

Chapter 2

POPULATION, HOUSING, AND EMPLOYMENT TRENDS AND PROJECTIONS

Information on the size, characteristics, and distribution of the resident population, housing, and employment in the Village, and on anticipated changes in these factors over time, is essential to the preparation of a sound comprehensive plan. Some of the land use requirements that a plan seeks to meet are directly related to the existing and probable future population, household, and employment levels of the area.

In a municipality that is set in a dynamic region, such as the Village of Hartland, the preparation of population, household, and employment forecasts is a difficult task, subject to periodic revision as new information becomes available. The population, household, and employment forecasts eventually selected as a basis for the Village plan were derived from regional and county projections reflecting alternative future growth scenarios for the Southeastern Wisconsin Region developed by the Regional Planning Commission and used by the Commission in its regional and local planning efforts.

Three alternative future scenarios were prepared for the Region as a basis for the regional population, household, and employment projections: a low-growth scenario, an intermediate-growth scenario, and a high-growth scenario. Under each scenario, land use development patterns were developed, which were believed to represent conditions that could occur in the Southeastern Wisconsin Region, including the Village of Hartland, over approximately the next 25 years. An additional variable, referred to as centralized and decentralized population distributions, which deals with the degree of concentration or “centrality” of development as measured by the relative nearness of new urban land uses to the major population centers in the Region, was added to the analysis of each scenario. In reviewing these alternative projections, two of the alternative scenarios for growth and development, an intermediate-growth future scenario with a centralized development pattern and a high-growth future scenario with a decentralized development pattern, were selected as a basis for preparing the future population, household, and employment levels for the Village. It is believed that they represent a realistic range of levels for the Village through the year 2035.¹

Historical population, household, and employment census data for the Village of Hartland are based on the corporate boundaries of the Village. However, future population, household, and employment scenarios for the Village of Hartland assume that the corporate boundaries of the Village will be larger in the plan design year 2035 than they are at present. Areas may be incorporated into the Village in order to extend urban services, such as public water and sanitary sewer services, to developing areas and thereby accommodate urban growth in an environmentally sound manner. For this reason, the future scenarios are based on a “study area” that includes the area within the corporate limits of the Village as well as such additional contiguous lands needed to accommodate anticipated new urban development.

¹*For a detailed description of the methodology used to develop these projections, see SEWRPC Technical Report No. 25, Alternative Futures for Southeastern Wisconsin; Technical Report No. 11, Fourth Edition, The Population of Southeastern Wisconsin, July 2004; and Technical Report No. 10, Fourth Edition, The Economy of Southeastern Wisconsin, July 2004.*

The base year for the projections presented in this chapter is 2000. The projections represent reasonable estimates of future conditions. They are provided as a starting point for the identification of parameters which will ultimately determine the design of the plan, and are used to forecast population, households, and employment selected by the Village to guide the design of the Village plan. Such forecasts take into account changes which have occurred within the Village most recently between 1990 and 2000.

POPULATION

Population Trends and Projections

Historical and future populations for the Region, Waukesha County, and the Village of Hartland are set forth in Table 2-1, but only until the year 2035. As shown, all three geographic areas have experienced relatively significant and steady population growth during the period 1900 to 2000. At first the Village experienced a steady growth rate in which the population almost doubled from 1900 to 1950. Thereafter, the community experienced a rapid growth rate from 1950 to 1980 and a steady increase from 1980 to 2000. The 2000 population is more than a six-fold increase over the Village population in 1950.

It is envisioned that this increase will continue in the Village's study area as indicated in the range of future population levels considered under the alternative future growth scenarios in Figure 2-1. The intermediate-growth scenario envisions that the population of the Village of Hartland would increase to 11,088 by the year 2035, an increase of 3,183 residents, or about 40.3 percent, over the 2000 level of 7,905 as shown in Table 2-2. This is a modest average annual population increase of 90 persons per year.

Table 2-1

**HISTORIC AND PROJECTED POPULATIONS IN THE REGION,
WAUKESHA COUNTY AND THE VILLAGE OF HARTLAND: 1900-2020**

Year	Region			Waukesha County			Village of Hartland		
	Population	Change from Previous Period		Population	Change from Previous Period		Population	Change from Previous Period	
		Number	Percent		Number	Percent		Number	Percent
1900	501,808	115,034	29.7	35,229	1,959	5.9	629 ^a	--	--
1910	631,161	129,353	25.8	37,100	1,871	5.3	728	99	15.7
1920	783,681	152,520	24.2	42,612	5,512	14.9	800	72	9.9
1930	1,006,118	222,437	28.4	52,358	9,746	22.9	945	145	18.1
1940	1,067,699	61,581	6.1	62,744	10,386	19.8	998	53	5.6
1950	1,240,618	172,919	16.2	85,901	23,157	36.9	1,190	192	19.2
1960	1,573,614	332,996	26.8	158,249	72,348	84.2	2,088	898	75.5
1970	1,756,083	182,469	11.6	231,338	73,089	46.2	2,763	675	32.3
1980	1,764,796	8,713	0.5	280,203	48,838	21.1	5,559	2,796	101.2
1990	1,810,364	45,568	2.6	304,715	24,512	8.7	6,906	1,347	24.2
2000	1,431,165	120,881	6.7	360,767	56,052	18.4	7,905	999	14.5
2035 Projections									
Intermediate Growth	1,931,165	120,801	6.7	446,800	86,000	24.0	11,088	2,723	34.4

^aThe Village of Hartland was incorporated in 1892.
Source: U.S. Bureau of the Census and SEWRPC.

