incorporated into the Development Guide, which established policies, guidelines and standards for all land use within the Village and created policies for development occurring within the Village's extraterritorial area.

#### **3. 1992 Development Guide Update**

The decision to prepare an updated Development Guide for the Village was made by the Village Board in August 1990. The planning process encouraged citizen involvement to make certain that issues important to local residents were addressed in the new Guide. Again, recommendations were developed for all land uses within the Village and its extraterritorial area. The Development Guide was adopted in November 1992.

#### **4. 2005 Comprehensive Plan**

The Plover Village Board adopted its current Comprehensive Plan document on April 6, 2005. This Plan goes beyond the scope of the previous Development Guide, deriving its content from requirements established in the Wisconsin State Statutes 66.1001. As with previous planning efforts, Plover emphasized resident input when drafting the document's goals, objectives and policies.

## B. City of Stevens Point

### 1. 1965 Harlan Bartholomew Plan

The first comprehensive analysis of planning and development for Stevens Point was done in 1963-65 by the Harlan Bartholomew planning consultants.

### 2. The 1983 Development Guide

The Stevens Point Development Guide, adopted in 1983, was prepared under an arrangement between the Stevens Point Common Council and Portage County whereby a single Planning Department would do the planning for both the city and the county. The project was spearheaded by the County Planning Department. The Development Guide was a product of an area-wide planning approach which was founded upon a comprehensive analysis of background planning factors reported in a series of 11 “Area wide Planning Reports” generated by the Portage County Planning Department. This analysis was countywide in scope with particular emphasis on the Stevens Point urban area as a functional unit.

The area wide approach attempted to minimize the likelihood of poor development decisions due to a limited planning perspective. This approach also attempted to minimize conflicts in development plans among neighboring communities and facilitate cooperation between units of government that had not been taking place before.

### 4. 2006 Comprehensive Plan

Stevens Point adopted its Comprehensive Plan on January 16, 2006. The factors and concerns described in the paragraph above remain at the core of the City’s current Comprehensive Planning effort.

## C. Village of Whiting

### 1. 1982 Land Use Plan

On February 9, 1982 the Whiting Village Board adopted its first Land Use Plan. This document consisted of a single page map and land use classification legend. The classification categories were: Mixed Use 1 and 2, General Industrial, High Density Residential, Mixed Residential, Single Family Residential, and Natural Areas, Recreation, Open Space, and Public Ownership (wetlands, floodplains, streams and shorelands, drainage courses, steep slopes, parks, public and private outdoor recreation, conservation activities, other public or institutional lands, public and private utility facilities, waste treatment facilities under special conditions).

### 2. 2004 Comprehensive Plan

The Village of Whiting adopted its current nine-element Comprehensive Plan in October 2004. Again, content was derived from requirements established in the Wisconsin State Statutes 66.1001 and resident input.

## D. Village of Park Ridge

The Village adopted its first long-range planning document, the Park Ridge Comprehensive Plan, in October 2004. As with previous planning efforts, Park Ridge derived its content from requirements established in the Wisconsin State Statutes 66.1001. Resident input was also emphasized when drafting the document’s goals, objectives and policies.

### **Section 1.3 The Current Comprehensive Planning Process**

As mentioned in the introduction to this document, the Urban Area Comprehensive Plan had its beginning as a part of the County-wide planning project started in June 2001. The work during the first 18 months of the County-wide project, performed primarily by the Portage County Comprehensive Planning Joint Steering Committee, centered on public participation, visioning, and the generation of preliminary goal suggestions for the nine required Plan elements. The comprehensive planning process involves several distinct phases:

The first phase involves research. Activities include acquiring a thorough knowledge of the existing community setting, identifying problems that require solutions, analyzing critical factors that need to be changed before progress can be made toward community goals, and establishing goals and objectives for growth and development. For the Urban Area Plan, the four individual City/Village Plans were condensed and distilled into the background information sections of Chapters 1 through 8 of this document.

The second phase involves the formation of a planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, and prevent undesirable change. The initial draft of the Urban Area Plan contained the preliminary goals established by the Urban Area Comprehensive Planning Steering Committee in 2002. Subsequent discussions included the various goals, objectives and policies adopted within the individual urban area City/Village Plans.

The next phase involves the development of different plan alternatives for guiding future growth. The Land Use Element of this Plan relates how the Portage County Urban Area is anticipated to grow, and generally identifies how development should proceed in the future to achieve community-wide goals. It proposes the most efficient use of land within the financial capabilities of the collective community by identifying where residential, commercial and industrial development could occur.

The final phase involves implementation of the plan and programs that will influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means through which community goals can be achieved. Three major tools of implementation are the zoning ordinance, subdivision regulations, and capital improvements program. Zoning regulations act to control growth and development so that it is harmonious with the proposals and recommendations set forth in the Comprehensive Plan. They promote sound, orderly development directed toward the preservation of property values and the improvement of the overall appearance of the community. Subdivision regulations assure that new land divisions are designed in an orderly and efficient manner and are in accordance with the Comprehensive Plan. The capital improvements program is a long-range financial plan for major public improvements. It proposes the best means for utilizing available financial resources to provide residents with necessary facilities and services. The Comprehensive Plan is also used as a basis for such purposes as: 1. subdivision plat review; 2. zoning application review; 3. Board of Appeal cases; 4. annexation cases; 5. Public Works planning and programming; 6. locating and planning future streets via official map powers of s. 62.23(6).

The Comprehensive Plan is the primary link between the past, the present, and the future, making it perhaps the best resource for achieving continuity over a period of time. It is to be used as a guide by those making decisions with regard to the development of a community. The Comprehensive Plan must also remain flexible so that it can be modified to reflect the processes of actual development and the changing attitudes and priorities of the community. To maintain an updated Comprehensive Plan, new information must be continually gathered and studied to

determine trends and reevaluate projections, forecasts, and plans. Even policy recommendations, which are relatively permanent statements, may require periodic review to determine their appropriateness and suitability in relation to the direction and character of community development at that time.

The goals and policy statements of any individual community plan can be expected to be value-based and subject to varying interpretations and definitions, which may even be expected to differ from case-to-case because of different circumstances. The goals and policy statements included within this document are intended to provide a general, over-arching framework for encouraging long-term intergovernmental consideration of development decisions within the individual Urban Area communities.

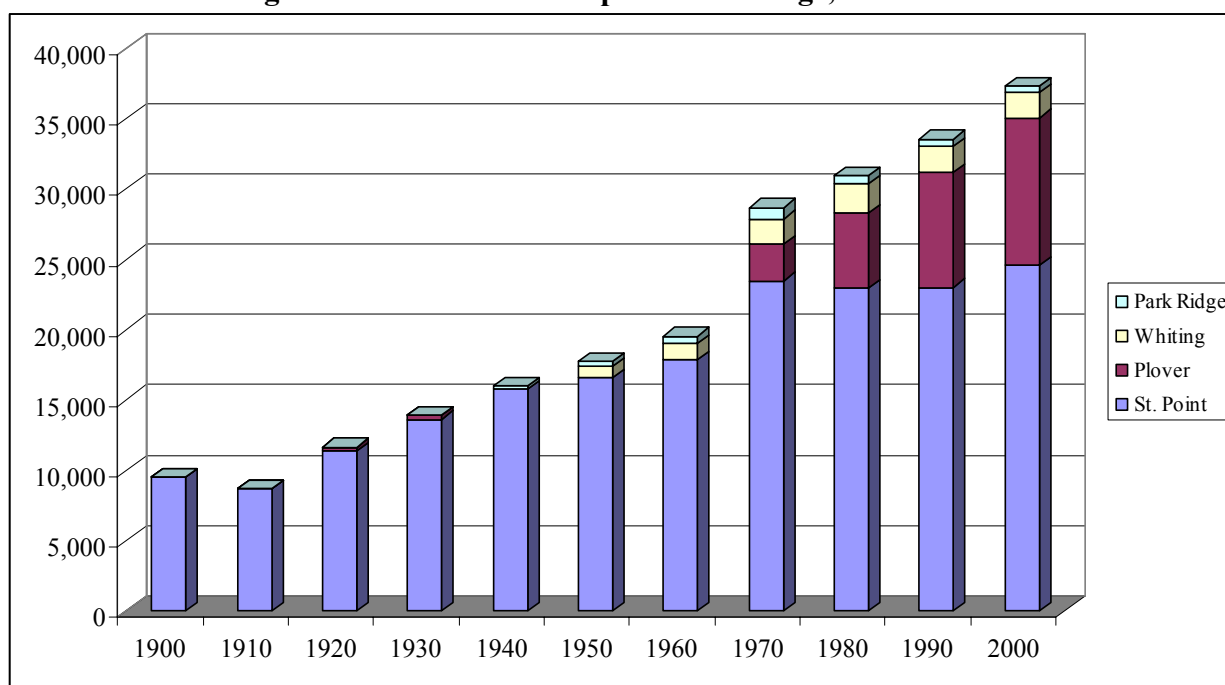
A well thought-out and updated Comprehensive Plan, with a solid base of public involvement, is one of the most fruitful investments a community can make. As a collection of policies and plans designed to guide future growth and development, it will help ensure continuity of metropolitan vision over time as changes occur within the Portage County Urban Area.

### **Section 1.4 Demographic Trends**

#### **A. Population Growth**

Every 10 years the Federal government performs the national census, and these results are the main source of the information used to understand how communities change over time. According to the latest census, the Portage County Urban Area had a 2000 population of 37,319, or roughly 56% of all Portage County population. Figure 1.2 below shows the Urban Area population growth throughout the last century. The bars of the chart detail the rapid increase in the Village of Plover’s size since its incorporation in 1973, and the relatively flat nature of population change in Stevens Point over the same period. The smaller segments at the top of the bars reflect the cycling of populations in Park Ridge and Whiting described in Section 1.1 above.

**Figure 1.2: Urban Area Population Change, 1900 to 2000**



Source: U.S. Bureau of Census

Stevens Point's population growth from 1970 to 2000 of 4.6% was considerably slower than the Village of Plover's rate of 302%, as well as that of Portage County (+41%) and the State of Wisconsin (+21%) over the same period (see Table 1.1 below). Prior to the jump recorded in the 2000 Census, Stevens Point's most significant population growth since 1940 was attributed to enrollment growth at University of Wisconsin-Stevens Point in the 1960's, during which the City's population increased 31.6 percent. According to Census figures, the City actually lost population slightly between 1970 and 1990.

