



## **CHAPTER 4**

### Issues and Opportunities



## CHAPTER 4: ISSUES AND OPPORTUNITIES

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## CHAPTER 4: ISSUES AND OPPORTUNITIES

### INTRODUCTION

The Issues and Opportunities chapter provides information regarding the socioeconomic conditions and growth patterns within the Village of Hortonville. This information aids in defining existing problems and identifying available socioeconomic resources. Changes in population and household characteristics combined with existing development patterns and policy choices will determine how well the Village of Hortonville will be able to meet the future needs of its residents and the 14 comprehensive planning goals established by the Wisconsin Legislature.

### INVENTORY AND ANALYSIS

The following section provides an inventory and assessment of demographic and economic trends as required by Wisconsin's Smart Growth legislation. Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates, some areas and subjects must be compared with caution or not compared at all.

### Population Trends

#### *Historic Population*

***The Village of Hortonville has experienced a steady rate of population growth over the past 60 years, as seen in Table 4-1, growing from 1,081 persons in 1950 to 2,711 persons in 2010.*** Between 1950 and 2010, the population of the Village of Hortonville grew by approximately 151 percent, outperforming Outagamie County and the State of Wisconsin with growth rates of 116 percent and 66 percent respectively for the same time period. The Village of Hortonville experienced significant population increase during the 1950's (26.45%) and 1970's (32.3%). By far, the 1970's marked the Village's largest population increase in the last 60 years. During this time period, the Village was a local center for retail trade and manufacturing employment, with the both the cannery and toy manufacturer in full operation.<sup>1</sup>

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<sup>1</sup> Village of Hortonville Comprehensive Plan, August 2003.

**Table 4-1: Historic Population Growth, 1950-2010**

	1950	1960	1970	1980	1990	2000	2010
<b>Village of Hortonville</b>	<b>1,081</b>	<b>1,366</b>	<b>1,524</b>	<b>2,016</b>	<b>2,029</b>	<b>2,357</b>	<b>2,711</b>
Outagamie County	81,722	101,794	119,398	128,730	140,510	161,091	176,695
Wisconsin	3,434,575	3,951,777	4,417,821	4,705,642	4,891,769	5,363,715	5,686,986
		<b>% Change 1550-1960</b>	<b>% Change 1960-1970</b>	<b>% Change 1970-1980</b>	<b>% Change 1980-1990</b>	<b>% Change 1990-2000</b>	<b>% Change 2000-2010</b>
<b>Village of Hortonville</b>	-	<b>26.4%</b>	<b>11.6%</b>	<b>32.3%</b>	<b>0.6%</b>	<b>16.2%</b>	<b>15.0%</b>
Outagamie County	-	24.6%	17.3%	7.8%	9.2%	14.6%	9.7%
Wisconsin	-	15.1%	11.8%	6.5%	4.0%	9.6%	6.0%

Source: U.S. Census, 1950-2010

**During the last three decades (1980 – 2010), population growth in the Village was outpaced by the adjoining towns of Dale (68.6%), Ellington (47.9%) and Greenville (211.5%) as well as Outagamie County (37.3%), illustrated in Table 4-2 below.**

**Table 4-2: Recent Population Growth, 1980-2010**

	1980	1990	2000	2010	% Change 1980-1990	% Change 1990-2000	% Change 2000-2010
<b>V. Hortonville</b>	<b>2,016</b>	<b>2,029</b>	<b>2,357</b>	<b>2,711</b>	<b>0.6%</b>	<b>16.2%</b>	<b>15.0%</b>
T. Dale	1,620	1,818	2,288	2,731	12.2%	25.9%	19.4%
T. Ellington	1,865	2,099	2,535	2,758	12.5%	20.8%	8.8%
T. Greenville	3,310	3,806	6,844	10,309	15.0%	79.8%	50.6%
T. Hortonia	869	883	1,063	1,097	1.6%	20.4%	3.2%
C. Appleton (pt.)	53,424	56,177	58,301	60,045	5.2%	3.8%	3.0%
Outagamie County	128,730	140,510	161,091	176,695	9.2%	14.6%	9.7%
Wisconsin	4,705,642	4,891,769	5,363,715	5,686,986	4.0%	9.6%	6.0%

Source: U.S. Census, 1980-2010

In comparison to surrounding towns (1.6% to 15.0%), Outagamie County (9.2%) and the state (4.0%), the Village realized much slower population growth during the 1980's (0.6%). This was caused by the convergence of several factors. Like many small towns, the Village's downtown suffered as retail shopping preferences shifted and consumers left for nearby shopping centers and indoor malls. This loss may have been aggravated by the opening of the Fox River Mall in the Town of Grand Chute during the 1970's. Additionally, the service area of the Village's wastewater treatment facility was frozen for twelve years due to limited plant capacity and the need for Wisconsin Department of Natural Resources mandated plant upgrades. Finally, when energy prices sharply increased and the economy moved into a recession, Hortonville lacked the momentum necessary to bring in growth.

