

Chapter VII

POPULATION, HOUSEHOLD, AND EMPLOYMENT PROJECTIONS

INTRODUCTION

The future demand for land, housing, transportation facilities and services, and other community facilities that the comprehensive plan must address is directly related to future population, household, and employment levels. The projection of future population, household, and employment levels is, therefore, an essential step in the comprehensive planning process. This chapter, presents projections of population, households, and employment through the year 2035 that are intended to serve as a basis for preparing the multi-jurisdictional comprehensive plan.

This chapter begins with an overview of the projections of population, households, and employment for Walworth County prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) for the year 2035. The SEWRPC projections are intended to provide a frame of reference for Walworth County and the 13 towns participating in the multi-jurisdictional planning effort in the selection of population, household, and employment projections for the plan. The second part of this chapter presents community-level projections of population, households, and employment ultimately selected by each of the 13 participating towns.

SEWRPC PROJECTIONS FOR WALWORTH COUNTY

In 2004, the Regional Planning Commission prepared a set of population, household, and employment projections for the Southeastern Wisconsin Region and its seven counties, looking ahead to the year 2035. As in prior projection efforts, the Commission prepared a range of projections: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the year 2035 regional land use plan. The high and low projections are intended to provide an indication of population, household, and employment levels that could conceivably be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios. This section presents the SEWRPC population, household, and employment projections for Walworth County, with primary focus on the intermediate-level projections.

¹Current and historic trend data which provide part of the basis for the projections are presented for Walworth County and cities, villages, and towns in the County in Chapter II of this report.

SEWRPC County-Level Population Projections

The SEWRPC intermediate population projection envisions that there will be a modest increase in birth rates and a modest increase in life expectancy in Walworth County and the Southeastern Wisconsin Region in the coming decades. The intermediate projection envisions that Walworth County and the Region overall would experience a relatively stable migration pattern, similar to that which is estimated to have occurred during the early 2000s. The migration assumptions for the intermediate projection reflect the conclusion—from a concurrent SEWRPC economic study—that, overall, the economy of the Region would not likely significantly increase or decrease in strength relative to other areas of the State or Nation.²

The SEWRPC high and low population projections reflect different assumptions about the future strength of the regional economy. The high population projection assumes a significantly more competitive regional economy, with increased population in-migration in response to a heightened demand for workers. The low projection assumes a stagnating regional economy, resulting in population out-migration as workers move to areas experiencing stronger economic growth.

The SEWRPC population projections for Walworth County are presented in Table VII-1. Under the intermediate projection, the County population would increase by 48,000 persons, or 52 percent, over the 35-year projection period, from 92,000 persons in 2000 to 140,000 persons in 2035. Under the high projection, the County population would increase by 56,400 persons, or 61 percent, to 148,400 persons in 2035. Under the low projection, the County population would increase by 31,200 persons, or 34 percent, to 123,200 persons in 2035. All three projections indicate substantial growth in the County population. This is attributable, in part, to an expected continuation of an “Illinois influence,” characterized by persons from Northeastern Illinois seeking residences in Wisconsin.

SEWRPC projections indicate that changes may be expected in the age composition of the population in the coming decades. The projected age composition under an intermediate growth scenario for Walworth County is presented in Table VII-2. Particularly noteworthy is the expected influence of the large baby-boom generation on the future age structure. By 2030, all baby-boomers will be 65 years of age or older. Persons age 65 and over would account for 18 percent of the County population in 2035, compared to 13 percent in 2000. Changes in age composition of the population may be expected to have many impacts, ranging from impacts on housing needs to impacts on the available labor force, particularly as baby-boomers move into their retirement years.

SEWRPC County-Level Household Projections

SEWRPC projections of households for Walworth County to the year 2035 were derived from the population projections described above, along with projections of future household size and the proportion of the total population living in housing units as opposed to group quarters. Commission projections indicate that the average size of households throughout the Region including Walworth County may be expected to continue to decrease in the years ahead, though not as rapidly as in the past. In Walworth County, the average household size is projected to decrease by 4 percent, from 2.57 persons per household in 2000 to 2.47 in 2035. The decrease in household size is anticipated as a result of a number of factors, including a continued change in household types, as well as the projected increase in the older population age groups for which average household sizes tend to be smaller than for the total population. The proportion of the population living in group quarters, as opposed to the population living in households, is projected to increase slightly.

SEWRPC household projections for Walworth County are presented in Table VII-3. Under the intermediate projection, the number of households in Walworth County would increase by 19,900, or 58 percent, over the 35-year projection period, from 34,500 households in 2000 to 54,400 households in 2035. Under the high projection, the number of households would increase by 23,200, or 67 percent, to 57,700 households in 2035. Under the low

²A detailed description of the methodology used in the projection of population and households is presented in *SEWRPC Technical Report No. 11 (4th Edition)*, The Population of Southeastern Wisconsin, dated July, 2004.

projection, the number of households would increase by 13,400, or 39 percent, to 47,900 households in 2035. In percentage terms, the increase in households under the high, intermediate, and low projections is somewhat greater than the corresponding projected increase in population.

SEWRPC County-Level Employment Projections

The Commission used a “disaggregate” approach to the preparation of employment projections, involving the explicit consideration of employment in major industry groups and the preparation of projections for those groups. The projection for each industry group was developed based upon a consideration of past industry trends and available indicators of future trends nationally and within the State and Region. Still another important consideration in the preparation of the employment projections was the future available labor force in the Region. Regional Planning Commission population projections suggest that a leveling-off in the regional labor force may be expected as much of the baby-boom generation reaches retirement age; this may be expected to moderate the number of jobs that may be accommodated.³

Similar to the population and household projections, the Regional Planning Commission projected a range of future employment levels—high, medium, and low—for the year 2035. In general, the intermediate employment projection assumes that the Southeastern Wisconsin Region would maintain its competitive position relative to the rest of the State and Nation. In comparison to the intermediate projection, the high projection assumes a significantly more competitive economy, while the low projection assumes a stagnating economy, with workers moving to other regions that are experiencing stronger economic growth.

Employment projections for Walworth County prepared by the Regional Planning Commission are presented in Table VII-4. Under the intermediate projection, total employment in the County would increase by 17,600 jobs, or 34 percent, from 51,800 jobs in 2000 to 69,400 jobs in 2035. Under the high projection, employment in the County would increase by 22,000 jobs, or 43 percent, to 73,800 jobs in 2035. Under the low projection, employment in the County would increase by 10,200 jobs, or 20 percent, to 62,000 jobs in 2035.