Between 1990 and 2000, however, the Census shows a Stevens Point population increase of 1,549. The Village of Plover gained 2,344 over the same period. The disparity in actual growth for the County's two largest municipalities has diminished slightly since the last Census. The 2005 State of Wisconsin Department of Administration population estimate for Stevens Point was 25,125, an increase of 574 people since the 2000 Census. The annual increase over this 5-year period represents a slightly slower growth than the average annual gain for the City over the previous 10-year period. The Village of Plover 2005 estimate was 11,351, an increase of 831 people. This rate of annual increase over the 5-year period was substantially slower than Plover's previous 10-year average population gain.

**Table 1.1: Urban Area Incorporated Population Change, 1970 to 2005**

	U.S. Census				State DOA Estimate	1970 to 2000 Change	2000 to 2005 Change	
	1970	1980	1990	2000	2005	%	#	%
Stevens Point	23,479	22,970	23,002	24,551	25,125	4.6%	574	2.3%
Village of Plover	2,618	5,310	8,176	10,520	11,351	301.8%	831	7.9%
Whiting	1,782	2,050	1,838	1,760	1,689	-1.2%	-71	-4.0%
Park Ridge	817	643	546	488	464	-40.3%	-24	-4.9%
<b>Urban Area</b>	<b>26,078</b>	<b>30,973</b>	<b>33,562</b>	<b>37,319</b>	<b>38,629</b>	<b>43.1%</b>	<b>1,310</b>	<b>3.5%</b>
Portage County	47,541	57,420	61,405	67,182	69,365	41.3%	2,183	3.2%
State of Wisconsin	4,417,821	4,705,642	4,891,769	5,363,675	5,580,000	21.4%	216,325	4.0%

Source: U.S. Census Bureau; State of Wisconsin Dept. of Administration; Portage County Planning and Zoning Department

Table 1.2 details the change in population in Towns adjacent to the Urban Area between 1970 and 2005. In 2000, these four Towns accounted for nearly 18% of the Portage County population. When taken together with the incorporated population, nearly 75% of County residents live in or adjacent to the Urban Area.

**Table 1.2: Adjacent Town Population Change, 1970 to 2005**

	U.S. Census				State DOA Estimate	1970 to 2000 Change	2000 to 2005 Change	
	1970	1980	1990	2000	2005	%	#	%
Town of Hull	3,124	5,122	5,563	5,493	5,545	75.8%	52	0.9%
Town of Plover	3,692	2,330	2,223	2,415	2,444	-34.6%	29	1.2%
Town of Stockton	1,537	2,208	2,494	2,896	3,016	88.4%	120	4.1%
Town of Linwood	773	1,082	1,035	1,111	1,129	43.7%	18	1.6%
<b>Adjacent Towns</b>	<b>9,126</b>	<b>10,742</b>	<b>11,315</b>	<b>11,915</b>	<b>12,134</b>	<b>30.6%</b>	<b>219</b>	<b>1.8%</b>
Portage County	47,541	57,420	61,405	67,182	69,365	41.3%	2,183	3.2%

Source: U.S. Census Bureau; State of Wisconsin Dept. of Administration; Portage County Planning and Zoning Department

Table 1.3 below helps to illustrate the migration patterns of Urban Area residents by examining where residents were living five years prior to each of the last two census years. The “Same House” column identifies residents that lived in the same dwelling in both 1995 and 2000 (or 1985 and 1990); a high percentage can be an indicator of long-term residency. The “Different House, Portage County” column identifies residents that lived in a home outside the City or Village, but within Portage County, in 1995. The “Different House, Different County” column identifies the residents that lived in a home outside of both the Urban Area and Portage County, but within the State of Wisconsin, in 1995. The “Different State” column identifies the City or Village residents that lived in a home outside the State of Wisconsin in 1995. Altogether, this information provides insight into the nature and pace of new residents moving into the Urban Area.

**Table 1.3: Comparison of Place of Residence, Five Years Prior to 1990 & 2000 Census**

	Same House				Different House, Portage County				Different House, Different County				Different State			
	1985		1995		1985		1995		1985		1995		1985		1995	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
City of Stevens Point	8,929	41%	9,244	40%	4,157	19%	5,548	24%	6,523	30%	6,428	28%	1,638	8%	1,783	8%
Village of Plover	3,780	51%	5,155	53%	2,258	30%	2,700	28%	899	12%	1,237	13%	452	6%	652	7%
Village of Whiting	1,120	64%	980	60%	434	25%	511	31%	112	6%	81	5%	75	4%	64	4%
Village of Park Ridge	320	62%	330	70%	85	17%	99	21%	67	13%	36	8%	41	8%	6	1%
Portage County	31,39	51%	35,506	56%	11,782	21%	13,66	22%	10,00	21%	10,276	16%	3,274	7%	3,370	5%

Source: U.S. Census Bureau, 1990 and 2000 Census.

The Urban Area incorporated communities, with the exception of the Village of Plover, exhibited similar migration trends. To summarize, Stevens Point, Whiting and Park Ridge seem to be drawing more new residents from other parts of Portage County than they did 10 years ago. The Village of Plover, on the other hand, seems to be bringing an increasing percentage of its new residents from out of County or out of State.

## B. Age Distribution

As previously stated, the Urban Area incorporated communities accounted for 56% of Portage County’s population in 2000. Table 1.4 below details the number of Urban Area residents in specific age groups in each of the last three census years, along with similar information for Portage County as a whole and the State of Wisconsin. Insight into the nature of population change over time can be gained through examining how the age groups change as they move through their life cycles. The age groups (or “cohorts” as they are called when tracking a group of same-aged people) have been displayed within the table in ten-year increments to more easily see how their numbers increase or decline over different census years. The diagonal series of gray or white boxes within Table 1.4 indicate the path of each age cohort through three census periods. For example, the Urban Area 5-to-14 year old cohort numbered 3,680 people in 1980. This number grew to 9,354 (+154%) in 1990 (as the 5-to-14 year olds became 15-to-24 year olds), and then decreased to 4,815 in 2000 as 25-to-34 year olds.

**Table 1.4: Distribution of Urban Area Population, by Ten-Year Age Groups**

	Urban Area			Portage County			State of Wisconsin		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Under 5 years	1,874 6.1%	2,055 6.1%	2,136 5.7%	4,343 7.6%	4,226 6.9%	3,964 5.9%	346,940 7.4%	360,730 7.4%	342,340 6.4%
5 to 14 years	3,680 11.9%	4,026 12.0%	4,347 11.6%	8,671 15.1%	9,080 14.8%	9,118 13.6%	737,051 15.7%	729,890 14.9%	782,558 14.6%
15 to 24 years	10,507 33.9%	9,354 27.9%	10,190 27.3%	15,270 26.6%	13,081 21.3%	13,983 20.8%	916,638 19.5%	710,688 14.5%	764,487 14.3%
25 to 34 years	4,533 14.6%	5,425 16.2%	4,815 12.9%	9,180 16.0%	9,897 16.1%	8,322 12.4%	750,030 15.9%	822,215 16.8%	706,168 13.2%
35 to 44 years	2,552 8.2%	4,096 12.2%	4,901 13.1%	5,593 9.7%	8,690 14.2%	10,261 15.3%	501,973 10.7%	724,617 14.8%	875,522 16.3%
45 to 54 years	2,321 7.5%	2,551 7.6%	4,195 11.2%	4,447 7.7%	5,489 8.9%	8,945 13.3%	452,945 9.6%	478,882 9.8%	732,306 13.7%
55 to 64 years	2,161 7.0%	2,188 6.5%	2,464 6.6%	4,185 7.3%	4,299 7.0%	5,235 7.8%	435,993 9.3%	413,526 8.5%	457,741 8.5%
65 to 74 years	1,853 6.0%	1,915 5.7%	2,033 5.4%	3,391 5.9%	3,610 5.9%	3,791 5.6%	330,415 7.0%	358,419 7.3%	355,307 6.6%
75 to 84 years	1,130 3.6%	1,433 4.3%	1,540 4.1%	1,806 3.1%	2,273 3.7%	2,565 3.8%	178,145 3.8%	218,509 4.5%	251,621 4.7%
85 years +	362 1.2%	523 1.6%	679 1.8%	534 0.9%	720 1.2%	998 1.5%	55,637 1.2%	74,293 1.5%	95,625 1.8%
<b>Total</b>	<b>30,973</b>	<b>33,566</b>	<b>37,319</b>	<b>57,420</b>	<b>61,405</b>	<b>67,182</b>	<b>4,705,767</b>	<b>4,891,769</b>	<b>5,363,675</b>
<b>Median Age</b>	<b>29.9</b>	<b>34.8</b>	<b>38.2</b>	<b>25.4</b>	<b>29.3</b>	<b>33.0</b>	<b>29.4</b>	<b>32.9</b>	<b>36.0</b>

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

The 15-24 year old age group for Stevens Point or Portage County in any census year is greatly inflated with the addition of University students, who are included within the Stevens Point census total population. There were, however, more residents within this particular cohort group in the year 2000 (4,815) than were present in 1980 (3,680). Altogether, 1,135 people joined this cohort group over a 20-year period, an increase of nearly 31%. This could be a result of college students who remain in Stevens Point after graduation; no other cohorts within the Urban Area aggregate recorded growth.

Table 1.5 breaks the incorporated Urban Area into its component municipalities. Please see the individual community plans for more detailed information on particular municipal population distributions. Over three-quarters of the growth in the year 2000 25-to-34 year old cohort group occurred in Stevens Point. Only one other Stevens Point cohort group recorded any type of increase. The 45-to-54 year old cohort gained 2.4% between 1990 and 2000. Altogether, a quarter of the 35-to-44 year olds left in the 1980's, while a small group of new 45-to-54 year olds joined this group in the 1990's. The other Stevens Point cohort groups lost residents over time.