During the 1990's, the Village experienced larger population gains than the county (14.6%) and the state (9.6%), but less population growth than the surrounding towns (20.4% to 79.8%).

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Growth in the Town of Greenville (79.8%) vastly outpaced the other surrounding towns, the county and the state.

During the 2000's, population growth in Hortonville outpaced all but the towns of Dale and Greenville. This was a decade of expansion for the Village. Between 2001 and 2005, 408 acres were annexed into the Village and 193 building permits were issued. Most of these permits were issued in the first half of the decade; 165 building permits between 2000 and 2005. Hortonville, similar to other communities in Wisconsin and the nation, experienced an economic downturn in the latter part of the decade. As a result, overall population growth between 2000 and 2010 was slightly less than originally projected.

### **Population Forecast**

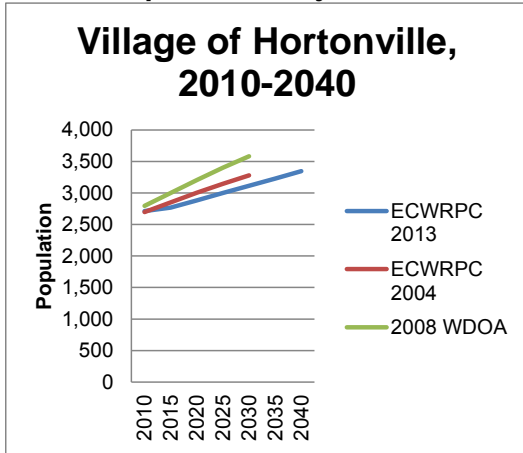
Population projections can provide extremely valuable information for community planning but have particular limitations. Population projections are typically based on historical growth patterns and the composition of the current population base. To a large extent the reliability of the projections is dependent on the continuation of past growth trends. Population growth is more difficult to predict in a community such as Hortonville where the growth is heavily dependent on migration, as migration rates may vary considerably based on various push and pull factors located outside of the community.

Continued population growth will result in an increase in demand for services and land consumption. The density of settlement coupled with the amount and location of land consumed for housing, commercial, and industrial uses may impact the cost of Village services.

Population projections for the Village of Hortonville were last provided by the Wisconsin Department of Administration (WDOA) in 2008, based on the 2000 U.S. Census and 2005 estimates (Appendix F, Table F-2). Recently, the WDOA released 2020 population projections for counties in Wisconsin (Appendix F, Table F-3). However, projections for municipalities are not due to be released until 2014. ECWRPC utilizes population projections supplied by WDOA to determine population projections for all counties and municipalities in the East Central region. ECWRPC last prepared population projections for the east region in 2004, based on the 2000 U.S. Census (Appendix F, Table F-1).

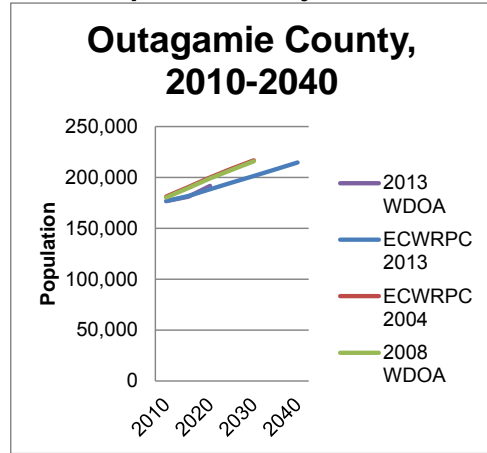
A comparison of historic population projections by WDOA (Appendix F, Table F-2) and ECWRPC (Appendix F, Table F-1) to the 2010 U.S. Census reveals that ECWRPC's projections were within a reasonable range of actual population counts in 2010. Utilizing historic population estimates, ECWRPC revised population projections for the Village of Hortonville and Outagamie County based on the 2010 U.S. Census (Appendix F, Table F-4; Figure 4-1 and 4-2). **Therefore in 2040, the population of the Village of Hortonville is anticipated to increase by 634 people, from 2,711 to 3,345 (23.4%).** At the same time, the population of Outagamie County is expected to increase by 37,869 people or from 176,695 to 214,564 (21.1%).

**Figure 4-1: Village of Hortonville Population Projections**



U.S. Census 201; ECWRPC 2004, 2013; WDOA 2008

**Figure 4-2: Outagamie County Population Projections**



U.S. Census 201; ECWRPC 2004, 2013; WDOA 2008, 2013

**Population Density**

Population density reflects the degree of urbanization of a community as well as the impacts on demand and cost effectiveness of the provision of urban services. Population density is calculated as the number of people per square mile of land area excluding surface water.