Commission projections indicate that a change may be expected in the types of jobs available in the years ahead. The largest increases are projected to be in the service sector (business, health, social, recreational, and other services), with service sector employment projected to increase by 85 percent under an intermediate growth scenario. Employment in the industrial sector—including manufacturing, wholesaling activities, and construction jobs—is projected to increase by 15 percent. Retail employment is projected to increase by 17 percent (see Table VII-5).

COMMUNITY-LEVEL PROJECTIONS

The preparation of the local components of the multi-jurisdictional comprehensive plan requires population, household, and employment projections for each town participating in the multi-jurisdictional planning effort. To assist the towns in this matter, two alternative sets of projections were prepared. Each of the participating towns was asked to review the alternative projections and to select a set of projections from among the alternatives presented—or, to provide a set of projections of its own.

Community-Level Population and Household Projections

Within most communities, growth in the resident population is closely related to the growth in the number of households, although—given the expected trend of declining household sizes—the percentage increase in households can generally be expected to exceed, at least slightly, the increase in population. Because population and household levels are closely related, the projection of future population and households must be properly coordinated.

³A detailed description of the methodology used in the projection of employment is presented in SEWRPC Technical Report No. 10 (4th Edition), *The Economy of Southeastern Wisconsin*, dated July, 2004.

Under the comprehensive planning effort, two alternative sets of inter-related population and household projections were presented for consideration by each participating town. The first is based upon the intermediate growth projections from the year 2035 regional land use plan. The second represents an extrapolation of historic trends in each community. The alternative projections are described further below.

- Local Population and Household Projections from the Year 2035 Regional Land Use Plan
The Regional Planning Commission's local population and household projections are essentially sub-county allocations of the Commission's county-level intermediate population and household projections, developed as part of the year 2035 regional land use plan. These allocations were based upon a consideration of past trends in population and households, existing local land use and master plans, and input received from local planning officials as the regional plan was prepared. The allocations reflect the basic regional plan concept that the vast majority of new residential development should be accommodated in urban service areas that provide sanitary sewer and other urban services. The projections assume that new development anticipated within a planned city or village sewer service area would be annexed by the city or village, unless there is a boundary agreement in place that provides for the area to remain in the town.⁴ For purposes of the comprehensive plan, the year 2035 population and household levels originally set forth in the regional land use plan were adjusted upward, where warranted, to reflect actual growth estimated to have occurred through 2006.
- Trend-Based Local Population and Household Projections
The trend-based projections assume that the number of households in each community would continue to grow as it has in the past, looking back to 1980. In extrapolating future household levels for each community, the historic change in households between 2000 and 2006 was weighted more heavily than the change during the 1990s; and, similarly, the change in households during the 1990s was weighted more heavily than the change during the 1980s. The related population projection is based upon the projected number of households and the projected household size for the community, along with an allowance for population living in group quarters.⁵

The alternative household projections and alternative population projections are presented in Tables VII-6 and VII-7, respectively. For most of the towns in Walworth County, the trend-based population and household projections are higher than the projections from the year 2035 regional land use plan.

During the course of the comprehensive planning effort, each of the participating towns chose a set of population and household projections for use in preparing the local components of the comprehensive plan. The population and household projections selected by the participating towns are presented in Table VII-8. Four of the 13 participating towns selected the population and household projections from the regional land use plan; one town selected the trend-based population and household projections; and eight towns selected a locally-derived alternative set of population and household projections.

For the non-participating towns (Towns of Bloomfield, Linn, and Lyons), the projections in Table VII-8 are based upon projections set forth in their respective comprehensive plan reports, as indicated in the notes at the bottom of that table.

⁴*This assumption reflects the fact that most cities and villages require land to be annexed before providing sewer and other urban services. It should be recognized that cities and villages and adjacent towns may enter into boundary or other cooperative agreements under which the city or village provides sewer service and other services within town areas without annexation.*

⁵*For this purpose, the projected year 2035 average household size for each community indicated under the regional land use plan was applied to the trend-based projection of households to obtain the year 2035 household population. The year 2035 group quarters population from the regional land use plan was added to obtain the total population.*

For cities and villages, the Walworth County Smart Growth Technical Advisory Committee recommended that the trend-based population and household projections be used for purposes of the County comprehensive plan. Accordingly, the trend-based projections for cities and villages are presented in Table VII-8.

In combination, the community-level population projections that are to be used in the preparation of the comprehensive plan, as presented in Table VII-8, sum to a total of 145,800 persons for the County overall. This figure is between the SEWRPC year 2035 intermediate population projection for the County (140,000 persons) and the SEWRPC year 2035 high population projection for the County (148,400 persons), previously presented in Table VII-1. The community-level household projections that are to be used in the preparation of the comprehensive plan sum to a total of 56,500 households for the County overall. This figure is between the SEWRPC year 2035 intermediate household projection for the County (54,400 households) and the SEWRPC year 2035 high household projection for the County (57,700 households), previously presented in Table VII-3.

Community-Level Employment Projections

Under the comprehensive planning process, two alternative employment projections were presented for consideration by each participating town. The first set of projections is based upon the intermediate growth projections from the year 2035 regional land use plan; the second represents an extrapolation of historic trends in each community. The alternative community-level employment projections are described further below.

- Local Employment Projections from the Year 2035 Regional Land Use Plan
The Regional Planning Commission's local employment projections are essentially sub-county allocations of the Commission's county-level intermediate employment projections, developed as part of the year 2035 regional land use plan. These allocations were based upon a consideration of past trends in employment, existing local land use and master plans, and input received from local planning officials as the regional plan was prepared. The allocations also reflect the basic regional plan concept that the vast majority of new jobs should be accommodated in urban service areas that provide sanitary sewer and other urban services. The projections assume that new development anticipated within a planned city or village sewer service area would be annexed by the city or village, unless there is a boundary agreement in place that provides for the area to remain in the Town.⁶ Given these assumptions, the regional plan envisions some employment increases in towns that have their own sewerage systems. In other towns, the regional plan does not envision any significant employment increase.
- Trend-Based Employment Projections
The trend-based projection assumes a continuation of past employment change in each city, village, and town between 1980 and 2000, with the change for more recent years weighted more heavily than change for earlier years. Thus, in developing the trend-based projection, the employment change between 1990 and 2000 was weighted more heavily than the employment change during the 1980s.