**Table 1.5: Distribution of City/Village Population, by Ten-Year Age Groups**

	City of Stevens Point			Village of Plover			Village of Whiting			Village of Park Ridge		
	1980	1990	2000	1980	1990	2000	1980	1990	2000	1980	1991	2000
Under 5 years	1,133 4.9%	1,203 5.2%	1,236 5.0%	608 11.5%	742 9.1%	786 7.5%	112 5.5%	92 5.0%	96 5.5%	21 3.3%	18 3.3%	18 3.7%
5 to 14 years	2,200 9.6%	2,228 9.7%	2,431 9.9%	1,066 20.1%	1,525 18.7%	1,672 15.9%	317 15.5%	204 11.1%	186 10.6%	97 15.1%	69 12.6%	58 11.9%
15 to 24 years	9,062 39.5%	7,893 34.3%	8,377 34.1%	970 18.3%	1,163 14.2%	1,590 15.1%	333 16.2%	233 12.7%	180 10.2%	142 22.1%	65 11.9%	43 8.8%
25 to 34 years	3,043 13.2%	3,519 15.3%	3,096 12.6%	1,165 21.9%	1,639 20.0%	1,519 14.4%	270 13.2%	209 11.4%	173 9.8%	55 8.6%	58 10.6%	27 5.5%
35 to 44 years	1,505 6.6%	2,259 9.8%	2,743 11.2%	730 13.7%	1,488 18.2%	1,857 17.7%	251 12.2%	270 14.7%	222 12.6%	66 10.3%	79 14.5%	79 16.2%
45 to 54 years	1,640 7.1%	1,432 6.2%	2,312 9.4%	370 7.0%	820 10.0%	1,584 15.1%	198 9.7%	228 12.4%	224 12.7%	113 17.6%	71 13.0%	75 15.4%
55 to 64 years	1,701 7.4%	1,541 6.7%	1,376 5.6%	208 3.9%	390 4.8%	810 7.7%	179 8.7%	167 9.1%	209 11.9%	73 11.4%	90 16.5%	69 14.1%
65 to 74 years	1,480 6.4%	1,446 6.3%	1,405 5.7%	138 2.6%	261 3.2%	385 3.7%	175 8.5%	155 8.4%	172 9.8%	60 9.3%	53 9.7%	71 14.5%
75 to 84 years	936 4.1%	1,094 4.8%	1,094 4.5%	41 0.8%	126 1.5%	242 2.3%	137 6.7%	174 9.5%	165 9.4%	16 2.5%	39 7.1%	39 8.0%
85 years and over	270 1.2%	391 1.7%	481 2.0%	14 0.3%	22 0.3%	56 0.5%	78 3.8%	106 5.8%	133 7.6%	0 0.0%	4 0.7%	9 1.8%
<b>Total</b>	<b>22,970</b>	<b>23,006</b>	<b>24,551</b>	<b>5,310</b>	<b>8,176</b>	<b>10,520</b>	<b>2,050</b>	<b>1,838</b>	<b>1,760</b>	<b>643</b>	<b>546</b>	<b>488</b>
<b>Median Age</b>	<b>23.9</b>	<b>25.5</b>	<b>25.6</b>	<b>25.1</b>	<b>29.2</b>	<b>32.9</b>	<b>34.7</b>	<b>41.4</b>	<b>46.2</b>	<b>36.0</b>	<b>43.0</b>	<b>47.9</b>

Source: U.S. Census Bureau, 1980, 1990, 2000 Census

By comparison, all age cohorts below the age of 85 within the Village of Plover have increased or maintained their numbers at a level higher than the City of Stevens Point or the County as a whole. The Village of Plover has increased its population from under-5 to 55 years old (particularly 25-to-34 year olds) since 1990; it has higher percentages of population concentrated in these age groups than Stevens Point or the County overall.

In Whiting, all age cohorts lost residents over the last ten years, with the exceptions of 35-to-45 year olds and 65-to-84 year olds. The 1980 15-to-24 year old cohort numbered 333. Between 1980 and 1990, this group lost nearly 38% of its residents. Between 1990 and 2000, however, 13 new residents joined this group (+6%). A similar trend took place in the year 2000 65-to-74 and 75-to-84 year old categories.

In Park Ridge, the 5-to-14 year old cohort numbered 97 people in 1980. This number decreased to 65 in 1990 (as the 5-to-14 year olds became 15-to-24 year olds), and dropped to 27 in 2000 as 25-to-34 year olds. 70 residents, or 72% of this cohort, left the Village over a twenty-year period.

If you were to examine the age group data in Tables 1.4 and 1.5 straight across the census years instead of diagonally, you can get a feeling for how the increase in Urban Area population in the last 10 years has been distributed.

In Stevens Point, the age groups from “Under-5” through “15-to-24” have shown increases in numbers. The year 2000 25-to-34 age group dropped over 400 people from the 1990 total. The 35-to-54 year old age groups showed a strong increase in numbers (particularly the 45-to-54 year olds). The 55-to-84 year old age groups showed a decline or no gain in numbers, while the 85+ group increased by nearly a quarter. Given their percentage of overall Portage County population (37%), the Stevens Point population is somewhat under-represented in the 25-to-64 year olds, with 29% of County residents in these age categories, and over-represented in the under-25 and over-65 categories (45% and 41% of these County age categories, respectively).

The “median age” is the point where ½ of the population lies above and ½ below; the older this age is, the older the overall population for a place is becoming. The City of Stevens Point has historically had the lowest median age in the County, due in part to the presence of college-age residents. Even though Plover has seen an influx of younger aged residents, the median age for the Village of Plover has risen almost eight full years since 1980 (25.1 to 32.9 years of age). The number and percentage of the Village population over the age of 65 has been moving up since 1980, with the number of residents 85 years + more than tripling in 20 years. Tables 1.6 and 1.7 detail the growth of the 65+ population for the Urban Area and individual communities, respectively.

**Table 1.6: Percentage of Urban Area Population Aged 65+**

Age	Urban Area			Portage County		
	1980	1990	2000	1980	1990	2000
65 years and over	3,345 <i>10.80%</i>	3,871 <i>11.53%</i>	4,252 <i>11.39%</i>	5,731 <i>10.00%</i>	6,603 <i>10.80%</i>	7,354 <i>10.90%</i>
<b>Total Population</b>	<b>30,973</b>	<b>33,562</b>	<b>37,319</b>	<b>57,420</b>	<b>61,405</b>	<b>67,182</b>
<b>Median Age</b>	<b>29.9</b>	<b>34.8</b>	<b>38.2</b>	<b>25.4</b>	<b>29.3</b>	<b>33</b>

Source: US Census Bureau, 1980, 1990, 2000 Census. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

Overall, the Urban Area contains nearly 58% of Portage County residents aged 65 or older. This is a slightly greater percentage than the Urban Area percent of total County population (56%).

**Table 1.7: Comparison of Municipal Population Aged 65+**

Age	City of Stevens Point			Village of Plover		
	1980	1990	2000	1980	1990	2000
65 years and over	2,686 <i>11.70%</i>	2,931 <i>12.70%</i>	2,980 <i>12.10%</i>	193 <i>3.60%</i>	409 <i>5.00%</i>	683 <i>6.50%</i>
<b>Total Population</b>	<b>22,970</b>	<b>23,002</b>	<b>24,551</b>	<b>5,310</b>	<b>8,176</b>	<b>10,520</b>
<b>Median Age</b>	<b>23.9</b>	<b>25.5</b>	<b>25.6</b>	<b>25.1</b>	<b>29.2</b>	<b>32.9</b>

Age	Village of Whiting			Village of Park Ridge		
	1980	1990	2000	1980	1990	2000
65 years and over	390 <i>19.00%</i>	435 <i>23.70%</i>	470 <i>26.70%</i>	76 <i>11.80%</i>	96 <i>17.60%</i>	119 <i>24.40%</i>
<b>Total Population</b>	<b>2,050</b>	<b>1,838</b>	<b>1,760</b>	<b>643</b>	<b>546</b>	<b>488</b>
<b>Median Age</b>	<b>34.7</b>	<b>41.4</b>	<b>46.2</b>	<b>36</b>	<b>43</b>	<b>47.9</b>

Source: US Census Bureau, 1980, 1990, 2000 Census.

Stevens Point still holds the largest share of Portage County’s total 65+ population (41%), although this percentage has been declining for the past 20 years (47% in 1980, 44% in 1990).

The median age for the Villages of Whiting and Park Ridge has risen nearly 12 years since 1980. The median ages for the urban area overall and Portage County are significantly younger. The number and percentage of each Village population over the age of 65 has been moving up since 1980, and Whiting and Park Ridge have retained and increased their population of residents aged 65 to 85 at a level higher than the Urban Area average and the County as a whole. The Whiting and Park Ridge year 2000 percentage of residents aged 65+ was 27% had 24%, respectively. The City's percent of 65+ population actually declined one-half percent between 1990 and 2000, even though the actual numbers increased slightly. The Village of Plover has retained its population of residents aged 65 to 85 at a level higher than the City or County as a whole. However, while the City and County still maintain a higher percentage of their populations in the 65+ age groups, the Village of Plover has a more rapid rate of increase for senior population.

To summarize, the median age for Whiting and Park Ridge continues to creep upward, and the percentage of the oldest residents within the Village has been increasing. There has been a considerable amount of discussion about the impending aging of the general population across the County and the Nation. Based on the 2000 Census information on the number and nature of aging for the existing residents, the Village of Whiting and Park Ridge are two important focal points for these issues across the County. With the aging of the population, however, comes the possibility of an influx of younger residents as the seniors pass away or move to a different location. The Comprehensive Plan should consider this eventuality as a part of the Village and Urban Area future land use needs.

### C. Racial Composition of the Urban Area, Portage County, and State

Table 1.8 shows the Urban Area to be home to the majority of Portage County's minority population. Table 1.9 details the population information by municipality.

**Table 1.8: Racial Composition of the Urban Area, Portage County, and State**

Race & Hispanic Origin of Population	Urban Area			Portage County			State of Wisconsin		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
<b>One Race</b>									
White	30,403 98.2%	32,444 96.7%	35,059 93.9%	56,629 98.6%	59,972 97.7%	64,316 95.7%	4,443,035 94.4%	4,512,523 92.2%	4,769,857 88.9%
Black or African American	90 0.3%	132 0.4%	169 0.5%	119 0.2%	161 0.3%	215 0.3%	182,592 3.9%	244,539 5.0%	304,460 5.7%
American Indian, Eskimo, or Aleut (Alaska Native)	152 0.5%	175 0.5%	160 0.4%	190 0.3%	255 0.4%	242 0.4%	29,499 0.6%	39,387 0.8%	47,228 0.9%
Asian *	n/a	n/a	1,333 3.6%	n/a	n/a	1,511 2.2%	n/a	n/a	88,763 1.7%
Native Hawaiian or Other Pacific Islander	209 0.7%	709 2.1%	27 0.1%	272 0.5%	786 1.3%	29 0.0%	18,164 0.4%	53,583 1.1%	1,630 0.0%
Some Other Race	119 0.4%	102 0.3%	163 0.4%	200 0.3%	231 0.4%	288 0.4%	32,477 0.7%	41,737 0.9%	84,842 1.6%
<b>Two or more races **</b>	n/a	n/a	408 1.1%	n/a	n/a	581 0.9%	n/a	n/a	66,895 1.2%
<b>Total Population</b>	<b>30,973</b>	<b>33,562</b>	<b>37,319</b>	<b>57,410</b>	<b>61,405</b>	<b>67,182</b>	<b>4,705,767</b>	<b>4,891,769</b>	<b>5,363,675</b>
Hispanic origin (of any race)	188 0.6%	274 0.8%	561 1.5%	422 0.7%	572 0.9%	967 1.4%		93,184 1.9%	192,921 3.6%

Source: US Census Bureau, 1980, 1990, 2000 Census. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