**Table 4-3: Population Density, 2000 and 2010**

Municipality	2000			2010		
	Land Area Sq. Miles	Pop	People per Sq. Mile	Land Area in Sq. Miles	Pop	People per Sq. Mile
<b>Village of Hortonville</b>	<b>2.71</b>	<b>2,357</b>	<b>869.7</b>	<b>3.47</b>	<b>2,711</b>	<b>781.3</b>
Town of Ellington	34.86	2,535	72.7	34.63	2,758	79.6
Town of Hortonville	19.19	1,063	55.4	18.25	1,097	60.1
Town of Greenville	35.79	6,844	191.2	35.72	10,309	288.6
Town of Dale	30.44	2,288	75.2	30.37	2,731	89.9
Town of Liberty	30.63	834	27.2	29.39	867	29.5
Village of Shiocton	1.65	954	578.2	1.56	921	590.4
City of Seymour	2.53	3,335	1,318.2	2.67	3,451	1,292.5
Village of Black Creek	1.04	1,192	1,146.2	1.03	1,316	1,277.7
Outagamie County	640.34	161,091	251.6	637.52	176,695	277.2

Source: U.S. Census, 2000, 2010. ECWRPC, 2013

**From 2000 to 2010, the overall population density of the Village of Hortonville decreased from 869.7 persons per square mile in 2000 to 781.3 persons per square mile in 2010 (Table 4-3).** Population density decrease can be attributed to the annexation of 0.76 square



miles of land into the Village, the large lot development in newer areas of the Village and the percentage of undeveloped land (56.7 %)².

In comparison to adjacent municipalities and similar size rural communities in Outagamie County, the City of Seymour was the only other community to experience a loss in population density. All other adjoining towns, villages and Outagamie County listed in Table 4-3, gained in population density. It should be noted that while these communities experienced a gain in population, a corresponding gain in land area was not seen.

### **Age Distribution**

The age structure of a population impacts the service, housing, and transportation needs of a community. ***In 2010, the median age of the residents of the Village of Hortonville was 36.7*** (Table 4-4). This is younger than the Outagamie County median age of 37.1 and the State of Wisconsin median age of 38.5. Reflecting state and national trends, the Village of Hortonville's population has aged slightly since 2000 when the median age was 33.7 years.

**Table 4-4: Percent of Population by Age Cohort, 2000 and 2010**

2000	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 and older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
<b>V. Hortonville</b>	<b>7.2%</b>	<b>24.9%</b>	<b>5.2%</b>	<b>31.3%</b>	<b>20.8%</b>	<b>10.6%</b>	<b>2,357</b>	<b>33.7</b>
Outagamie County	6.9%	23.5%	6.1%	31.9%	20.7%	10.9%	160,971	34.4
Wisconsin	6.4%	22.2%	6.7%	29.5%	22.2%	13.1%	5,363,675	36.0
2010	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 and older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
<b>V. Hortonville</b>	<b>6.8%</b>	<b>22.5%</b>	<b>5.1%</b>	<b>29.0%</b>	<b>25.2%</b>	<b>11.4%</b>	<b>2,711</b>	<b>36.7</b>
Outagamie County	6.6%	21.1%	6.1%	27.2%	27.2%	11.8%	176,695	37.1
Wisconsin	6.3%	20.1%	6.8%	25.5%	27.7%	13.7%	5,686,986	38.5

