

IV. Demographics

This analysis is intended to describe the existing demographics of the Village of Weston and identify the major demographic trends impacting the Village of Weston over the next few decades. Both Marathon County and the State of Wisconsin are also listed for comparison.

Population and Households

Historical Trends

Because the Village of Weston incorporated in 1996, there are no true historical trends to analyze. However, since the Village comprises most of the developed areas of the Town of Weston, historical data for the Town can provide a “ballpark” picture of demographic change in the area now incorporated as the Village of Weston. Census data compiled for the Village prior to 2000 is for the Town of Weston and demographic change over the past 30 years, shown in Table 4-1, is based on both Town and Village Census data. It is interesting to note that the greatest increase in population and households occurred from 2000 to 2010, which reflects the population growth of the Village during that same time.

As shown on Table 4-1, between 1980 and 2010, population and household growth in the Village and Town of Weston grew at a much faster rate than either Marathon County or the State.

The increase in total households over the past 30 years was substantially higher than the increase in population. This is likely due to a decrease in household size, which reflects the national trend toward more households comprised of singles, couples without children, and widows or widowers.

Table 4-1: Demographic Change, 1980-2010

	1980*	1990*	2000	2010	% change 1980 to 2010	% change 2000 to 2010
Total Population						
Weston	11,342	11,450	12,079	14,868	+31.1%	+23.1%
County	111,270	115,400	125,834	134,063	+20.5%	+6.5%
State	4,705,767	4,891,769	5,363,675	5,686,986	+20.9%	+6.0%
Total Households						
Weston	3,830	4,123	4,572	5,772	+50.1%	+26.2%
County	37,865	41,534	47,402	53,176	+40.4%	+12.2%
State	1,652,261	1,822,118	2,084,544	2,279,768	+40.0%	+9.4%
Average Household Size						
Weston	2.96	2.74	2.61	2.54	-14.2%	-2.7%
County	2.90	2.75	2.60	2.49	-14.1%	-4.2%
State	2.35	2.68	2.50	2.43	+3.4%	-2.8%

Source: U.S. Census Bureau, 2010 (American Fact Finder)
 * Data for 1970, 1980, and 1990 is for the Town of Weston

The population of Marathon County grew from 125,834 in 2000 to 134,063 in 2010, an increase of 6.5 percent compared to a 6 percent increase in the State and 9.7 percent in the U.S. Population growth in Marathon County has been concentrated in the urbanized area surrounding Wausau.

As shown in Table 4-2, the largest age groups in the Village include residents between 25-54 years old, with the median age being 35.6 years. The distribution of population across age groups in the Village reflects a slightly younger overall population relative to that of the County and State.

Table 4-2: Population by Age Group, 2010

Age Group	Percent of Population		
	Weston	County	State
Under 5 years	7.7	6.5	6.3
5 to 9 years	7.3	6.6	6.5
10 to 14 years	7.6	7.0	6.6
15 to 19 years	7.0	6.9	7.0
20 to 24 years	5.6	5.3	6.8
25 to 34 years	13.9	12.2	12.6
35 to 44 years	14.5	13.2	12.8
45 to 54 years	14.0	15.7	15.4
55 to 59 years	5.8	6.9	6.8
60 to 64 years	5.0	5.5	5.5
65 to 74 years	5.8	7.2	7.1
75 to 84 years	3.9	4.6	4.6
85 years and over	7.9	2.3	2.1
Median Age	35.6	39.4	38.5

*Source: U.S. Census Bureau, 2010
(American Fact Finder)*

Population Forecasts

Population projections for the Village of Weston and Marathon County, shown in Table 4-3, were obtained from the WDOA.

According to projections, the Village population is estimated to increase by about 4,400 or 37 percent between 2000 and 2030. This is significantly higher than the County increase of about 19 percent during the same period.

Table 4-3: Population Projections, (WDOA) 2000-2030

	Total Population by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
Weston	12,079	13,077	14,075	15,074	16,083	16,170	16,512	+37%
County	125,834	130,242	134,504	138,836	143,308	147,112	150,255	+19%

Source: Wisconsin Department of Administration, November 2004. 2025 and 2030 numbers projected from average growth rate 2000-2020.

Projections were also prepared in conjunction with preparation of the 2035 Long-Range Transportation Plan (LRTP). These projections, shown in Table 4-3a, were prepared by Becher-Hoppe working with the Marathon County Metropolitan Planning Commission (MPO) and are based on building permit and other data gathered between 2000 and 2005.