\* The 1980 and 1990 census listed "Asian or Other Pacific Islander"

\*\* The 2000 census was the first to carry this designation

**Table 1.9: Racial Composition of Urban Area Incorporated Municipalities**

Race & Hispanic Origin of Population	City of Stevens Point			Village of Plover			Village of Whiting			Village of Park Ridge		
	1980	1990	2000	1980	1990	2000	1980	1990	2000	1980	1990	2000
<b>One Race</b>												
White	22,416 97.6%	22,019 95.7%	22,718 92.5%	5,304 99.9%	8,067 98.7%	10,185 96.8%	2,040 99.5%	1,815 98.7%	1,679 95.4%	643 100.0%	543 99.5%	477 97.7%
Black or African American	88 0.4%	118 0.5%	115 0.5%	0 0.0%	13 0.2%	45 0.4%	2 0.1%	0 0.0%	8 0.5%	0 0.0%	1 0.2%	1 0.2%
American Indian, Eskimo, or Aleut (Alaska Native)	150 0.7%	155 0.7%	112 0.5%	0 0.0%	19 0.2%	44 0.4%	2 0.1%	1 0.1%	4 0.2%	0 0.0%	0 0.0%	0 0.0%
Asian *	n/a	n/a	1,174 4.8%	n/a	n/a	100 1.0%	n/a	n/a	50 2.8%	n/a	n/a	9 1.8%
Native Hawaiian or Other Pacific Islander	203 0.9%	643 2.8%	23 0.1%	0 0.0%	43 0.5%	4 0.0%	6 0.3%	21 1.1%	0 0.0%	0 0.0%	2 0.4%	0 0.0%
Some Other Race	113 0.5%	67 0.3%	118 0.5%	6 0.1%	34 0.4%	43 0.4%	0 0.0%	1 0.1%	2 0.1%	0 0.0%	0 0.0%	0 0.0%
<b>Two or more races **</b>	n/a	n/a	291 1.2%	n/a	n/a	99 0.9%	n/a	n/a	17 1.0%	n/a	n/a	1 0.2%
<b>Total Population</b>	<b>22,970</b>	<b>23,002</b>	<b>24,551</b>	<b>5,310</b>	<b>8,176</b>	<b>10,520</b>	<b>2,050</b>	<b>1,838</b>	<b>1,760</b>	<b>643</b>	<b>546</b>	<b>488</b>
Hispanic origin (of any race)	174 0.8%	196 0.9%	395 1.6%	0 0.0%	64 0.8%	142 1.3%	14 0.7%	13 0.7%	20 1.1%	0 0.0%	1 0.2%	4 0.8%

Source: US Census Bureau, 1980, 1990, 2000 Census.

\* The 1980 and 1990 census listed "Asian or Other Pacific Islander" \*\* The 2000 census was the first to carry this designation

The City of Stevens Point has historically been Portage County’s most diverse community, and is currently home to a significant Hmong population as well as the University of Wisconsin – Stevens Point, which draws its student population from all over the world.

Stevens Point contains two-thirds of Portage County’s non-white population, including:

- 54% of the African American residents
- 46% of Native American residents
- 78% of Asian residents
- 41% of the Hispanic residents

The Village of Plover has experienced a slight shift in its racial composition over the last 20 years, from 99.9% white in 1980 to 96.8% white in the year 2000. The Asian population increased from zero in 1980 to 100 in 2000, making it (at 1%) the largest minority group within the Village. Black or African American residents make up the next largest racial category at 0.4% of the year 2000 population. The number of American Indian, Eskimo, or Aleut residents in the Village also account for 0.4% of the Plover population, as do residents that are included as “Some Other Race”. The number of Plover residents identifying themselves as being of Hispanic origin (of any race) has increased from zero percent in 1980 to 1.3% of the population in 2000.

Whiting and Park Ridge each have a small minority component of their populations. While smaller in size, the Village of Whiting has a non-white population of 4.6%

**D. Education Levels**

Table 1.10 below compares the educational attainment information, as reported in the census information, for the Urban Area, Portage County overall, and the State of Wisconsin.

**Table 1.10: Comparison of Education Attainment**

Ed. Attainment (Persons 25 yrs+)	Urban Area		Portage County		State of Wisconsin	
	1990	2000	1990	2000	1990	2000
Less Than 9th Grade	1,815 10.0%	1,215 5.9%	4,065 11.6%	2,420 6.0%	360,730 10.8%	342,340 9.9%
9th to 12th Grade (No Diploma)	1,456 8.0%	1,420 6.9%	3,029 8.7%	3,019 7.5%	376,303 11.2%	379,484 10.9%
High School Graduate	6,461 35.6%	6,710 32.6%	14,082 40.2%	14,952 37.2%	353,587 10.6%	403,074 11.6%
Some College (No Degree)	2,977 16.4%	4,105 19.9%	5,205 14.9%	7,572 18.9%	347,289 10.4%	407,195 11.7%
Associate Degree	1,051 5.8%	1,426 6.9%	1,922 5.5%	2,802 7.0%	363,399 10.9%	357,292 10.3%
Bachelor's Degree	2,927 16.1%	3,855 18.7%	4,594 13.1%	6,468 16.1%	822,215 24.6%	706,168 20.3%
Graduate / Professional Degree	1,455 8.0%	1,869 9.1%	2,107 6.0%	2,910 7.2%	724,617 21.6%	875,522 25.2%
<b>Total Residents 25+</b>	<b>18,142</b>	<b>20,600</b>	<b>35,004</b>	<b>40,143</b>	<b>3,348,140</b>	<b>3,471,075</b>

Source: U.S. Census Bureau 1990, 2000. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

As described in Table 1.10, the Urban Area contains 51% of Portage County residents aged 25+. In terms of overall educational attainment for Portage County, the Urban Area incorporated communities account for:

- 51% of residents with Associate degree
- 60% of residents with Bachelor Degree
- 64% of residents with Graduate/Professional Degree

Table 1.11 breaks the Urban Area down into municipal totals.

**Table 1.11: Education Attainment of Urban Area Incorporated Municipalities**

Ed. Attainment (Persons 25 yrs+)	Stevens Point		V. Plover		V. Whiting		V. Park Ridge	
	1990	2000	1990	2000	1990	2000	1990	2000
Less Than 9th Grade	1,346 11.5%	929 7.4%	223 4.7%	160 2.5%	226 17.3%	123 9.6%	20 5.1%	3 0.8%
9th to 12th Grade (No Diploma)	994 8.5%	930 7.5%	297 6.3%	386 6.0%	144 11.0%	83 6.5%	21 5.3%	21 5.6%
High School Graduate	3,856 33.0%	3,972 31.8%	2,009 42.3%	2,192 33.9%	497 38.0%	476 37.0%	99 25.2%	70 18.6%
Some College (No Degree)	2,096 17.9%	2,528 20.3%	652 13.7%	1,275 19.7%	164 12.5%	235 18.3%	65 16.5%	67 17.8%
Associate Degree	606 5.2%	864 6.9%	363 7.6%	471 7.3%	73 5.6%	75 5.8%	9 2.3%	16 4.3%
Bachelor's Degree	1,788 15.3%	2,155 17.3%	878 18.5%	1,389 21.5%	152 11.6%	203 15.8%	109 27.7%	108 28.7%
Graduate / Professional Degree	1,008 8.6%	1,104 8.8%	324 6.8%	584 9.0%	53 4.0%	90 7.0%	70 17.8%	91 24.2%
<b>Total 25+ Residents</b>	<b>11,694</b>	<b>12,482</b>	<b>4,746</b>	<b>6,457</b>	<b>1,309</b>	<b>1,285</b>	<b>393</b>	<b>376</b>

Source: U.S. Census Bureau 1990, 2000

Stevens Point raised its overall educational attainment during the 1990's. This was most likely a result of the combination of in-migration, continued educational involvement by the existing residents of the City, and the passing of older residents who did not have the educational opportunities enjoyed today. The number and percentage of Stevens Point residents aged 25 and over that had less than a 9<sup>th</sup> grade education decreased between 1990 and 2000. The percentage of 25+ year-olds residents who completed some college, or completed a college degree program rose from forty-seven (47%) percent to fifty-three (53%) percent over the same period. By comparison, the ten-year increase in attainment for the Village of Plover (46% to 57%) and Portage County as a whole (40% to 49%) was slightly higher.

Stevens Point and the County overall both experienced a decrease in both the number and percentage of residents who completed 9<sup>th</sup> to 12<sup>th</sup> grade but did not receive a diploma. The Village of Plover numbers in this category increased by 89, but with the increasing population, the accompanying percentage actually fell from 6.3 to 6.0. Even with the slight increase in the numbers for this category, Plover maintains a lower percentage of persons over age 25 with no high school diploma than the County overall or City of Stevens Point.

Due to its larger population of older residents, Whiting has a larger percent of its residents with less than 9<sup>th</sup> grade education attainment than the Urban Area and Portage County.

The number and percentage of Park Ridge, Urban Area, and Portage County residents aged 25 and over that had less than a 9<sup>th</sup> grade education decreased dramatically between 1990 and 2000. The Village of Park Ridge continues to have a much greater percentage of its 25+ population achieving bachelors and graduate/professional degrees (52.9%) than the other Urban Area communities and Portage County overall.

#### E. Households and Income

Table 1.12 compares the changes in the make-up of Urban Area households over the last 20 years with County and State data.