Source: U.S. Census 2010, DP-1

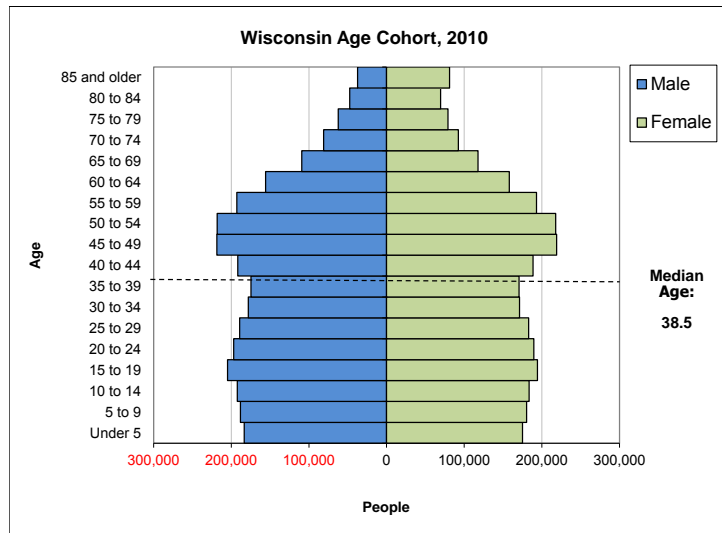
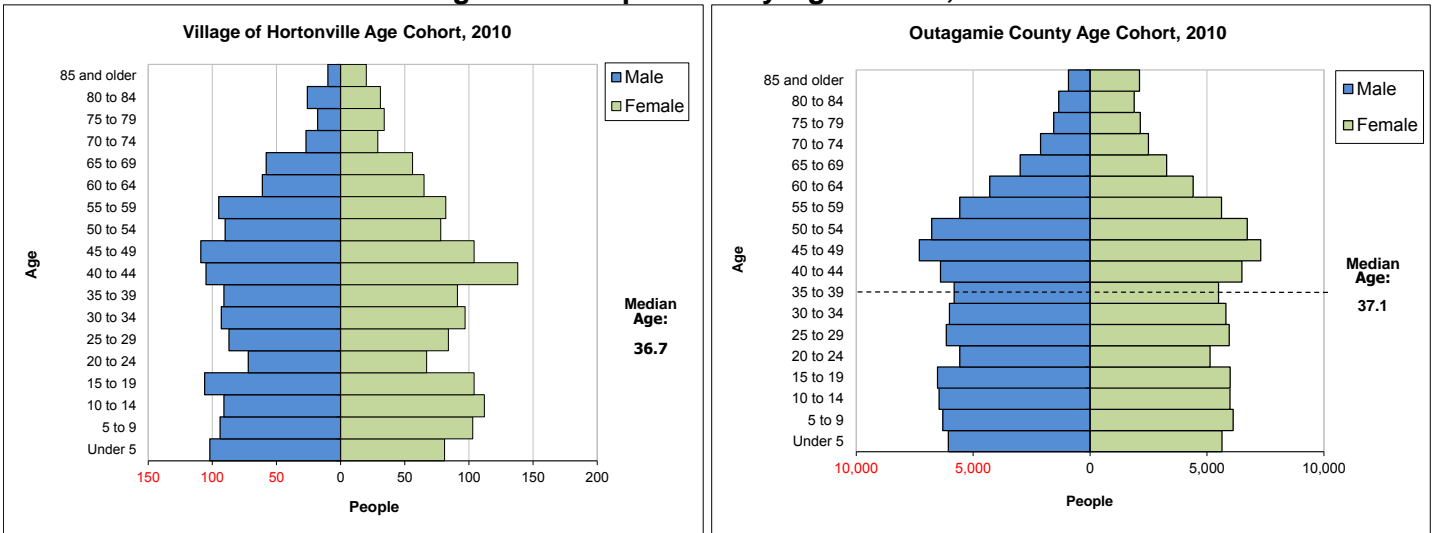
***The child bearing population (25 to 44) comprised the Village's largest age cohort in both 2000 (31.3%) and 2010 (29.0%).*** The next largest age cohort in the Village was school age children (5 to 19) in 2000 (24.9%) and baby boomer population (45 to 64) in 2010 (25.2%). Reflecting the aging population, the percent of population in the 0-19, 20-24, and 25-44 cohorts decreased between 2000 and 2010, while the portion of the population in the 45-64, 65 and older cohorts increased (Table 4-4).

Similar to the Village, in 2000, the child bearing population (25-44) comprised the largest age cohort in Outagamie County (31.9%) and the state (29.5%). Again, like the Village, the second largest age cohort in Outagamie County was the school age population (5 to 19, 23.5%), while the second largest age cohort in the state was both the school age population (5 to 19, 22.2%) and the baby boomers (45 to 64, 22.2%). Unlike the Village, in 2010, the largest age cohort in the state was the baby boomer (45 to 64, 27.7%), while the largest age cohort in the county was both the child bearing population (25 to 44, 27.2%) and the baby boomer population (45 to 64, 27.7%).

² Note, not all land within the Village is developable.

Females outnumbered males in every jurisdiction in 2010 (Figure 4-3). Unlike the state or county, within the Village the ratio of males to females fluctuated between which gender was in majority until the age cohort 70 to 74, where females became the majority. Within the state, males made up the majority population through the 40 to 44 age cohort, and then the majority varied between male and female until the 55 to 59 age cohort, where females dominated. The county followed a similar distribution of male versus female with the state.

**Figure 4-3: Population by Age Cohort, 2010**



Source: U.S. Census 2010, DP-1

## Household Structure and Trends

### Household Size

Household size and alterations in household structure provide a method to analyze the potential demand for housing units. The composition of a household coupled with the level of education, training, and age also impacts the income potential for the particular household. These characteristics can also determine the need for services such as child care, transportation, and

other personal services. Decreases in household size create a need for additional housing units and accommodating infrastructure, even if there is not an increase in the overall population.

**Household size in the Village of Hortonville has decreased from 2.7 persons per household in 2000 to 2.59 persons per household in 2010** (Table 4-5). A decrease in the average household size also occurred at the state and county levels. During the same time period the average household size in Outagamie County decreased from 2.61 persons per household to 2.49 persons per household and the average household size in Wisconsin decreased from 2.50 to 2.43 persons per household.