The alternative employment projections are presented in Table VII-9. For most of the towns in Walworth County, the trend-based employment projection is higher than the projection from the year 2035 regional land use plan.

Following a review of the alternative employment projections presented in Table VII-9, each of the 13 participating towns chose an employment projection for use in preparing the local components of the comprehensive plan. The employment projections selected by the participating towns are presented in Table VII-10. Seven of the 13 participating towns selected the employment projection from the regional land use plan, and six towns selected a locally-derived alternative employment projection. As indicated in Table VII-10, a majority of the participating towns project essentially no change in employment or only a modest employment increase, based upon their expectation that most employment growth will occur in areas where utility services are available, primarily in cities and villages.

⁶See footnote No.4.

For the Towns of Bloomfield and Lyons, the employment projections in Table VII-10 are based upon projections set forth in their respective comprehensive plan reports, as indicated in the notes at the bottom of that table. The projection for the Town of Linn is the from the regional land use plan; the Town comprehensive plan does not include an employment projection.

For cities and villages, the Walworth County Smart Growth Technical Advisory Committee recommended that the trend-based employment projections be used for purposes of the County comprehensive plan. Accordingly, the trend-based projections for cities and villages are presented in Table VII-10.⁷

In combination, the community-level employment projections that are to be used in the preparation of the comprehensive plan, as presented in Table VII-10, sum to a total of 82,700 jobs for the County overall. This is higher than the SEWRPC year 2035 intermediate employment projection for the County (69,400 jobs) and the SEWRPC year 2035 high employment projection for the County (73,800 jobs), previously presented in Table VII-4.

CONCLUSION

The long-range projections of population, household, and employment presented in Tables VII-8 and VII-10 will guide the preparation of the multi-jurisdictional comprehensive plan. Under these projections, the total County population would increase by 53,800 persons, or 59 percent, from 92,000 persons in 2000 to 145,800 persons in 2035. The number of households in the County would increase by 22,000, or 64 percent, from 34,500 households in 2000 to 56,500 households in 2035. Total employment in the County would increase by 30,900 jobs, or 60 percent, from 51,800 jobs in 2000 to 82,700 jobs in 2035. The county-level household, population, and employment projections are shown graphically on Figures VII-1, VII-2, and VII-3, respectively.

It should be recognized that the preparation of long-range projections involves a great deal of uncertainty. Unforeseen changes in immigration and birth rates and in economic conditions may result in future population and employment levels that vary from those projected. Future major updates of the comprehensive plan should include a review of the projections presented in this report and determine whether and how the projections should be modified for future planning purposes.

⁷*The single exception is the Village of Mukwonago. The employment projection for the Village of Mukwonago in Walworth County set forth in Table VII-10 is from the regional land use plan—since no trend-based employment projection is available.*

Table VII-1

SEWRPC POPULATION PROJECTIONS FOR WALWORTH COUNTY: 2000-2035

Year	High Projection			Intermediate Projection			Low Projection		
	Population	Change from Preceding Year		Population	Change from Preceding Year		Population	Change from Preceding Year	
		Number	Percent		Number	Percent		Number	Percent
Actual Population: 2000	92,000	--	--	92,000	--	--	92,000	--	--
Projected Population									
2005	100,400	8,400	9.1	98,400	6,400	7.0	95,500	3,500	3.8
2010	108,100	7,700	7.7	105,300	6,900	7.0	100,600	5,100	5.3
2015	116,000	7,900	7.3	112,200	6,900	6.6	105,500	4,900	4.9
2020	124,200	8,200	7.1	119,400	7,200	6.4	110,400	4,900	4.6
2025	132,200	8,000	6.4	126,300	6,900	5.8	114,900	4,500	4.1
2030	140,400	8,200	6.2	133,300	7,000	5.5	119,300	4,400	3.8
2035	148,400	8,000	5.7	140,000	6,700	5.0	123,200	3,900	3.3
Change: 2000-2035	--	56,400	61.3	--	48,000	52.2	--	31,200	33.9

NOTE: The Regional Planning Commission projected a range of population levels: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the year 2035 regional land use plan. The high and low projections are intended to provide an indication of population levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

Source: U.S. Bureau of the Census and SEWRPC.

Table VII-2

SEWRPC PROJECTION OF POPULATION BY AGE FOR WALWORTH COUNTY: 2000-2035
(Intermediate Projection)

Age Group	Year							
	2000	2005	2010	2015	2020	2025	2030	2035
Under 5	5,527	6,109	6,725	7,359	7,863	8,219	8,695	9,425
5 to 9	6,299	6,258	6,910	7,568	8,266	8,786	9,173	9,674
10 to 14	6,864	7,134	7,080	7,777	8,504	9,239	9,807	10,209
15 to 19	7,003	7,529	7,818	7,717	8,462	9,202	9,985	10,567
Subtotal 0 to 19	25,693	27,030	28,533	30,421	33,095	35,446	37,660	39,875
20 to 24	8,146	8,301	8,932	9,228	9,095	9,923	10,779	11,665
25 to 29	5,278	6,288	6,619	7,314	7,753	7,782	8,480	9,175
30 to 34	5,925	5,841	6,763	7,046	7,302	7,480	7,311	7,938
35 to 39	7,309	6,487	6,115	7,562	7,638	7,891	8,074	7,867
40 to 44	7,329	7,729	6,857	5,800	7,734	7,772	8,232	8,398
Subtotal 20 to 44	33,987	34,646	35,286	36,950	39,522	40,848	42,876	45,043
45 to 49	6,645	7,547	7,952	7,019	5,930	7,869	7,898	8,336
50 to 54	5,644	6,759	7,675	8,045	7,094	5,962	7,910	7,912
55 to 59	4,456	5,646	6,763	7,643	8,001	7,024	5,904	7,816
60 to 64	3,654	4,348	5,519	6,583	7,436	7,750	6,807	5,705
Subtotal 45 to 64	20,399	24,300	27,909	29,290	28,461	28,605	28,519	29,769
65 to 69	3,089	3,392	4,038	5,107	6,094	6,858	7,154	6,263
70 to 74	2,956	2,825	3,105	3,680	4,658	5,538	6,238	6,485
75 to 79	2,401	2,520	2,421	2,659	3,161	4,000	4,773	5,358
80 to 84	1,764	1,909	2,014	1,943	2,148	2,558	3,261	3,872
85 and older	1,724	1,828	1,994	2,160	2,247	2,431	2,794	3,374
Subtotal 65 and older	11,934	12,474	13,572	15,549	18,308	21,385	24,220	25,352
Total	92,013	98,450	105,300	112,210	119,386	126,284	133,275	140,039

NOTE: Age groups which approximate the "baby boom" generation (persons born from 1946 through 1964) are shaded gray.