**Table 1.12: Urban Area Household Type Comparison**

Household Type	Urban Area			Portage County			State of Wisconsin		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
<b>Family Households</b>	<b>6,458</b>	<b>7,309</b>	<b>8,091</b>	<b>13,257</b>	<b>14,883</b>	<b>16,496</b>	<b>346,940</b>	<b>360,730</b>	<b>342,340</b>
<i>% of Total Households</i>	<i>64.2%</i>	<i>61.1%</i>	<i>57.0%</i>	<i>72.4%</i>	<i>69.9%</i>	<i>65.9%</i>	<i>43.5%</i>	<i>49.8%</i>	<i>48.9%</i>
Married-Couple Families	5,474	5,975	6,424	11,592	12,645	13,808	344,804	376,303	379,484
<i>% of Family Households</i>	<i>84.8%</i>	<i>81.7%</i>	<i>79.4%</i>	<i>87.4%</i>	<i>85.0%</i>	<i>83.7%</i>	<i>99.4%</i>	<i>104.3%</i>	<i>110.9%</i>
Other Family, Male Householder	201	271	473	437	602	861	392,247	353,587	403,074
<i>% of Family Households</i>	<i>3.1%</i>	<i>3.7%</i>	<i>5.8%</i>	<i>3.3%</i>	<i>4.0%</i>	<i>5.2%</i>	<i>113.1%</i>	<i>98.0%</i>	<i>117.7%</i>
Other Family, Female Householder	783	1,063	1,194	1,228	1,636	1,827	466,612	347,289	407,195
<i>% of Family Households</i>	<i>12.1%</i>	<i>14.5%</i>	<i>14.8%</i>	<i>9.3%</i>	<i>11.0%</i>	<i>11.1%</i>	<i>134.5%</i>	<i>96.3%</i>	<i>118.9%</i>
<b>Non-Family Households</b>	<b>3,608</b>	<b>4,644</b>	<b>6,100</b>	<b>5,056</b>	<b>6,423</b>	<b>8,544</b>	<b>450,026</b>	<b>363,399</b>	<b>357,292</b>
<i>% of Total Households</i>	<i>35.8%</i>	<i>38.9%</i>	<i>43.0%</i>	<i>27.6%</i>	<i>30.1%</i>	<i>34.1%</i>	<i>56.5%</i>	<i>50.2%</i>	<i>51.1%</i>
Householder Living Alone	2,527	3,213	4,200	3,730	4,679	6,130	750,030	822,215	706,168
<i>% of Non-Fam Households</i>	<i>70.0%</i>	<i>69.2%</i>	<i>68.9%</i>	<i>73.8%</i>	<i>72.8%</i>	<i>71.7%</i>	<i>166.7%</i>	<i>226.3%</i>	<i>197.6%</i>
Householder 65 Years and Over	~	1,279	1,446	~	1,933	2,196	501,973	724,617	875,522
<i>% of Non-Fam Households</i>		<i>27.5%</i>	<i>23.7%</i>		<i>30.1%</i>	<i>25.7%</i>	<i>66.9%</i>	<i>88.1%</i>	<i>124.0%</i>
<b>Total Households</b>	<b>10,066</b>	<b>11,953</b>	<b>14,191</b>	<b>18,313</b>	<b>21,306</b>	<b>25,040</b>	<b>796,966</b>	<b>724,129</b>	<b>699,632</b>
<b>Persons Per Household</b>	<b>2.93</b>	<b>2.58</b>	<b>2.39</b>	<b>2.93</b>	<b>2.71</b>	<b>2.54</b>			

Source: US Census Bureau, 1980, 1990, 2000 Census. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

The Urban Area residential community is made up of different types of households. The U.S. Census defines a household as “including all of the people who occupy a housing unit”. People not living in households are classified as living in group quarters. As described in Table 1.12, the Urban Area contains 57% of Portage County total households, including 49% of Family and 71% of Non-Family households.

Table 1.13 breaks the Urban Area down into municipal totals.

**Table 1.13: Household Type Comparison, Urban Area Incorporated Municipalities**

Household Type	City of Stevens Point			Village of Plover		
	1980	1990	2000	1980	1990	2000
<b>Family Households</b>	<b>4,448</b>	<b>4,482</b>	<b>4,652</b>	<b>1,372</b>	<b>2,207</b>	<b>2,846</b>
<i>% of Total Households</i>	58.8%	54.4%	50.0%	81.9%	77.2%	71.4%
Married-Couple Families	3,639	3,514	3,517	1,241	1,907	2,386
<i>% of Family Households</i>	81.8%	78.4%	75.6%	90.5%	86.4%	83.8%
Other Family, Male Householder	149	196	303	42	60	127
<i>% of Family Households</i>	3.3%	4.4%	6.5%	3.1%	2.7%	4.5%
Other Family, Female Householder	660	772	832	89	240	333
<i>% of Family Households</i>	14.8%	17.2%	17.9%	6.5%	10.9%	11.7%
<b>Non-Family Households</b>	<b>3,112</b>	<b>3,763</b>	<b>4,653</b>	<b>303</b>	<b>650</b>	<b>1,139</b>
<i>% of Total Households</i>	41.2%	45.6%	50.0%	18.1%	22.8%	28.6%
Householder Living Alone	2,116	2,525	3,104	240	486	830
<i>% of Non-Fam Households</i>	68.0%	67.1%	66.7%	79.2%	74.8%	72.9%
Householder 65 Years and Over	~	1,064	1,106	~	106	184
<i>% of Non-Fam Households</i>		28.3%	23.8%		16.3%	16.2%
<b>Total Households</b>	<b>7,560</b>	<b>8,245</b>	<b>9,305</b>	<b>1,675</b>	<b>2,857</b>	<b>3,985</b>
<b>Persons Per Household</b>	2.56	2.38	2.29	3.17	2.86	2.63

Household Type	Village of Whiting			Village of Park Ridge		
	1980	1990	2000	1980	1990	2000
<b>Family Households</b>	<b>467</b>	<b>454</b>	<b>445</b>	<b>171</b>	<b>166</b>	<b>148</b>
<i>% of Total Households</i>	75.4%	71.3%	64.5%	80.7%	77.6%	70.1%
Married-Couple Families	432	406	388	162	148	133
<i>% of Family Households</i>	92.5%	89.4%	87.2%	94.7%	89.2%	89.9%
Other Family, Male Householder	7	8	40	3	7	3
<i>% of Family Households</i>	1.5%	1.8%	9.0%	1.8%	4.2%	2.0%
Other Family, Female Householder	28	40	17	6	11	12
<i>% of Family Households</i>	6.0%	8.8%	3.8%	3.5%	6.6%	8.1%
<b>Non-Family Households</b>	<b>152</b>	<b>183</b>	<b>245</b>	<b>41</b>	<b>48</b>	<b>63</b>
<i>% of Total Households</i>	24.6%	28.7%	35.5%	19.3%	22.4%	29.9%
Householder Living Alone	133	160	208	38	42	58
<i>% of Non-Fam Households</i>	87.5%	87.4%	84.9%	92.7%	87.5%	92.1%
Householder 65 Years and Over	~	89	128	~	20	28
<i>% of Non-Fam Households</i>		48.6%	52.2%		41.7%	44.4%
<b>Total Households</b>	<b>619</b>	<b>637</b>	<b>690</b>	<b>212</b>	<b>214</b>	<b>211</b>
<b>Persons Per Household</b>	2.94	2.53	2.31	3.03	2.55	2.31

Source: US Census Bureau, 1980, 1990, 2000 Census.

Stevens Point is unique within Portage County in that it has a roughly 50/50 split between Family and Non-Family households (Portage County is distributed 66/34; Village of Plover - 71/29, Whiting 65/35, Park Ridge 70/30). Family households, which had traditionally been the

largest group within Stevens Point, have seen their percentage of total households decrease over the last 20 years, even as their number has continued to increase. Married-couple households, traditionally the largest group within the Family households, have also seen their percentage decrease over the last 20 years. Single-father or mother headed family households have increased from 18% in 1980 to over 24% in 2000, with this rise equally attributable to the increase in single-mother and single-father headed households. Stevens Point contains 46% of Portage County's single-mother households. Non-family households, or households made up of non-related residents, have increased from 41% of all City households in 1980 to 50% in the year 2000. Stevens Point contains 55% of all County non-family households, including 50% of Portage County's householders living alone.

Family households in Plover, also traditionally the largest group within the Village and most other Portage County communities, have decreased in percentage of total households over the last 20 years, even as their number has continued to increase. Non-family households, increased from 18% of all households in 1980 to over 28% in the year 2000. Married-couple households have decreased in percentage of Family households, even with an increase in number. Single-father or mother headed family households have increased from 9.6% in 1980 to over 16% in 2000, with a majority of the rise attributable to the increase in single-mother headed households. The Village of Plover mix of households is very similar to that of Portage County as a whole.

In Whiting, Family households have decreased in both number and percentage of total households. Non-family households have increased from approximately 25% of total households in 1980 to over 35% in the year 2000. Married-couple households have decreased in number and percentage over the last 20 years. Single-father or mother headed family households have increased from 7% in 1980 to nearly 13% in 2000, with a majority of the rise attributable to the increase in single-father headed households. In Non-Family households, Whiting has a much higher percentage of residents living alone than the City, Plover, or County overall.

Similar to Whiting, Park Ridge Family households have decreased in both number and percentage of total households. Non-family households have increased from approximately 19% of total households in 1980 to almost 30% in the year 2000. Married-couple households have decreased in number and percentage over the last 20 years, although the percentage has stabilized from 1990-2000. Single-mother headed family households have increased slightly in number and percentage. Again similar to Whiting, Park Ridge Non-Family households has a much greater percentage of residents living alone than the City, Plover, or County overall.

The Persons Per Household (PPH) calculation for the Urban Area, Portage County, and the Urban Area incorporated communities has maintained a shrinking trend over the last 20 years. Between 1980 and 2000, the Portage County PPH decreased by 0.39 persons. By comparison, the Urban Area incorporated communities averaged a decrease of 0.54. Whiting and Park Ridge recorded the largest decreases in the Urban Area, at 0.63 and 0.72, respectively. The Village of Plover matched the Urban Area average at 0.54, and the City of Stevens Point, which has historically had one of the lowest PPH in Portage County, decreased by 0.27 over the same period.

Another instructive piece of information on the state of households within the Urban Area is the level of income that each household achieves. Again the U.S. Census offers insight into the range of incomes present within Portage County; Table 1.14 below describes income trends over the last 2 Census periods for the Urban Area and County overall. Household income has increased dramatically since 1980. In 1980, only 3.2% of Portage County households earned more than \$50,000 annually.

By 2000, nearly 43% of County households earned \$50,000 or more. The Urban Area followed a similar trend, from 3.1% to nearly 38% over the same period.