The Village of Hortonville's average household size has remained slightly higher than both the county and the State of Wisconsin, reflecting the Village's higher percentage of family households, and family households with children under 18, and a smaller percentage of the households living alone (Table 4-5; Appendix F, Table F-5).

**Table 4-5: Households and Persons per Household, 2000 and 2010**

	2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH
<b>Village of Hortonville</b>	<b>871</b>	<b>2.7</b>	<b>1,045</b>	<b>2.59</b>
Outagamie County	60,530	2.61	69,648	2.49
Wisconsin	2,084,544	2.5	2,279,768	2.43

Source: U.S. Census: 2000 & 2010, DP-1

### **Household Composition**

**In 2000 (72.9%) and 2010 (73.3%), about three-quarters of the households in the Village of Hortonville were family households** (Table F-5, Appendix F). During both years, the Village had a higher percentage of family households in comparison to the county (69.7%, 67.5%) and the state (66.5%, 64.4%), and a smaller percentage of family households compared to the surrounding towns<sup>3</sup>. Individuals' age 65 years old and older made up about 20 percent (20.2%) of the households in the Village in 2000 and 21 percent (20.7%) in 2010, reflecting the aging of the population. This was greater than the surrounding towns and county and less than the state. By 2010, the portion of households with individuals 65 years old and older increased in all jurisdictions; however the increase was seen more sharply in the Town of Hortonville.

Households are composed of family households (married couple and male or female, no spouse present) and nonfamily households (Table F-6, Appendix F). In 2000, the percentage of married couple families was greater in the Village (60.5%) than in the county (58.9%) and the state (53.2%), but lower than the surrounding towns (75.4% to 79.1%). Between 2000 and 2010, the percentage of married couples decreased in the Village of Hortonville (3.4%) and the remaining jurisdictions, as the percentage of single parent families increased. **Married couple families (husband and wife) made over half (57.1%) of the family households in the Village of Hortonville in 2010, compared to 54.4 percent in Outagamie County and 49.6 percent in the state.** In comparison, traditional husband-wife families comprised about three-quarters (72.2% to 76.1%) of all families in the surrounding towns.

<sup>3</sup> In 2000, the percent of family households varied from 82.0% in the Town of Hortonville to 84.2% in the Town of Greenville. Similarly, in 2010, the percentage of family households in the surrounding towns varied from 80.1% in the towns of Ellington and Hortonville and 84.1% in the Town of Dale).

## Household Forecasts

In previous household forecasts, ECWRPC has relied on county and minor civil division (MCD) persons per household (pphh) projections from WDOA to adjust future household growth to reflect modifications to population forecasts. However, at this time, MCD level pphh information utilizing 2010 U.S. Census data has not formally been released by WDOA. Therefore, for planning purposes, staff found it necessary to develop a temporary alternative methodology for forecasting households in the Village of Hortonville based on ECWRPC's 2013 preliminary population projections (Table F-4).

Total population figures include not only persons in households, but also persons in group quarters<sup>4</sup>. As the population ages during the projection period, it is likely that the persons in group quarters will increase over time. This increase will come from not only the elderly component of the population, but also from the disabled component of the population as aging parents will no longer be able to care for disabled offspring. Therefore, ECWRPC followed previous methodology and increased the number of persons in group quarters by holding the proportion of persons in group quarters constant through the projection period.

Utilizing the annual average change in number of households in the last three Census counts (1990, 2000 and 2010), ECWRPC assumed that the number of households would increase by 17 units per year until 2040. The projected number of persons per household was determined by dividing the population (not including those in group quarters) by the projected number of households.

Based on anticipated growth trends, the Village of Hortonville's population is expected to continue to increase through 2040 (Table F-4). During this same time period, **the number of households is expected to increase by about 50 percent (49.67%) from 1,045 in 2010 to 1,564 in 2040 (Table 4-6)**. The large increase in the number of households is expected to result from a decrease in household size and an increase in population. Between 2010 and 2040 it is anticipated that the household size will decrease from 2.59 persons per household to 2.13.

**Table 4-6: Household Projections, 2010 - 2040**

	2010	2015	2020	2025	2030	2035	2040
No. HH	1,045	1,132	1,218	1,305	1,391	1,478	1,564
Persons per HH	2.59	2.44	2.36	2.29	2.23	2.18	2.13

*Source: U.S. Census: 2010, DP-1; ECWRPC 2013*

Since WDOA has not yet released population or household projections by MCD, ECWRPC was unable to follow previous methodology for projections. ECWRPC will be revising preliminary

<sup>4</sup> Group Quarters, as defined by the 2010 U.S. Census, "is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories."

projections throughout the region following the release of WDOA's population and household projections.