Source: U.S. Bureau of the Census and SEWRPC.

Table VII-3

SEWRPC HOUSEHOLD PROJECTIONS FOR WALWORTH COUNTY: 2000-2035

Year	High Projection			Intermediate Projection			Low Projection		
	Households	Change from Preceding Year		Households	Change from Preceding Year		Households	Change from Preceding Year	
		Number	Percent		Number	Percent		Number	Percent
Actual Households: 2000	34,500	--	--	34,500	--	--	34,500	--	--
Projected Households									
2005	38,400	3,900	11.3	37,600	3,100	9.0	36,500	2,000	5.8
2010	41,700	3,300	8.6	40,600	3,000	8.0	38,800	2,300	6.3
2015	44,900	3,200	7.7	43,500	2,900	7.1	40,800	2,000	5.2
2020	48,300	3,400	7.6	46,400	2,900	6.7	42,900	2,100	5.1
2025	51,500	3,200	6.6	49,200	2,800	6.0	44,800	1,900	4.4
2030	54,600	3,100	6.0	51,800	2,600	5.3	46,400	1,600	3.6
2035	57,700	3,100	5.7	54,400	2,600	5.0	47,900	1,500	3.2
Change: 2000-2035	--	23,200	67.2	--	19,900	57.7	--	13,400	38.8

NOTE: The Regional Planning Commission projected a range of household levels: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the year 2035 regional land use plan. The high and low projections are intended to provide an indication of the number of households that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

Source: U.S. Bureau of the Census and SEWRPC.

Table VII-4

SEWRPC EMPLOYMENT PROJECTIONS FOR WALWORTH COUNTY: 2000-2035

Year	High Projection			Intermediate Projection			Low Projection		
	Jobs	Change from Preceding Year		Jobs	Change from Preceding Year		Jobs	Change from Preceding Year	
		Number	Percent		Number	Percent		Number	Percent
Actual Employment: 2000	51,800	--	--	51,800	--	--	51,800	--	--
Projected Employment									
2005	53,800	2,000	3.9	53,500	1,700	3.3	53,200	1,400	2.7
2010	58,500	4,700	8.7	57,700	4,200	7.9	55,900	2,700	5.1
2015	63,300	4,800	8.2	61,800	4,100	7.1	58,300	2,400	4.3
2020	67,000	3,700	5.8	64,600	2,800	4.5	59,800	1,500	2.6
2025	69,200	2,200	3.3	66,000	1,400	2.2	60,300	500	0.8
2030	71,500	2,300	3.3	67,500	1,500	2.3	61,000	700	1.2
2035	73,800	2,300	3.2	69,400	1,900	2.8	62,000	1,000	1.6
Change: 2000-2035	--	22,000	42.5	--	17,600	34.0	--	10,200	19.7

NOTE: The Regional Planning Commission projected a range of employment levels: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the year 2035 regional land use plan. The high and low projections are intended to provide an indication of employment levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

Source: U.S. Bureau of the Economic Analysis and SEWRPC.

Table VII-5

SEWRPC PROJECTION OF EMPLOYMENT BY INDUSTRY GROUP FOR WALWORTH COUNTY: 2000-2035
(Intermediate Projection)

General Industry Group	Actual 2000		Projected 2035		Projected Change: 2000-2035	
	Jobs	Percent of Total	Jobs	Percent of Total	Number	Percent
Industrial ^a	15,100	29.2	17,300	24.9	2,200	14.6
Services ^b	16,400	31.7	30,400	43.8	14,000	85.4
Retail	9,400	18.1	11,000	15.9	1,600	17.0
Transportation, Communication, and Utilities	2,000	3.9	1,900	2.7	-100	-5.0
Governmental ^c	6,600	12.7	6,600	9.5	0	0.0
Other ^d	2,300	4.4	2,200	3.2	-100	-4.3
Total	51,800	100.0	69,400	100.0	17,600	34.0

^aIncludes manufacturing, wholesale trade, and construction.

^bIncludes all service employment, including business, health, social, and other services.

^cIncludes all government employment and public education.

^dIncludes agriculture, agricultural services, forestry, and mining.

Source: SEWRPC.