**Table 1.14: Household Income Comparison for Urban Area, Portage County, and State**

Household Income Per Year	Urban Area			Portage County			State of Wisconsin		
	1979	1989	1999	1979	1989	1999	1980	1990	2000
Less Than \$10,000	3,129 31.2%	2,153 18.0%	1,243 8.8%	5,300 28.9%	3,210 15.0%	1,767 7.0%	346,940 8.8%	360,730 8.9%	342,340 7.7%
\$10,000 to \$14,999	1,600 15.9%	1,253 10.5%	1,104 7.8%	2,919 15.9%	1,978 9.3%	1,608 6.4%	344,804 8.8%	376,303 9.3%	379,484 8.5%
\$15,000 to \$24,999	2,789 27.8%	2,393 20.0%	2,092 14.8%	5,423 29.6%	4,072 19.1%	3,174 12.6%	392,247 10.0%	353,587 8.8%	403,074 9.0%
\$25,000 to \$34,999	1,513 15.1%	2,016 16.9%	2,019 14.3%	2,907 15.8%	3,654 17.1%	3,425 13.6%	466,612 11.9%	347,289 8.6%	407,195 9.1%
\$35,000 to \$49,999	690 6.9%	2,100 17.6%	2,378 16.8%	1,223 6.7%	4,370 20.5%	4,484 17.9%	450,026 11.4%	363,399 9.0%	357,292 8.0%
\$50,000 to \$74,999	213 2.1%	1,511 12.6%	2,875 20.3%	380 2.1%	2,983 14.0%	5,771 23.0%	750,030 19.1%	822,215 20.4%	706,168 15.8%
\$75,000 to \$99,999	103 1.0%	328 2.7%	1,336 9.4%	193 1.1%	661 3.1%	2,820 11.2%	501,973 12.8%	724,617 18.0%	875,522 19.6%
\$100,000 to \$149,999	0	140 1.2%	710 5.0%	0	274 1.3%	1,346 5.4%	452,945 11.5%	478,882 11.9%	732,306 16.4%
\$150,000 or more	0	55 0.5%	392 2.8%	0	134 0.6%	717 2.9%	229,046 5.8%	204,647 5.1%	252,742 5.7%
<b>Total Households</b>	<b>10,037</b>	<b>11,949</b>	<b>14,149</b>	<b>18,345</b>	<b>21,336</b>	<b>25,112</b>	<b>3,934,623</b>	<b>4,031,669</b>	<b>4,456,123</b>
<b>Median H-Hold Income</b>	<b>\$20,825</b>	<b>\$32,639</b>	<b>\$45,957</b>	<b>\$16,659</b>	<b>\$28,686</b>	<b>\$43,487</b>	<b>\$16,659</b>	<b>\$28,686</b>	<b>\$43,791</b>

Source: U.S. Census bureau, 1980, 1990, 2000 Census. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

Between 1980 and 2000, the median household income level for Portage County overall increased from \$16,659 to \$43,487 (+160%). Again, similar growth was recorded in the Urban Area, (\$20,825 to \$45,957, +121%). As described in Table 1.14, the Urban Area contains 57% of Portage County year 2000 total households sampled for this information. The Urban Area, however, accounts for about 50% of County households with median incomes  $\leq$  \$50,000.

Table 1.15 below describes median household income trends for individual Urban Area incorporated communities. The median income for Stevens Point increased from \$13,923 in 1979 to \$33,178 in 1999 (+138%). The City still lags 35% behind the Village of Plover and 24% behind the County overall in median household income level. This difference in income can be caused by a number of factors, including the City's large college student population (a group that generally is not engaged in full-time work while attending school) and large single-parent population.

In the Village of Plover, the percentage of households making greater than \$50,000 per year has increased from under 3% in 1979 to almost 53% in 1999. Many women joined the work force over this period, adding to the number of wage-earners. Median household income level has increased from \$21,309 to \$51,238 (+140%) over the same period.

In Whiting, the percentage of households making greater than \$50,000 per year has increased from 2.4% in 1979 to nearly 40% in 1999. Median household income has increased from \$18,780 to \$42,381 over the same period (+126%), with the majority of the increase occurring from 1979 to 1989. The median household income for the County, while slightly lower than Whiting in 1980, is now slightly higher than the Village.

**Table 1.15: Household Income Comparison for Urban Area Incorporated Communities**

Household Income Per Year	City of Stevens Point			Village of Plover		
	1979	1989	1999	1979	1989	1999
Less Than \$10,000	2,719 36.2%	1,779 21.6%	1,042 11.2%	236 14.1%	267 9.3%	147 3.7%
\$10,000 to \$14,999	1,286 17.1%	1,010 12.3%	868 9.4%	205 12.2%	177 6.2%	172 4.3%
\$15,000 to \$24,999	1,877 25.0%	1,801 21.9%	1,616 17.4%	699 41.7%	463 16.1%	389 9.7%
\$25,000 to \$34,999	931 12.4%	1,341 16.3%	1,311 14.1%	377 22.5%	531 18.5%	568 14.2%
\$35,000 to \$49,999	474 3.4%	1,296 5.8%	1,611 4.9%	119 0.6%	626 1.8%	623 1.2%
\$50,000 to \$74,999	146 1.9%	758 9.2%	1,612 17.4%	30 1.8%	599 20.9%	1,071 26.8%
\$75,000 to \$99,999	78 1.0%	121 1.5%	686 7.4%	12 0.7%	158 5.5%	545 13.6%
\$100,000 to \$149,999	~	84 1.0%	354 3.8%	~	34 1.2%	286 7.2%
\$150,000 or more	~	36 0.4%	176 1.9%	~	15 0.5%	199 5.0%
<b>Total Households</b>	<b>7,511</b>	<b>8,226</b>	<b>9,276</b>	<b>1,678</b>	<b>2,870</b>	<b>4,000</b>
<b>Median H-Hold Income</b>	<b>\$13,923</b>	<b>\$22,194</b>	<b>\$33,178</b>	<b>\$21,309</b>	<b>\$34,942</b>	<b>\$51,238</b>

Household Income Per Year	Village of Whiting			Village of Park Ridge		
	1979	1989	1999	1979	1989	1999
Less Than \$10,000	152 24.5%	88 13.8%	52 7.9%	22 9.6%	19 8.8%	2 0.9%
\$10,000 to \$14,999	97 15.6%	57 8.9%	53 8.1%	12 5.3%	9 4.2%	11 5.1%
\$15,000 to \$24,999	160 25.8%	99 15.5%	74 11.3%	53 23.2%	30 13.9%	13 6.0%
\$25,000 to \$34,999	143 23.1%	108 17.0%	103 15.7%	62 27.2%	36 16.7%	37 17.1%
\$35,000 to \$49,999	53 0.3%	134 0.4%	113 0.3%	44 0.2%	44 0.1%	31 0.1%
\$50,000 to \$74,999	15 2.4%	117 18.4%	141 21.5%	22 9.6%	37 17.1%	51 23.5%
\$75,000 to \$99,999	0	26 4.1%	68 10.4%	13 5.7%	23 10.6%	37 17.1%
\$100,000 to \$149,999	~	8 1.3%	42 6.4%	~	14 6.5%	28 12.9%
\$150,000 or more	~	0 0.0%	10 1.5%	~	4 1.9%	7 3.2%
<b>Total Households</b>	<b>620</b>	<b>637</b>	<b>656</b>	<b>228</b>	<b>216</b>	<b>217</b>
<b>Median H-Hold Income</b>	<b>\$18,780</b>	<b>\$32,031</b>	<b>\$42,381</b>	<b>\$29,286</b>	<b>\$41,389</b>	<b>\$57,031</b>

Source: U.S. Census bureau, 1980, 1990, 2000 Census.

Park Ridge continues to be the Urban Area earnings leader: the percentage of households making greater than \$50,000 per year has increased from 15.3% in 1979 to nearly 57% in 1999, while median household income has increased from \$29,286 to \$57,031 (+95%) over the same period.

With the examination of income information, the poverty status of residents should also be assessed. “Poverty” is generally defined as money income thresholds that vary by family size and composition to determine who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, food stamps, and Medicaid). Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated children under the age 15 (such as foster children). Table 1.16 below outlines poverty thresholds for 1980, 1990, and 2000, and Table 1.17 examines household poverty rates.

**Table 1.16: Poverty Thresholds – 1980, 1990, and 2000**

Size of Family Unit	Poverty Threshold		
	1980	1990	2000
One Person	\$4,190	\$6,652	\$8,794
Two Persons	\$5,363	\$8,509	\$11,239
Three Persons	\$6,565	\$10,419	\$13,738
Four Persons	\$8,414	\$13,481	\$17,603
Five Persons	\$9,966	\$15,792	\$20,819
Six Persons	\$11,269	\$17,839	\$23,528
Seven Persons	\$12,761	\$20,241	\$26,754
Eight Persons	\$14,199	\$22,582	\$29,701
Nine Persons or More	\$16,896	\$26,848	\$35,060

Source: U.S. Census Bureau

**Table 1.17: Household Poverty Comparison for Urban Area, Portage County, and State**

Households with Income Below Poverty Level	Urban Area		Portage County		State of Wisconsin	
	1989	1999	1989	1999	1989	1999
<b>Family Poverty Households</b> <i>(percent of Poverty Households)</i>	<b>551</b> 29.5%	<b>422</b> 22.4%	<b>1,051</b> 38.7%	<b>725</b> 29.0%	<b>97,466</b> 51.6%	<b>78,188</b> 44.7%
Married-Couple Families <i>(percent of Family Pov. Households)</i>	250 45.4%	122 28.9%	590 56.1%	284 39.2%	39,198 40.2%	29,175 37.3%
Other Family, Male Householder <i>(percent of Family Pov. Households)</i>	32 5.8%	13 3.1%	46 4.4%	49 6.8%	5,129 5.3%	7,404 9.5%
Other Family, Female Householder <i>(percent of Family Pov. Households)</i>	269 48.8%	287 68.0%	415 39.5%	392 54.1%	53,139 54.5%	41,608 53.2%
<b>Non-Family Households</b> <i>(percent of Poverty Households)</i>	<b>1,317</b> 70.5%	<b>1,463</b> 77.6%	<b>1,666</b> 61.3%	<b>1,777</b> 71.0%	<b>91,405</b> 48.4%	<b>96,657</b> 55.3%
Male Householder <i>(percent of Non-Family Pov. Households)</i>	n/a	652 44.6%	n/a	784 44.1%	n/a	38,621 40.0%
Under age 25 <i>(percent of Male Pov. Householders)</i>	n/a	442 67.8%	n/a	448 57.1%	n/a	10,876 28.2%
Female Householder <i>(percent of Non-Family Pov. Households)</i>	n/a	811 55.4%	n/a	993 55.9%	n/a	58,036 60.0%
Under age 25 <i>(percent of Female Pov. Householders)</i>	n/a	468 57.7%	n/a	486 48.9%	n/a	13,041 22.5%
<b>Households Below Poverty Level</b> <i>(percent of Total Households)</i>	<b>1,868</b> 15.6%	<b>1,885</b> 13.3%	<b>2,717</b> 12.7%	<b>2,502</b> 10.0%	<b>188,871</b> 10.4%	<b>174,845</b> 8.4%
<b>Total Households</b>	<b>11,999</b>	<b>14,149</b>	<b>21,336</b>	<b>25,112</b>	<b>1,824,252</b>	<b>2,086,304</b>

Source: U.S. Census Bureau Census 1990 STF 3 Table 127, Census 2000 SF 3 Table P92. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

As detailed in Table 1.17, the Urban Area incorporated communities account for 75% of the households below poverty level within Portage County. Non-family households outpace family poverty households 3-to-1, with female householder being the most prevalent in both categories. The typical Urban Area or Portage County poverty household is most likely to be non-family, female householder. The statistics for the State of Wisconsin show a more even split between family and non-family poverty households. Table 1.18 below compares poverty data for individual Urban Area incorporated community households.