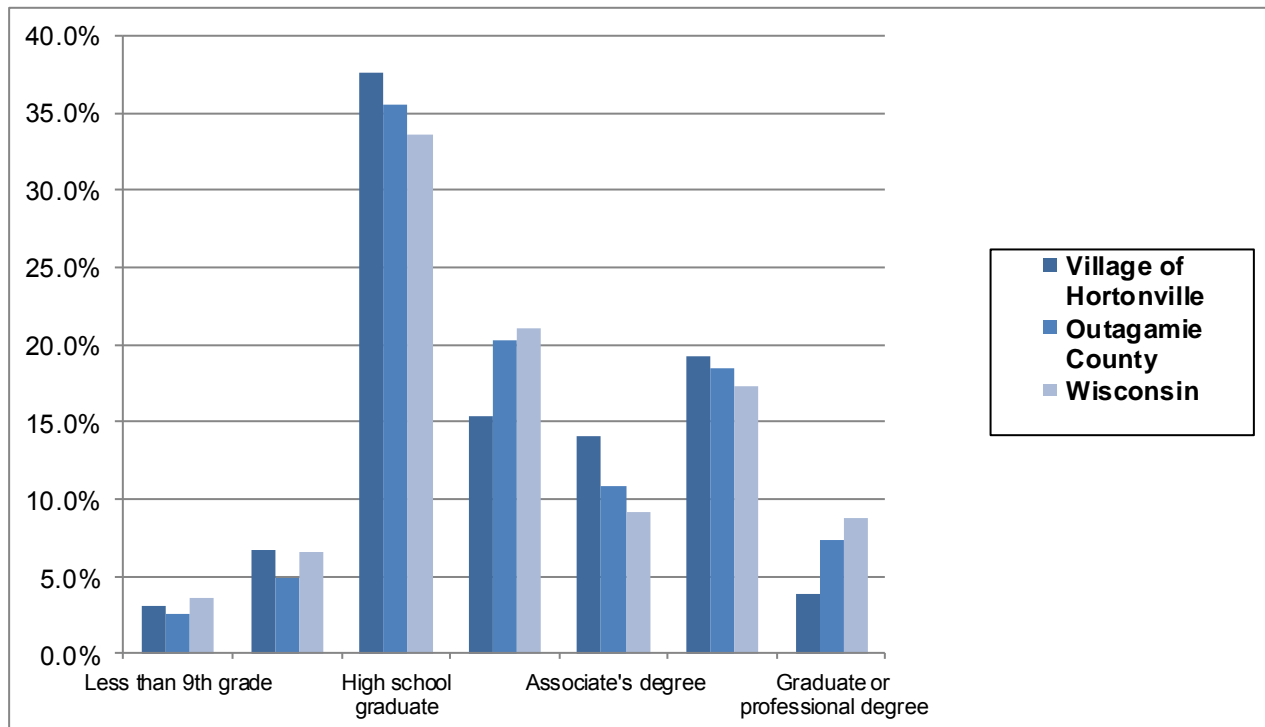
## Income and Education

The U.S. Census Bureau reports that an individual with a bachelor's degree can expect to earn \$2.1 million over the course of a career, nearly double what the expected earnings are for a high school graduate. The results of the Census Bureau's study demonstrate that there is a definite link between earning potential and education.

### *Educational Attainment*

**The 2007-2011 American Community Survey 5-Year Estimates**, as depicted in Figure 4-4 and shown in Table F-7, Appendix F, **indicate that the Village of Hortonville had a slightly higher percentage of residents age 25 or older who graduated from high school or higher (90.2%) than the state (89.8%), but lagged behind the county (92.5%).** Even though the Village (23.1%) lags behind the state (26.0%) and county (25.8%) on the number of residents that hold a bachelor degree or higher; it does have a higher percentage of residents that hold an associate degree (14.2% compared to 10.9% of county residents and 9.1% of state residents).

**Figure 4-4: Percent Educational Attainment, 2007-2011 ACS 5-Year Estimates**



Source: U.S. Census, 2007-2011 American Community Survey 5-Year Estimates, DP02

Between 2000 and the 2007-2011 5 Year Estimates, the percentage of high school graduates or higher, and the percentage of residents receiving a bachelor degree or higher, increased in all jurisdictions (Table 4-7). While the share of residents receiving a high school degree or higher

increased in the Village between the two time periods, the percentage of high school graduates or higher continued to lag behind the county and surrounding towns.