Table VII-6

ALTERNATIVE HOUSEHOLD PROJECTIONS FOR COMMUNITIES IN WALWORTH COUNTY: 2035

Community	Actual Households				Alternative Household Projections: 2035					
	1980 Census	1990 Census	2000 Census	2006 Estimate	SEWRPC Regional Land Use Plan (Intermediate Growth Scenario) ^a			Trend Based ^b		
					Households 2035	Change 2000-2035		Households 2035	Change 2000-2035	
					Number	Percent		Number	Percent	
Towns										
Bloomfield	1,218	1,412	2,067	2,478	3,129	1,062	51.4	4,257	2,190	106.0
Darien	467	522	615	721	753	138	22.4	1,108	493	80.2
Delavan.....	1,494	1,614	1,798	1,986	2,553	755	42.0	2,692	894	49.7
East Troy	1,142	1,269	1,427	1,547	1,714	287	20.1	2,059	632	44.3
Geneva	1,185	1,213	1,660	1,950	2,408	748	45.1	3,139	1,479	89.1
LaFayette.....	343	436	595	727	929	334	56.1	1,259	664	111.6
LaGrange.....	586	606	923	990	1,116	193	20.9	1,483	560	60.7
Linn	739	817	910	994	1,220	310	34.1	1,332	422	46.4
Lyons	919	968	1,231	1,379	1,765	534	43.4	2,046	815	66.2
Richmond.....	559	526	704	773	846	142	20.2	1,111	407	57.8
Sharon	298	333	333	359	376	43	12.9	436	103	30.9
Spring Prairie	514	560	726	799	835	109	15.0	1,166	440	60.6
Sugar Creek.....	831	895	1,197	1,427	1,536	339	28.3	2,336	1,139	95.2
Troy.....	576	678	837	902	942	105	12.5	1,269	432	51.6
Walworth.....	427	457	529	600	725	196	37.1	871	342	64.7
Whitewater.....	435	497	552	595	639	87	15.8	779	227	41.1
Cities										
Delavan.....	2,059	2,355	2,931	3,159	5,177	2,246	76.6	4,416	1,485	50.7
Elkhorn.....	1,814	2,100	2,919	3,739	5,612	2,693	92.3	6,765	3,846	131.8
Lake Geneva	2,380	2,599	3,053	3,325	5,403	2,350	77.0	4,543	1,490	48.8
Whitewater ^c	2,734	3,336	3,765	4,058	5,714	1,949	51.8	5,461	1,696	45.0
Villages										
Darien	372	390	537	562	984	447	83.2	775	238	44.3
East Troy	849	979	1,350	1,628	3,556	2,206	163.4	2,759	1,409	104.4
Fontana.....	657	652	764	841	996	232	30.4	1,150	386	50.5
Genoa City ^c	418	455	674	984	1,460	786	116.6	2,018	1,344	199.4
Mukwonago ^c	--	--	--	1	610	610	--	NA	NA	NA
Sharon	426	448	565	577	955	390	69.0	732	167	29.6
Walworth.....	640	658	850	1,002	1,586	736	86.6	1,592	742	87.3
Williams Bay	707	844	993	1,120	1,709	716	72.1	1,642	649	65.4
County Total	24,789	27,620	34,505	39,223	55,248	20,743	60.1	59,196	24,691	71.6

^aThese projections are based upon the year 2035 regional land use plan. The regional land use plan recommends that much of the future increase in households and population within the County be accommodated in urban service areas that provide sanitary sewer and other urban services. The projections assume that new development within a planned city or village sewer service area would be annexed by the city or village. For purposes of the comprehensive plan, the year 2035 household levels originally set forth in the regional land use plan were adjusted upward, where warranted, to reflect growth estimated to have occurred through 2006. As a result, the total number of households in the County for the year 2035 shown above is somewhat greater than that shown in Table VII-3.

^bThe trend-based projection assumes a continuation of the past change in households in each community since 1980, with the change for more recent years weighted more heavily than the change for earlier years. In developing this projection, the change in households between 2000 and 2006 was weighted more heavily than the change during the 1990s; and, similarly, the change in households during the 1990s was weighted more heavily than the change during the 1980s.

^cWalworth County portion only.

Source: SEWRPC.

Table VII-7

ALTERNATIVE POPULATION PROJECTIONS FOR COMMUNITIES IN WALWORTH COUNTY: 2035

Community	Actual Population				Alternative Population Projections: 2035					
	1980 Census	1990 Census	2000 Census	2006 Department of Administration Estimate	SEWRPC Regional Land Use Plan (Intermediate Growth Scenario) ^a			Trend Based ^b		
					Population 2035	Change 2000-2035		Population 2035	Change 2000-2035	
					Number	Percent		Number	Percent	
Towns										
Bloomfield.....	3,277	3,723	5,537	6,272	8,079	2,542	45.9	10,975	5,438	98.2
Darien.....	1,495	1,490	1,747	1,912	2,094	347	19.9	3,049	1,302	74.5
Delavan.....	4,182	4,195	4,559	4,845	6,262	1,703	37.4	6,605	2,046	44.9
East Troy.....	3,583	3,687	3,830	3,915	4,488	658	17.2	5,378	1,548	40.4
Geneva.....	3,933	3,472	4,642	4,978	6,263	1,621	34.9	7,992	3,350	72.2
LaFayette.....	1,024	1,276	1,708	1,917	2,555	847	49.6	3,462	1,754	102.7
LaGrange.....	1,661	1,643	2,444	2,566	2,853	409	16.7	3,774	1,330	54.4
Linn.....	2,064	2,062	2,194	2,341	2,891	697	31.8	3,157	963	43.9
Lyons.....	2,659	2,579	3,440	3,730	4,722	1,282	37.3	5,458	2,018	58.7
Richmond.....	1,649	1,405	1,835	1,948	2,138	303	16.5	2,806	971	52.9
Sharon.....	945	1,016	912	919	1,011	99	10.9	1,173	261	28.6
Spring Prairie.....	1,777	1,756	2,089	2,193	2,313	224	10.7	3,230	1,141	54.6
Sugar Creek.....	2,599	2,661	3,331	3,774	4,135	804	24.1	6,271	2,940	88.3
Troy.....	1,794	2,051	2,328	2,409	2,549	221	9.5	3,419	1,091	46.9
Walworth.....	1,443	1,341	1,676	1,785	2,172	496	29.6	2,575	899	53.6
Whitewater.....	1,270	1,378	1,399	1,469	1,579	180	12.9	1,923	524	37.5
Cities										
Delavan.....	5,684	6,073	7,956	8,340	13,698	5,742	72.2	11,747	3,791	47.6
Elkhorn.....	4,605	5,337	7,305	8,820	13,927	6,622	90.7	16,651	9,346	127.9
Lake Geneva.....	5,612	5,979	7,148	7,489	12,399	5,251	73.5	10,464	3,316	46.4
Whitewater ^c	9,098	10,170	10,826	11,195	15,838	5,012	46.3	15,273	4,447	41.1
Villages										
Darien.....	1,152	1,158	1,572	1,598	2,696	1,124	71.5	2,123	551	35.1
East Troy.....	2,385	2,664	3,564	4,005	9,128	5,564	156.1	7,135	3,571	100.2
Fontana.....	1,764	1,635	1,754	1,866	2,200	446	25.4	2,542	788	44.9
Genoa City ^c	1,202	1,277	1,949	2,645	4,013	2,064	105.9	5,517	3,568	183.1
Mukwonago ^c	0	0	0	33	1,524	1,524	--	NA	NA	NA
Sharon.....	1,280	1,250	1,549	1,551	2,524	975	62.9	1,932	383	24.7
Walworth.....	1,607	1,614	2,304	2,598	4,146	1,842	79.9	4,159	1,855	80.5
Williams Bay.....	1,763	2,108	2,415	2,648	4,057	1,642	68.0	3,912	1,497	62.0
County Total	71,507	75,000	92,013	99,761	142,254	50,241	54.6	152,702	60,689	66.0

^aThese projections are based upon the year 2035 regional land use plan. The regional land use plan recommends that much of the future increase in population and households within the County be accommodated in urban service areas that provide sanitary sewer and other urban services. The projections assume that new development within a planned city or village sewer service area would be annexed by the city or village. For purposes of the comprehensive plan, the year 2035 population levels originally set forth in the regional land use plan were adjusted upward, where warranted, to reflect growth estimated to have occurred through 2006. As a result, the total population in the County for the year 2035 shown above is somewhat greater than that shown in Table VII-1.