**Table 1.18: Household Poverty Comparison for Urban Area Incorporated Communities**

Households with Income Below Poverty Level	Stevens Point		V. Plover		V. Whiting		V. Park Ridge	
	1989	1999	1989	1999	1989	1999	1989	1999
<b>Family Poverty Households</b>	<b>439</b>	<b>298</b>	<b>97</b>	<b>121</b>	<b>7</b>	<b>3</b>	<b>8</b>	<b>0</b>
<i>(percent of Poverty Households)</i>	27.4%	18.6%	47.5%	54.8%	14.0%	5.1%	80.0%	
Married-Couple Families	202	61	36	58	4	3	8	0
<i>(percent of Family Pov. Households)</i>	46.0%	20.5%	37.1%	47.9%	57.1%	100.0%	100.0%	
Other Family, Male Householder	26	13	6	0	0	0	0	0
<i>(percent of Family Pov. Households)</i>	5.9%	4.4%	6.2%					
Other Family, Female Householder	211	224	55	63	3	0	0	0
<i>(percent of Family Pov. Households)</i>	48.1%	75.2%	56.7%	52.1%	42.9%			
<b>Non-Family Households</b>	<b>1,165</b>	<b>1,305</b>	<b>107</b>	<b>100</b>	<b>43</b>	<b>56</b>	<b>2</b>	<b>2</b>
<i>(percent of Poverty Households)</i>	72.6%	81.4%	52.5%	45.2%	86.0%	94.9%	20.0%	100.0%
Male Householder	n/a	586	n/a	52	n/a	14	n/a	0
<i>(percent of Non-Family Pov. Households)</i>		44.9%		52.0%		25.0%		0.0%
Under age 25	n/a	426	n/a	7	n/a	9	n/a	0
<i>(percent of Male Pov. Householders)</i>		72.7%		13.5%		64.3%		
Female Householder	n/a	719	n/a	48	n/a	42	n/a	2
<i>(percent of Non-Family Pov. Households)</i>		55.1%		48.0%		75.0%		100.0%
Under age 25	n/a	439	n/a	22	n/a	7	n/a	0
<i>(percent of Female Pov. Householders)</i>		61.1%		45.8%		16.7%		
<b>Households Below Poverty Level</b>	<b>1,604</b>	<b>1,603</b>	<b>204</b>	<b>221</b>	<b>50</b>	<b>59</b>	<b>10</b>	<b>2</b>
<i>(percent of Total Households)</i>	19.4%	17.3%	7.1%	5.5%	7.8%	9.0%	4.6%	0.9%
<b>Total Households</b>	<b>8,276</b>	<b>9,276</b>	<b>2,870</b>	<b>4,000</b>	<b>637</b>	<b>656</b>	<b>216</b>	<b>217</b>

Source: U.S. Census Bureau Census 1990 STF 3 Table 127, Census 2000 SF 3 Table P92

According to 2000 census information, the City of Stevens Point had a larger percentage of its total households living below the poverty level (17.3%) than the other Urban Area communities or the County overall. As referenced above in the discussion of median income, the presence of the City's large college student population (a group that generally is not engaged in full-time work while attending school), and a large single-parent population impact the poverty statistics.

According to the City of Stevens Point Community Development Department, in spring of 2003 there were 6,308 students enrolled in college or technical school in Stevens Point, with 2,871 living in UW-Stevens Point dorms and 3,437 other university and technical school students living elsewhere in Stevens Point. This fact can help shed light on information from the 2000 Census. As detailed in Table 1.18, non-family householders under the age of 25, the group most likely to include the resident student population, accounted for over 66% of the non-family

households with incomes below poverty level. Stevens Point is home to 45% of the total population of this age group within all of Portage County.

In terms of the impact of single parent householders on the poverty statistics, Stevens Point is home to 35% single-father family households and 46% of the single-mother family households within Portage County. According to the 2000 census 224 (or 75%) of the City's family households with income below the poverty level were female-householder family households.

The City has, however, made important progress in reducing the number and percentage of the total population and families living below the poverty level (at a higher rate of reduction than Plover or the County overall). Stevens Point has also reduced its percentage of seniors 65+ living below the poverty level, although at a slower rate than Plover or the County as a whole (see Table 1.19 below).

**Table 1.19: Poverty Comparison, City of Stevens Point, Village of Plover, Portage County**

	City of Stevens Point		Village of Plover		Portage County	
	1989	1999	1989	1999	1989	1999
<b>Persons</b>	<b>19,738</b>	<b>24,551</b>	<b>8,155</b>	<b>10,520</b>	<b>57,805</b>	<b>67,182</b>
Below Poverty Level	4,265 21.6%	3,687 15.0%	531 6.5%	634 6.0%	7,454 12.9%	6,074 9.0%
<b>Persons 65 Years and Over</b>	<b>2,793</b>	<b>2,980</b>	<b>409</b>	<b>683</b>	<b>5,327</b>	<b>7,354</b>
Below Poverty Level	335 12.0%	226 7.6%	61 14.9%	25 3.7%	740 13.9%	561 7.6%
<b>Families</b>	<b>4,443</b>	<b>4,725</b>	<b>2,217</b>	<b>2,882</b>	<b>14,927</b>	<b>16,643</b>
Below Poverty Level	439 9.9%	298 6.3%	97 4.4%	121 4.2%	1,051 7.0%	725 4.4%

Source: U.S. Census Bureau

#### F. Employment Characteristics

Table 1.20 below summarizes employment by industry data provided for the last three census years, for the Urban Area and Portage County overall. This information represents what type of industry that the working residents of the City were employed by, and is not a listing of the employment currently located within Stevens Point. The discussion of the City's economy will take place within the Economic Development Element of this Comprehensive Plan.

**Table 1.20: Summary of Urban Area Resident Employment by Industry**

Industry	Urban Area			Portage County		
	1980	1990	2000	1980	1990	2000
Agriculture, Forestry, Fisheries, Mining	178 <i>1.3%</i>	254 <i>1.5%</i>	177 <i>0.9%</i>	1,816 <i>7.3%</i>	1,755 <i>5.8%</i>	1,241 <i>3.5%</i>
Construction	409 <i>2.9%</i>	492 <i>3.0%</i>	735 <i>3.7%</i>	1,004 <i>4.0%</i>	1,297 <i>4.3%</i>	1,707 <i>4.8%</i>
Manufacturing	2,364 <i>16.6%</i>	2,517 <i>15.3%</i>	2,946 <i>14.9%</i>	4,637 <i>18.6%</i>	5,373 <i>17.8%</i>	6,314 <i>17.7%</i>
Transportation, Warehousing, Utilities	593 <i>4.2%</i>	641 <i>3.9%</i>	901 <i>4.6%</i>	1,214 <i>4.9%</i>	1,511 <i>5.0%</i>	1,948 <i>5.5%</i>
Information	~	~	523 <i>2.6%</i>	~	~	835 <i>2.3%</i>
Communications/ Other Public Facilities	205 <i>1.4%</i>	223 <i>1.4%</i>	~	325 <i>1.3%</i>	367 <i>1.2%</i>	~
Wholesale Trade	448 <i>3.1%</i>	591 <i>3.6%</i>	681 <i>3.4%</i>	885 <i>3.5%</i>	1,026 <i>3.4%</i>	1,235 <i>3.5%</i>
Retail Trade	2,827 <i>19.9%</i>	3,451 <i>21.0%</i>	2,928 <i>14.8%</i>	4,317 <i>17.3%</i>	5,667 <i>18.8%</i>	4,813 <i>13.5%</i>
Finance, Insurance, Real Estate	1,840 <i>12.9%</i>	1,890 <i>11.5%</i>	2,081 <i>10.5%</i>	2,971 <i>11.9%</i>	3,359 <i>11.1%</i>	3,682 <i>10.3%</i>
Professional, Management, Administrative	~	~	1,079 <i>5.5%</i>	~	~	1,627 <i>4.6%</i>
Business and Repair Services	331 <i>2.3%</i>	574 <i>3.5%</i>	~	518 <i>2.1%</i>	941 <i>3.1%</i>	~
Personal Services	~	487 <i>3.0%</i>	~	~	777 <i>2.6%</i>	~
Arts, Entertainment, Recreation Services	425 <i>3.0%</i>	278 <i>1.7%</i>	2,093 <i>10.6%</i>	734 <i>2.9%</i>	388 <i>1.3%</i>	3,005 <i>8.4%</i>
Educational, Health, Social Services	3,836 <i>27.0%</i>	3,751 <i>22.8%</i>	4,512 <i>22.8%</i>	5,331 <i>21.4%</i>	5,617 <i>18.6%</i>	7,192 <i>20.2%</i>
Other	369 <i>2.6%</i>	939 <i>5.7%</i>	629 <i>3.2%</i>	624 <i>2.5%</i>	1,362 <i>4.5%</i>	1,236 <i>3.5%</i>
Public Administration	399 <i>2.8%</i>	375 <i>2.3%</i>	480 <i>2.4%</i>	571 <i>2.3%</i>	710 <i>2.4%</i>	842 <i>2.4%</i>
<b>Total Employed Persons</b>	<b>14,224</b>	<b>16,463</b>	<b>19,765</b>	<b>24,947</b>	<b>30,150</b>	<b>35,677</b>
<b>Unemployed Persons</b>	<b>946</b>	<b>901</b>	<b>1,536</b>	<b>2,013</b>	<b>1,590</b>	<b>2,255</b>
<b>Total Labor Force</b>	<b>15,170</b>	<b>17,364</b>	<b>21,301</b>	<b>26,960</b>	<b>31,740</b>	<b>37,944</b>
<b>Percent Unemployed</b>	<b>6.2%</b>	<b>5.2%</b>	<b>7.2%</b>	<b>7.5%</b>	<b>5.0%</b>	<b>5.9%</b>
<b>Persons 16 Years +</b>	~	<b>27,107</b>	<b>30,375</b>	~	<b>47,202</b>	<b>53,135</b>

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area = Stevens Point, Villages of Plover, Whiting, Park Ridge.