**The share of residents holding a bachelor's degree or higher increased by 6.2 percent between 2000 (16.9%) and the 2007-2011 5 Year Estimates (23.1%).** As a result, the portion of Village residents with a bachelor degree or higher surpassed the percentage in the towns of Dale (18.9%) and Ellington (20.7%) and was more comparable to the county (25.8%) and the state (26.0%).<sup>5</sup>

**Table 4-7: Graduation Rates, 2000 and 2007-2011 ACS 5-Year Estimates**

	Percent High School Graduate or Higher			Percent Bachelor's Degree or Higher		
	2000	2007-2011 5-Yr Est.	Percent Change	2000	2007-2011 5-Yr Est.	Percent Change
<b>V. Hortonville</b>	<b>86.9%</b>	<b>90.2%</b>	<b>3.3%</b>	<b>16.9%</b>	<b>23.1%</b>	<b>6.2%</b>
T. Dale	88.5%	92.3%	3.8%	18.4%	18.9%	0.5%
T. Ellington	87.9%	93.8%	5.9%	7.2%	20.7%	13.5%
T. Greenville	93.2%	94.7%	1.5%	26.4%	33.9%	7.5%
T. Hortonville	89.5%	94.6%	5.1%	23.8%	24.5%	0.7%
Outagamie County	88.1%	92.5%	4.4%	22.5%	25.8%	3.3%
Wisconsin	85.1%	89.8%	4.7%	22.4%	26.0%	3.6%
United States	80.4%	85.4%	5.0%	24.4%	28.2%	3.8%

Source: U.S. Census 2000; 2007-2011 American Community Survey 5-Year Estimates, DP02

### **Income Levels**

Income includes both earned and unearned income. Earned income includes money earned through wages, salaries, and net self-employment income (including farm income). Unearned income includes money from interest, dividends, rent, Social Security, retirement income, disability income, and welfare payments.<sup>6</sup> **According to the 2007-2011 American Community Survey, the vast majority, approximately 85.1 percent (+/-3.7%), of households derive income from earnings in the Village of Hortonville.** This is reflective of the percent (10.6%) of Village population in the age 65 or older age cohort. Since a somewhat large percentage of Hortonville household income is from earnings, access to employment opportunities is a strong determinant in meeting the income needs of the residents. Even though a large percentage of households rely on earnings, a significant percentage (21.3%/+/-3.9%) utilize social security income and retirement income (13.5%/+/-4.2%). As a result, **the average household income (\$73,507 +/--\$4,565) is less than the average earnings per household (\$75,372 +/- \$5,227).**

Three commonly used income measures are median household income, median family income and per capita income. Median income is derived by examining the entire income distribution and calculating the point where one-half of the incomes fall below that point, the median, and one-half above that point. For households and families, the median income is based on the total number of households or families, including those with no income.

<sup>5</sup> The exception was the Town of Greenville, where a third of the residents had a bachelor degree or higher.

<sup>6</sup> U.S. Census Bureau.

**The Village of Hortonville's median household income in 1999 was \$51,635; this was higher than both Outagamie County's median income of \$49,613 and the State of Wisconsin's median income of \$43,791** (Table 4-8). Although the median household income for all jurisdictions increased between 1999 and 2007-2011, the Village of Hortonville's median household income grew by 41 percent, while Outagamie County had an increase of 15 percent and Wisconsin experienced an increase of 20 percent.

**Table 4-8: Comparative Income Characteristics, 1999 and 2007-2011, 5 Year Estimates**

	Median HH. Income			Median Family Income			Per Capita Income		
	1999	2007-2011 5-Yr Est.		1999	2007-2011 5-Yr Est.		1999	2007-2011 5-Yr Est.	
		Estimate	MOE +/-		Estimate	MOE +/-		Estimate	MOE +/-
<b>Village of Hortonville</b>	<b>\$51,635</b>	<b>\$72,925</b>	<b>\$5,573</b>	<b>\$55,298</b>	<b>\$74,194</b>	<b>\$4,125</b>	<b>\$20,277</b>	<b>\$25,806</b>	<b>\$1,529</b>
Outagamie County	\$49,613	\$57,190	\$932	\$57,464	\$70,322	\$1,295	\$21,943	\$27,573	\$471
Wisconsin	\$43,791	\$52,374	\$177	\$52,911	\$66,065	\$274	\$21,271	\$27,192	\$119

Source: U.S. Census 2000, STF3A; 2007-2011 American Community Survey 5-Year Estimates, DP03

The median family income also increased for all three jurisdictions. The Village of Hortonville's median family income (34%) experienced a larger increase than at the state level (25%) or the county level (22%). **The 2007-2011 Village of Hortonville median family income was \$74,194, which was a significant increase from the 1999 median family income of \$55,298.**

As depicted in Table 4-7, the Village of Hortonville had a higher median household income than the state and county in both time frames; a higher median family income than the state in 1999 and 2007-2011 and higher median family income than the county in 2007-2011; and a lower per capita income than the state and county in both time frames.

While the per capita income in the Village of Hortonville remained lower than the average per capita income in Outagamie County and the State of Wisconsin in 1999 and 2007-2011, the percent increase in the Hortonville per capita income between 1999 and 2007-2011 was greater than the increase experienced at the county level and slightly less than at the state level. **In 2007-2011, the per capita income in Hortonville was \$25,806, an increase of 27 percent from 1999.**

### **Poverty Status**

The poverty level is determined by the U.S. Census Bureau based on current cost of living estimates adjusted for household size. In 2000, the poverty threshold for a family of four with two children was a household income of \$17,463. By 2010, the poverty threshold for a family of four with two children had increased to \$22,113<sup>7</sup>.