^bThese projections reflect the trend-based projections of households from Table VII-6. They were derived from the projected number of households and the anticipated household size for each community, along with an allowance for the population living in group quarters.

^cWalworth County portion only.

Source: SEWRPC.

Table VII-8

**COMMUNITY-LEVEL HOUSEHOLD AND POPULATION PROJECTIONS
TO BE USED IN THE MULTI-JURISDICTIONAL COMPREHENSIVE PLAN: 2035**

Community	Total Households				Total Population			
	Actual 2000	Projected 2035	Change		Actual 2000	Projected 2035	Change	
			Number	Percent			Number	Percent
Towns								
Bloomfield.....	2,067	3,549	1,482	71.7	5,537	8,901	3,364	60.8
Darien.....	615	753	138	22.4	1,747	2,094	347	19.9
Delavan.....	1,798	2,553	755	42.0	4,559	6,262	1,703	37.4
East Troy.....	1,427	1,952	525	36.8	3,830	5,102	1,272	33.2
Geneva.....	1,660	2,772	1,112	67.0	4,642	7,127	2,485	53.5
LaFayette.....	595	870	275	46.2	1,708	2,393	685	40.1
LaGrange.....	923	1,116	193	20.9	2,444	2,853	409	16.7
Linn.....	910	1,128	218	24.0	2,194	2,674	480	21.9
Lyons.....	1,231	2,211	980	79.6	3,440	6,590	3,150	91.6
Richmond.....	704	1,054	350	49.7	1,835	2,662	827	45.1
Sharon.....	333	436	103	30.9	912	1,173	261	28.6
Spring Prairie.....	726	835	109	15.0	2,089	2,313	224	10.7
Sugar Creek.....	1,197	2,000	803	67.1	3,331	5,200	1,869	56.1
Troy.....	837	1,200	363	43.4	2,328	3,000	672	28.9
Walworth.....	529	879	350	66.2	1,676	2,597	921	55.0
Whitewater.....	552	762	210	38.0	1,399	1,882	483	34.5
Cities								
Delavan.....	2,931	4,416	1,485	50.7	7,956	11,747	3,791	47.6
Elkhorn.....	2,919	6,765	3,846	131.8	7,305	16,651	9,346	127.9
Lake Geneva.....	3,053	4,543	1,490	48.8	7,148	10,464	3,316	46.4
Whitewater ^a	3,765	5,461	1,696	45.0	10,826	15,273	4,447	41.1
Villages								
Darien.....	537	775	238	44.3	1,572	2,123	551	35.1
East Troy.....	1,350	2,759	1,409	104.4	3,564	7,135	3,571	100.2
Fontana.....	764	1,150	386	50.5	1,754	2,542	788	44.9
Genoa City ^a	674	2,018	1,344	199.4	1,949	5,517	3,568	183.1
Mukwonago ^a	0	610	610	--	0	1,524	1,524	--
Sharon.....	565	732	167	29.6	1,549	1,932	383	24.7
Walworth.....	850	1,592	742	87.3	2,304	4,159	1,855	80.5
Williams Bay.....	993	1,642	649	65.4	2,415	3,912	1,497	62.0
County Total	34,505	56,533	22,028	63.8	92,013	145,802	53,789	58.5

NOTES:

This table presents the year 2035 population and household projections selected by the 13 towns participating in the multi-jurisdictional planning process.

For non-participating towns, the population and household projections on this table are based upon the following:

Bloomfield: The population and household projections are based upon an extrapolation to the year 2035 of the projected rates of growth for the period 2000-2025 set forth in the Town comprehensive plan.

Linn: The year 2035 population projection of 2,674 is based upon an extrapolation to the year 2035 of the year 2025 population projection of 2,537 set forth in the Town comprehensive plan. The Town comprehensive plan does not include a household projection. The year 2035 household projection of 1,128 is based upon the 2035 population projection, with an assumed household size of 2.37—a slight decrease from 2.41 in 2000.

Lyons: The population and household projections are based upon an extrapolation to the year 2035 of the projected rates of growth for the period 2000-2020 set forth in the Town comprehensive plan—using the average of the high-projection and intermediate-projections for population and households set forth in the Town comprehensive plan.

For cities and villages, the projections on this table are the trend-based projections as set forth in Tables VII-6 and VII-7. The single exception is the Village of Mukwonago. The population and household projections for the Village of Mukwonago are from the regional land use plan, since no trend-based projections are available.

^aWalworth County portion only.

Source: SEWRPC.