**Table 1.21: Summary of Urban Area Incorporated Community Resident Employment by Industry**

Industry	Stevens Point			V. Plover			V. Whiting			V. Park Ridge		
	1980	1990	2000	1980	1990	2000	1980	1990	2000	1980	1990	2000
Agriculture, Forestry, Fisheries, Mining	122 1.2%	132 1.2%	108 0.9%	37 1.5%	114 2.6%	56 0.9%	17 2.1%	2 0.2%	13 1.5%	2 0.6%	6 2.3%	0 0.0%
Construction	325 3.1%	264 2.4%	451 3.6%	50 2.0%	196 4.4%	240 3.9%	26 3.2%	23 2.7%	33 3.8%	8 2.3%	9 3.4%	11 4.2%
Manufacturing	1,494 14.1%	1,360 12.5%	1,617 12.9%	632 25.4%	971 21.8%	1,102 18.1%	203 24.7%	166 19.4%	202 23.4%	35 10.2%	20 7.6%	25 9.6%
Transportation, Warehousing, Utilities	398 3.8%	384 3.5%	549 4.4%	132 5.3%	199 4.5%	299 4.9%	49 6.0%	49 5.7%	47 5.4%	14 4.1%	9 3.4%	6 2.3%
Information	~	~	346 2.8%	~	~	141 2.3%	~	~	23 2.7%	~	~	13 5.0%
Communications/ Other Public Facilities	175 1.7%	152 1.4%	~	17 0.7%	55 1.2%	~	11 1.3%	14 1.6%	~	2 0.6%	2 0.8%	~
Wholesale Trade	290 2.7%	378 3.5%	336 2.7%	114 4.6%	164 3.7%	298 4.9%	25 3.0%	46 5.4%	33 3.8%	19 5.5%	3 1.1%	14 5.4%
Retail Trade	2,238 21.2%	2,486 22.8%	1,940 15.5%	360 14.5%	756 17.0%	866 14.2%	163 19.9%	170 19.8%	95 11.0%	66 19.2%	39 14.8%	27 10.4%
Finance, Insurance, Real Estate	1,264 12.0%	1,053 9.7%	1,190 9.5%	424 17.1%	681 15.3%	769 12.6%	110 13.4%	122 14.2%	90 10.4%	42 12.2%	34 12.9%	32 12.3%
Professional, Management, Administrative	~	~	729 5.8%	~	~	309 5.1%	~	~	21 2.4%	~	~	20 7.7%
Business and Repair Services	229 2.2%	371 3.4%	~	82 3.3%	147 3.3%	~	10 1.2%	35 4.1%	~	10 2.9%	21 8.0%	~
Personal Services	~	373 3.4%	~	~	88 2.0%	~	~	17 2.0%	~	~	9 3.4%	~
Arts, Entertainment, Recreation Services	322 3.0%	212 1.9%	1519 12.1%	62 2.5%	62 1.4%	475 7.8%	19 2.3%	2 0.2%	82 9.5%	22 6.4%	2 0.8%	17 6.5%
Educational, Health, Social Services	3,103 29.3%	2,735 25.1%	3,047 24.3%	482 19.4%	771 17.3%	1,211 19.9%	142 17.3%	153 17.9%	178 20.6%	109 31.7%	92 34.8%	76 29.2%
Other	288 2.7%	690 6.3%	442 3.5%	48 1.9%	192 4.3%	149 2.4%	20 2.4%	42 4.9%	28 3.2%	13 3.8%	15 5.7%	10 3.8%
Public Administration	325 3.1%	296 2.7%	273 2.2%	46 1.9%	60 1.3%	179 2.9%	26 3.2%	16 1.9%	19 2.2%	2 0.6%	3 1.1%	9 3.5%
<b>Total Employed Persons</b>	<b>10,573</b>	<b>10,886</b>	<b>12,547</b>	<b>2,486</b>	<b>4,456</b>	<b>6,094</b>	<b>821</b>	<b>857</b>	<b>864</b>	<b>344</b>	<b>264</b>	<b>260</b>
<b>Unemployed Persons</b>	<b>744</b>	<b>691</b>	<b>1,301</b>	<b>130</b>	<b>163</b>	<b>215</b>	<b>55</b>	<b>31</b>	<b>20</b>	<b>17</b>	<b>16</b>	<b>0</b>
<b>Total Labor Force</b>	<b>11,317</b>	<b>11,577</b>	<b>13,848</b>	<b>2,616</b>	<b>4,619</b>	<b>6,309</b>	<b>876</b>	<b>888</b>	<b>884</b>	<b>361</b>	<b>280</b>	<b>260</b>
<b>Percent Unemployed</b>	<b>6.6%</b>	<b>6.0%</b>	<b>9.4%</b>	<b>5.0%</b>	<b>3.5%</b>	<b>3.4%</b>	<b>6.3%</b>	<b>3.5%</b>	<b>2.3%</b>	<b>4.7%</b>	<b>5.7%</b>	<b>0.0%</b>
<b>Persons 16 Years +</b>	~	<b>19,343</b>	<b>20,604</b>	~	<b>5,763</b>	<b>7,919</b>	~	<b>1,524</b>	<b>1,451</b>	~	<b>477</b>	<b>401</b>

Source: U.S. Census Bureau, 1980, 1990, 2000 Census.

It should be noted that the method used for classifying industries was changed between the 1990 and 2000 census, and therefore the information included in the industry categories of Tables 1.20 and 1.21 is not entirely consistent for comparison between these years. The tables attempt to place the three census years in a useable context.

## **Section 1.5 Urban Area Forecasts**

### **A. Population**

Table 1.22 lists the 2025 projected populations for the incorporated Urban Area communities and Portage County as a whole. Appendix C details the different methodologies used to create the projections.

**Table 1.22: Population Projections for Urban Area Incorporated Municipalities**

	U.S. Census				State DOA Estimate	Population Projection for	2000 to 2025 Change	
	1970	1980	1990	2000	2005	2025	#	%
Stevens Point	23,479	22,970	23,002	24,551	25,125	29,610	5,059	20.6%
V. Plover *	2,618	5,310	8,176	10,520	11,351	15,579	5,059	48.0%
V. Whiting	1,782	2,050	1,838	1,760	1,689	1,864	104	5.9%
V. Park Ridge	817	643	546	488	464	484	-4	-0.8%
<b>Urban Area</b>	<b>26,078</b>	<b>30,973</b>	<b>33,562</b>	<b>37,319</b>	<b>38,629</b>	<b>47,537</b>	<b>10,218</b>	<b>27.3%</b>
Portage County *	47,541	57,420	61,405	67,182	69,365	78,952	11,770	17.5%

Source: U.S. Census Bureau; State of Wisconsin Dept. of Administration; Portage County Planning and Zoning Department

\* V. Plover and Portage County 2025 projections were provided by Wis. Dept. of Admin.; Stevens Point, Whiting and Park Ridge each used their own projection methodology.

Table 1.23 lists the projected populations for the Towns that are located adjacent to the County's incorporated core. Only certain portions of these Towns are considered to be within the "Urban Area". When taken in their entirety, the incorporated Urban Area communities and surrounding Towns could account for 62,120 (79%) of Portage County residents by 2025. Subsequent chapters of this Plan will refine the boundary between Urban and Rural.

**Table 1.23: Population Projections for Urban Area Towns**

	U.S. Census				State DOA Estimate	Population Projection for	2000 to 2025 Change	
	1970	1980	1990	2000	2005	2025	#	%
Town of Hull	3,124	5,122	5,563	5,493	5,545	6,169	676	12.3%
Town of Plover	3,692	2,330	2,223	2,415	2,444	2,858	443	18.3%
Town of Stockton	1,537	2,208	2,494	2,896	3,016	3,639	743	25.7%
Town of Linwood	773	1,082	1,035	1,111	1,129	1,151	40	3.6%
<b>Adjacent Towns</b>	<b>9,126</b>	<b>10,742</b>	<b>11,315</b>	<b>11,915</b>	<b>12,134</b>	<b>13,817</b>	<b>1,902</b>	<b>16.0%</b>
Portage County	47,541	57,420	61,405	67,182	69,365	78,952	11,770	17.5%

Source: U.S. Census Bureau; State of Wisconsin Dept. of Administration; Portage County Planning and Zoning Department

### **B. Households Projections**

Portage County Planning staff has analyzed the Persons Per Household (PPH) and housing unit vacancy rate trends across the Urban Area over time, and anticipates a future average occupancy rate of 2.39 persons per household and an average vacancy rate of 4% by the year 2025 (see Appendix D for a description of the methodology used for this calculation). When PPH is combined with the anticipated future incorporated population of 47,537 persons, and taking into consideration an average vacancy rate of 4% across the Urban Area, we can project the need for

a total of 20,686 housing units in 2025. If the number of housing units existing in 2000 (14,800) is subtracted from the projected number of housing units in 2025 (20,686) we can anticipate that there will be a need across the incorporated Urban Area for approximately 5,886 new housing units over the next twenty years. Growth within the adjacent Towns would obviously increase this total. These future units can be contained in either single-unit or multiple-unit structures.

### C. Employment Projections

The Wisconsin Department of Workforce Development estimated that in 2004 there were 33,406 jobs in Portage County, with approximately 26,000 being located within the incorporated Urban Area. A 2004 study prepared by University of Wisconsin-Extension analyzing the Portage County economy utilized employment projections of approximately 51,000 for the year 2020. If the current Urban Area percentage of County employment was carried forward, and this County-wide projection was achieved, nearly 14,000 new jobs could be anticipated within the Urban Area within the next 15-20 years.

## **Section 1.6 Urban Area Vision for Quality of Life**

IN 2025, residents of Portage County have much to celebrate. Their quality of life has never been better; the urban and rural areas are thriving; the economy is healthy; and the sense of community is solid and strong. Family life is supported in a number of ways from accessible health care to lifelong educational opportunities and recreation. People care about each other. They work together to sustain and enhance community values, such as strong families, safe communities, responsible citizenship, participatory government, and cultural diversity. Volunteerism is supported and encouraged by individuals, businesses, and community leaders. The County's communities benefit from a strong sense of identity and a profound pride in their past, present and future.

### *Key Vision Ideas for Quality of Life:*

- A high quality of life is found in urban Portage County. The small town atmosphere of the urban area is the foundation of our quality of life.
- Quality of life is specifically measured by benchmarks that are regularly updated by citizens, including such factors as: community safety, volunteerism, availability of health care, accessible natural resources and open space, quality of schools, affordable cost of living, and a supportive community.
- Growth is directed primarily to the urban area, where existing infrastructure can support it.
- Cultural and historic resources are identified and protected.
- Quality of life is enhanced through the coordinated provision of municipal services.
- Neighborhood parks provide opportunities for family recreation close to home.
- An excellent educational system provides comprehensive learning opportunities for residents of all ages.
- Aesthetic considerations are made in development decisions to address light and sound pollution issues, as well as billboard and communication tower placement.

### **Section 1.7 Urban Area Conclusions/Issues**

- The Urban Area Comprehensive Plan Steering Committee should remain intact beyond its charge for drafting the Comprehensive Plan, to discuss issues of area-wide impact and importance.
- Annexation is a sensitive and important subject for both the incorporated municipalities and the Towns, and formal procedures for joint talks between individual municipalities will be recommended by this plan for implementation.
- Low-income residents are concentrated within the City of Stevens Point.