Table 4-3a: Population Projections, (MPO) 2000-2030

	Total Population by Year							
	2000	2005	2010	2015	2020	2025	2030	% chg.
WDOA	12,079	13,077	14,075	15,074	16,083	16,170	16,512	+37%
MPO Adjusted	12,079	13,343	14,442	15,551	16,679	17,855	19,197	+59%

Source: WDOA and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]

While the WDOA projections are useful at the local municipality level, the MPO adjusted numbers reflect the most current data available. As shown above, the MPO projections indicate a substantially larger increase in population than the WDOA projections. Both the MPO and WDOA projections illustrate that the Village of Weston is anticipated to grow much more than the County overall over the next few decades.

Household Forecasts

Table 4-4 shows projected households for the Village of Weston and Marathon County. These are based on population projections shown in Table 4-3 divided by the average household size in 2000 of 2.61 in the Village and 2.60 in the County, from Table 4-1.

Table 4-4: Household Projections, (WDOA) 2005-2035

	Total Households by Year							
	2005 (Estimate)	2010 (Proj.)	2015 (Proj.)	2020 (Proj.)	2025 (Proj.)	2030 (Proj.)	2035 (Proj.)	% change
<i>Weston</i>	5,010	5,393	5,775	6,162	6,569	7,002	7,205	+43.8%
<i>County</i>	50,754	53,905	57,113	60,206	62,911	65,325	67,378	+32.8%

Source: Wisconsin Department of Administration, May 2008

The number of households in the Village is projected to increase by 2,195, or 43.8 percent between 2005 and 2035. This is higher than the forecast County increase of 32.8 percent. As noted previously, once population forecasts are obtained to 2035, household projections for those periods can be calculated and inserted into the following table.

Household projections, like population projections prepared for the 2035 LRTP, are based on building permit and other data gathered between 2000 and 2005 and are therefore a better reflection of the more recent slow down in growth due to the decline in the amount of land available and suitable for development. These projections are shown in Table 4-4a.

Table 4-4a: Household Projections, (MPO) 2000-2030

	Total Population by Year							
	2000	2005	2010	2015	2020	2025	2030	% chg.
WDOA	4,572	5,004	5,478	5,950	6,420	6,642	6,835	+50%
MPO Adj.	4,572	5,130	5,681	6,232	6,783	7,334	7,885	+72%
County	48,585	49,665	50,745	51,821	52,904	53,985	55,065	+13

Source: WDOA and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]

Like the population projections, the MPO numbers indicate a significantly higher increase in households than the WDOA projections and the County overall.

Education and Income Levels

According to 2010 Census data, 88.5 percent of Village residents have a high school education or higher (see Table 4-5). This compares to 88.4 percent for the County, and 89.4 percent for the State. In the Village, 21.9 percent of residents have a bachelor’s degree or higher. This is slightly higher than figures for the County but lower than the State with 20.8 percent and 25.8 percent respectively.

**Table 4-5: Educational Attainment, 2010
(population age 25 and over)**

	<i>Village of Weston</i>		<i>County</i>	<i>State</i>
	<i>Pop. 9,211</i>		<i>Pop. 88,786</i>	<i>Pop. 3,739,243</i>
<i>Educational Attainment</i>	Percent	Percent	Percent	
Less than 9th Grade	4.4	5.3	3.7	
9th to 12th Grade, No Diploma	7.1	6.3	6.9	
High School Graduate	38.4	37.8	34.0	
Some College, No Degree	17.3	19.0	20.6	
Associates Degree	11.2	10.8	9.0	
Bachelor's Degree	15.1	13.9	17.1	
Graduate or Professional Degree	6.5	6.9	8.6	
Percent high school graduate or higher	88.5	88.4	89.4	
Percent bachelor's degree or higher	21.9	20.8	25.8	

*Source: U.S. Census Bureau, 2006-2010
American Community Survey*

As shown in Table 4-6, median household income for Village residents was \$55,367 in 2010. This compares slightly higher than Marathon County with a median income of \$53,471 and the State overall at \$51,598. Income distribution among all income levels is also higher than levels observed county and statewide.