Table VII-9

ALTERNATIVE EMPLOYMENT PROJECTIONS FOR COMMUNITIES IN WALWORTH COUNTY: 2035

Community	Actual Employment			Alternative Employment Projections: 2035					
				SEWRPC Regional Land Use Plan (Intermediate Growth Scenario) ^a			Trend Based ^b		
	1980	1990	2000	Jobs 2035	Change 2000-2035		Jobs 2035	Change 2000-2035	
					Number	Percent		Number	Percent
Towns									
Bloomfield.....	330	550	820	930	110	13.4	1,720	900	109.8
Darien.....	300	730	1,270	1,270	0	0.0	3,060	1,790	140.9
Delavan.....	560	920	1,270	1,700	430	33.9	2,500	1,230	96.9
East Troy.....	470	630	590	590	0	0.0	630	40	6.8
Geneva.....	1,090	1,690	2,860	2,920	60	2.1	6,460	3,600	125.9
LaFayette.....	320	410	580	580	0	0.0	1,110	530	91.4
LaGrange.....	280	410	320	320	0	0.0	200	-120	-37.5
Linn.....	480	700	620	620	0	0.0	600	-20	-3.2
Lyons.....	1,570	1,410	2,150	2,230	80	3.7	3,950	1,800	83.7
Richmond.....	220	230	330	330	0	0.0	600	270	81.8
Sharon.....	200	210	280	280	0	0.0	470	190	67.9
Spring Prairie.....	210	290	240	240	0	0.0	180	-60	-25.0
Sugar Creek.....	370	550	660	660	0	0.0	1,110	450	68.2
Troy.....	280	310	390	390	0	0.0	630	240	61.5
Walworth.....	520	900	850	850	0	0.0	1,050	200	23.5
Whitewater.....	420	420	420	420	0	0.0	420	0	0.0
Cities									
Delavan.....	5,200	5,700	7,550	10,230	2,680	35.5	12,840	5,290	70.1
Elkhorn.....	4,700	5,680	7,630	11,500	3,870	50.7	13,610	5,980	78.4
Lake Geneva.....	4,560	6,260	6,350	8,190	1,840	29.0	8,070	1,720	27.1
Whitewater ^c	5,120	5,530	7,450	9,540	2,090	28.1	12,850	5,400	72.5
Villages									
Darien.....	440	450	780	1,790	1,010	129.5	1,660	880	112.8
East Troy.....	1,450	1,790	3,130	5,160	2,030	64.9	6,950	3,820	122.0
Fontana.....	950	800	820	940	120	14.6	740	-80	-9.8
Genoa City ^c	390	500	880	3,110	2,230	253.4	1,970	1,090	123.9
Mukwonago ^c	0	0	0	470	470	--	--	--	--
Sharon.....	260	290	490	620	130	26.5	1,040	550	112.2
Walworth.....	1,470	1,720	2,260	2,590	330	14.6	3,900	1,640	72.6
Williams Bay.....	690	760	830	970	140	16.9	1,080	250	30.1
County Total^d	33,500	39,940	51,820	69,440	17,620	34.0	89,400	37,580	72.5

^aThese projections are based upon the year 2035 regional land use plan. The regional land use plan recommends that much of the future increase in employment within the County be accommodated in urban service areas that provide sanitary sewer and other urban services. The projections assume that new development within a planned city or village sewer service area would be annexed by the city or village.

^bThe trend-based projection assumes a continuation of past employment change in each community since 1980, with the change for more recent years weighted more heavily than change for earlier years. In developing this projection, employment change between 1990 and 2000 was weighted more heavily than the employment change during the 1980s.

^cWalworth County portion only.

^dIncludes 650 jobs in 1980 and 100 jobs in 1990 that cannot be allocated to a civil division.

Source: SEWRPC.

Table VII-10

**COMMUNITY-LEVEL EMPLOYMENT PROJECTIONS TO BE USED
IN THE MULTI-JURISDICTIONAL COMPREHENSIVE PLAN: 2035**

Community	Total Employment (Jobs)			
	Actual 2000	Projected 2035	Change	
			Number	Percent
Towns				
Bloomfield	820	1,219	399	48.7
Darien.....	1,270	1,270	0	0.0
Delavan.....	1,270	1,700	430	33.9
East Troy.....	590	695	105	17.8
Geneva.....	2,860	4,390	1,530	53.5
LaFayette	580	755	175	30.2
LaGrange	320	320	0	0.0
Linn	620	620	0	0.0
Lyons.....	2,150	3,095	945	44.0
Richmond.....	330	330	0	0.0
Sharon.....	280	280	0	0.0
Spring Prairie	240	240	0	0.0
Sugar Creek.....	660	760	100	15.2
Troy	390	446	56	14.4
Walworth	850	950	100	11.8
Whitewater	420	420	0	0.0
Cities				
Delavan.....	7,550	12,840	5,290	70.1
Elkhorn.....	7,630	13,610	5,980	78.4
Lake Geneva.....	6,350	8,070	1,720	27.1
Whitewater ^a	7,450	12,850	5,400	72.5
Villages				
Darien.....	780	1,660	880	112.8
East Troy.....	3,130	6,950	3,820	122.0
Fontana	820	740	-80	-9.8
Genoa City ^a	880	1,970	1,090	123.9
Mukwonago ^a	0	470	470	--
Sharon.....	490	1,040	550	112.2
Walworth	2,260	3,900	1,640	72.6
Williams Bay.....	830	1,080	250	30.1
County Total	51,820	82,670	30,850	59.5

NOTES:

This table presents the year 2035 employment projections selected by the 13 towns participating in the multi-jurisdictional comprehensive planning process.

For non-participating towns, the employment projections on this table are based upon the following:

Bloomfield: The employment projection is based upon an extrapolation to the year 2035 of the projected rate of growth for the period 2000-2020 set forth in the Town comprehensive plan—using the average of the high-projection and intermediate-projection set forth in the Town comprehensive plan.

Linn: The Town comprehensive plan does not include an employment projection. The year 2035 projection of 620 jobs is based upon the regional land use plan projection, as set forth in Table VII-9.

Lyons: The employment projection is based upon an extrapolation to the year 2035 of the projected rate of growth for the period 1990-2020 set forth in the Town comprehensive plan—using the average of the high-projection and intermediate-projection set forth in the Town comprehensive plan.