**According to the American Community Survey 5 Year Estimates, in 2007-2011 4.2 percent (+/-2.8%) of the Village of Hortonville's population was living below the poverty line.** This is significantly less than Outagamie County (8.3%+/-0.8%) and the State of Wisconsin (12.0%+/-0.2%). Between 1999 and 2007-2011, the percentage of people living below the poverty line declined for the Village of Hortonville, but increased in Outagamie County and the

<sup>7</sup> U.S. Census Bureau, 2000 and 2010 Poverty Thresholds.

State of Wisconsin. In 1999, 6.9 percent of the Village's residents were living below the poverty line, while 4.7 percent of Outagamie County residents were, and 8.7 percent of residents of the State of Wisconsin were living below the poverty line.

***Approximately 4 percent (+/-2.9%) of families lived below the poverty level in the Village of Hortonville, according to the American Community Survey 5 Year Estimates for 2007-2011.*** This was less than the share of families in Outagamie County (5.5%+/-0.7%) and Wisconsin (8.0%+/-0.1%). Between 1999 and 2007-2011, the percentage of families living below the poverty level declined in the Village, but increased in Outagamie County and the state. In 1999, 4.4 percent of families lived below the poverty level in the Village of Hortonville compared to 2.9 percent of the families living in Outagamie County and 5.6 percent of the families living in Wisconsin<sup>8</sup>.

## KEY ISSUES AND OPPORTUNITIES SUMMARY POINTS

- The Village of Hortonville has experienced a steady rate of population growth over the past 60 years, growing from 1,081 persons in 1950 to 2,711 persons in 2010.
- During the last three decades (1980 – 2010), population growth in the Village was outpaced by the adjoining towns of Dale (68.6%), Ellington (47.9%) and Greenville (211.5%), as well as Outagamie County (37.3%).
- In 2040, the population of the Village of Hortonville is anticipated to increase by 634 people, from 2,711 to 3,345 (23.4%).
- From 2000 to 2010, the overall population density of the Village of Hortonville decreased from 869.7 persons per square mile in 2000 to 781.3 persons per square mile in 2010.
- In 2010, the median age of the residents of the Village of Hortonville was 36.7.
- The child bearing population (25 to 44) comprised the Village's largest age cohort in both 2000 (31.3%) and 2010 (29.0%).
- Household size in the Village of Hortonville has decreased from 2.7 persons per household in 2000 to 2.59 persons per household in 2010.
- In 2000 (72.9%) and 2010 (73.3%), about three-quarters of the households in the Village of Hortonville were family households.
- Married couple families (husband and wife) made over half (57.1%) of the family households in the Village of Hortonville in 2010, compared to 54.4 percent in Outagamie County and 49.6 percent in the state.
- The number of households is expected to increase by about 50 percent (49.67%) from 1,045 in 2010 to 1,564 in 2040.
- The 2007-2011 American Community Survey 5-Year Estimates indicate that the Village of Hortonville had a slightly higher percentage of residents age 25 or older who graduated from high school or higher (90.2%) than the state (89.8%), but lagged behind the county (92.5%).
- The share of residents holding a bachelor's degree or higher increased by 6.2 percent between 2000 (16.9%) and the 2007-2011 5 Year Estimates (23.1%).
- According to the 2007-2011 American Community Survey, the vast majority, approximately 85.1 percent (+/-3.7%), of households derive income from earnings in the Village of Hortonville.
- The average household income (\$73,507 +/- \$4,565) is less than the average earnings per household (\$75,372 +/- \$5,227).

<sup>8</sup> U.S. Census 2000 Summary File 3 (SF 3) - Sample Data



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- The Village of Hortonville's median household income in 1999 was \$51,635; this was higher than both Outagamie County's median income of \$49,613 and the State of Wisconsin's median income of \$43,791.
  - The 2007-2011 Village of Hortonville median family income was \$74,194, which was a significant increase from the 1999 median family income of \$55,298.
  - In 2007-2011, the per capita income in Hortonville was \$25,806, an increase of 27 percent from 1999.
  - According to the American Community Survey 5 Year Estimates, in 2007-2011 4.2 percent (+/-2.8%) of the Village of Hortonville's population was living below the poverty line.
  - Approximately 4 percent (+/-2.9%) of families lived below the poverty level in the Village of Hortonville, according to the American Community Survey 5 Year Estimate for 2007-2011.

## **GOALS, STRATEGIES AND RECOMMENDATIONS**

The goals, strategies and recommendations for the Issues and Opportunities element are provided in Chapter 2: Plan Framework.

## **POLICIES AND PROGRAMS**

Policies and programs related to the Issues and Opportunities element can be found in Appendix E.

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