Table 4-6: Household Income Levels, 2010

	<i>Village of Weston</i>		County	State
Income Level	Number	Percent	Percent	Percent
Less than \$10,000	134	2.4	4.2	6.0
\$10,000 - \$14,999	230	4.1	4.5	5.4
\$15,000 - \$24,999	665	11.9	10.7	11.0
\$25,000 - \$34,999	576	10.3	11.4	11.0
\$35,000 - \$49,999	843	15.1	15.8	15.0
\$50,000 - \$74,999	1253	22.5	22.0	20.6
\$75,000 - \$99,999	926	16.6	15.2	13.7
\$100,000 - \$149,000	747	13.4	11.4	11.6
\$150,000 - \$199,999	103	1.8	2.7	3.1
\$200,000 or More	93	1.7	2.1	2.6
Total Households	5,570	100.0	100.0	100.0
Median Household Income	\$55,367	-	\$53,471	\$51,598

*Source: U.S. Census Bureau, 2006-2010
American Community Survey*

Employment Characteristics

Table 4-7 illustrates the breakdown, by occupation, of the employed population of the Village in 2010. The “employed population” is defined as people living in the Village who are 16 years and older. In 2010, the Village had an employed population of 7,720. Most Village residents

were employed in sales and office; management, professional and related; or production, transportation and material moving occupations.

Table 4-7: Occupation by Sector, 2010

Occupation Sector	Number	%
Management, professional, and related	2,188	28.3
Service	1,174	15.2
Sales and office	2,111	27.3
Farming, fishing, and forestry	24	.3
Construction, extraction, and maintenance	634	8.2
Production, transportation, and material moving	1,613	20.9
Total Employed Population	7,720	100

*Source: U.S. Census Bureau, 2006-2010
American Community Survey*

The North Central Wisconsin Regional Planning Commission (NCWRPC) computed employment projections, based on the assumption that the historical growth rates would continue through 2030. These projections are shown in Table 4-8.

Table 4-8: Employment Projections – 2000-2030

	<i>Total Employment by Year</i>						
	2000	2005	2010	2015	2020	2025	2030
Village of Weston	4,414	4,656	4,897	5,139	5,381	5,622	5,864
County	72,508	75,625	78,742	81,859	84,976	88,093	91,210

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003

By the year 2030, it is estimated that the Village will provide employment to over 5,800 workers. This represents an employment increase of almost 33 percent and assumes a moderate growth rate based on the rate of change in employment between 1990-2000 for non-farm employment.

Employment projections were also prepared for the 2035 LRTP, and are based on building permit and other data gathered between 2000 and 2005. These indicate a significantly higher rate of employment growth than the NCWRPC projections. These projections are shown in Table 4-8a.

Table 4-8a: Employment Projections, (MPO) 2000-2030

	<i>Total Employment by Year</i>							
	2000	2005	2010	2015	2020	2025	2030	% chg.
NCWRPC	4,414	4,656	4,897	5,139	5,381	5,622	5,864	+32.8
MPO Adjusted	4,740	5,169	5,597	6,026	6,454	6,883	7,311	+54.2
County	72,508	75,625	78,742	81,859	84,976	88,093	91,210	+25.8

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003 and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]

Demographic Trends

- Weston (Town and Village) experienced a substantial amount of growth in population (31.1%) and households (50.1%) over the last 30 years. The largest increases occurred in the decade from 2000 to 2010.
- The population of the Village is younger, on average than the general population of the County or State, with a median age of 35.6 years compared to 39.4 and 38.5 for the County and State, respectively.
- The Village has a fairly high percent (88.5%) of residents with high school diplomas or higher, compared to 88.4 percent for the County, and 89.4 percent for the State.
- The median household income in the Village (2010) is \$55,367, which is slightly higher than median income in the County (\$53,471) or State (\$51,598).
- While projections indicate that both population and employment are expected to grow at a moderate rate between 2000 and 2030, opening of the Weston Regional Medical Center is anticipated to greatly increase demand for new residential and commercial development in the Village.
- The Village is becoming more ethnically diverse. The Asian population in the Village currently consists of 1,124, down from 1,300 in 2008. There is also an emerging Hispanic population, with about 282 people currently living in the Village. In addition, the Village has experienced an overall increase in African-American residents, with a current population of about 1126.

Issues

- **Impact of Medical Complexes** – St. Clare’s Hospital, the major facility within the Weston Regional Medical Center, opened in October 2005. The Aspirus Weston Clinic opened in January 2004 and provides Walk-in and Family Practice Care. While both bring employment to the Village, it is also anticipated that many of the new employees will choose to live in or near the Village to live close to work. This will result in significant development pressures – for both new residential and commercial development, particularly in areas close to the medical complex.
- **Increased Racial Tension** – While not a major issue, some increase in racial tension is apparent in the junior high school. The schools have English as a Second Language (ESL) programs, so language barriers are not a major issue. To address some of these issues, the Village has conducted focus groups regarding relations with the Hmong population.