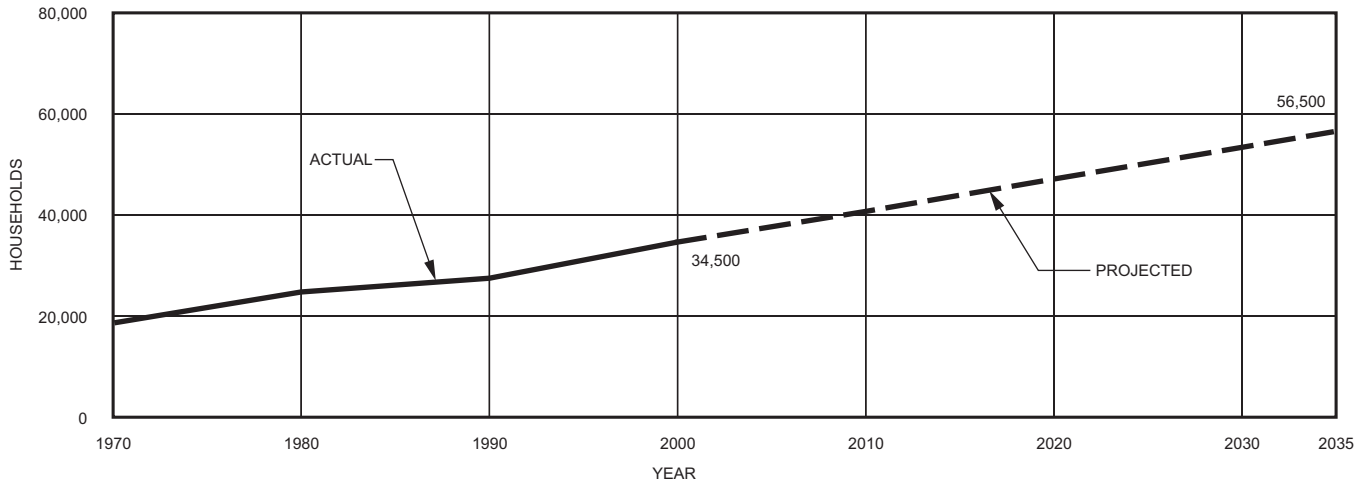
For cities and villages, the employment projections on this table are the trend-based projections as set forth in Table VII-9. The single exception is the Village of Mukwonago. The employment projection for the Village of Mukwonago is from the regional land use plan, since no trend-based projection is available.

^aWalworth County portion only.

Source: SEWRPC

Figure VII-1

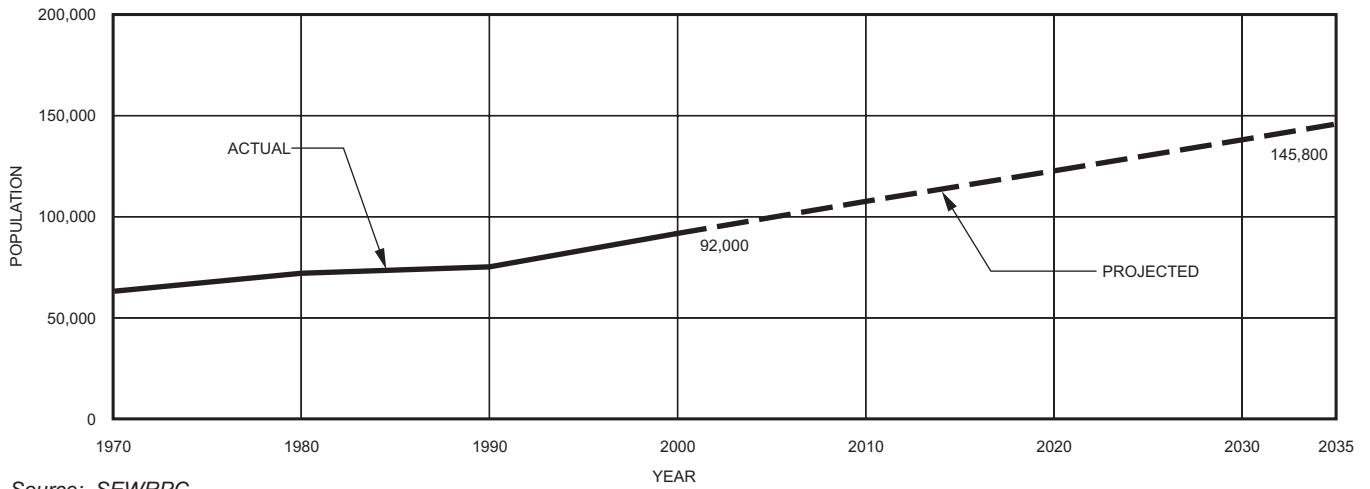
PROJECTED HOUSEHOLDS IN WALWORTH COUNTY: 2035



Source: SEWRPC.

Figure VII-2

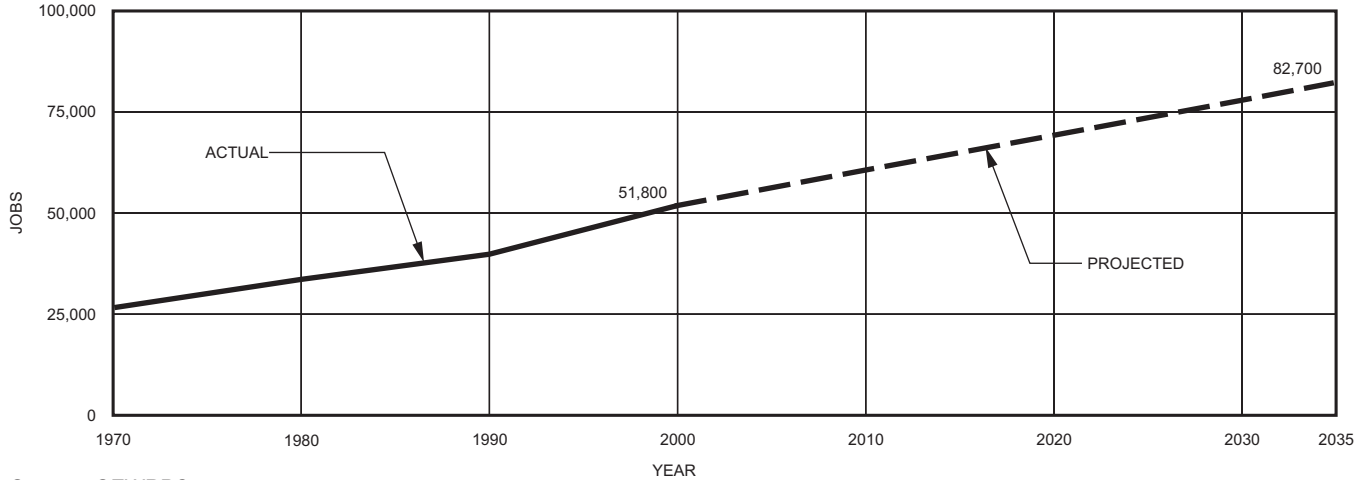
PROJECTED POPULATION IN WALWORTH COUNTY: 2035



Source: SEWRPC.

Figure VII-3

PROJECTED EMPLOYMENT IN WALWORTH COUNTY: 2035



Source: SEWRPC.