Table 2-2

**POPULATION PROJECTIONS OF COMPARABLE COMMUNITIES
TO THE VILLAGE OF HARTLAND: 2010-2035**

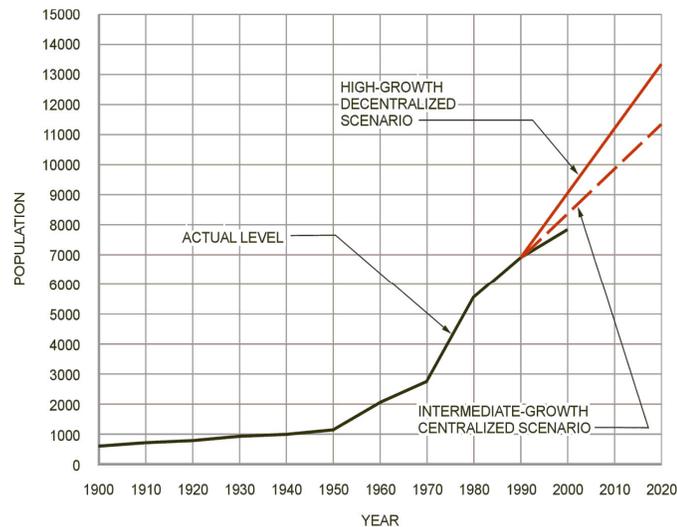
Community	2010	2015	2020	2025	2030	2035
Town of Delafield	9,120	9,712	10,295	10,949	11,603	12,313
Town of Merton	8,729	9,062	9,397	9,804	10,162	10,546
Village of Hartland	8,828	9,247	9,662	10,149	10,601	11,088
Village of Pewaukee	9,299	9,813	10,320	10,902	11,462	12,068
Village of Sussex	10,745	11,620	12,475	13,412	14,399	15,480
City of Delafield	7,322	7,707	8,089	8,530	8,950	9,402
Waukesha County Total	386,460	397,922	409,570	424,472	436,986	450,620

Source: Wisconsin Department of Administration

Note: The projections for years 2030 and 2035 were made with simple trend extrapolation techniques by the University of Wisconsin Applied Population Laboratory. These projections are built upon the Wisconsin Department of Administration's Demographic Services Center's population projections for municipalities (through 2025) and for counties (through 2030).

Figure 2-1

**HISTORICAL AND PROJECTED POPULATION
FOR THE VILLAGE OF HARTLAND: 1990-2035**



NOTE: PROJECTIONS ARE FOR THE VILLAGE OF HARTLAND URBAN SERVICE AREA.

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

Age Distribution

The age distribution of the population has important implications for planning and the formation of public policies in the areas of education, recreation, health, housing, and transportation. The age composition of the Region, County, and Village are set forth by age group in Table 2-2. In general, as the resident population of the three geographic areas increased during the last two decades, the number of adults increased significantly, while the overall number of children increased steadily.

Between 1980 and 2000, the number of children under the age of five increased about 3 percent in the Region and about 15 percent in the County, and decreased about 10 percent in the Village of Hartland. While the number of school-age children, ages five through 17, between 1980 and 2000 increased about 1 percent in the Region and 2 percent in the County, the Village experienced a more significant increase of about 32 percent. The school-age population may likely continue to increase in the Village over the planning period, which would probably result in a need for additional educational and ancillary recreation facilities.

Table 2-3 shows the number of working-age adults, ages 18 through 64, between 1980 and 2000, increased about 11 percent in the Region and about 31 percent in the County, while the Village experienced a higher increase of

about 50 percent. This increase in the labor/work force may be expected to continue during the planning period. The number of persons aged 65 and older also significantly increased in all three geographic areas between 1980 and 2000, with an increase of about 23 percent in the Region and about 108 percent in each the County and Village. The increase in the size of the elderly population, which may be expected to continue throughout the planning period, is expected to increase the demand for specialized housing units, transportation, and health care services for the elderly.

Table 2-3

**AGE COMPOSITION OF THE POPULATION IN THE REGION,
WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 1980-2000**

Region								
Age Group	1980 ^a		1990		2000		1980-2000 Change	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under 5	128,086	7.2	138,444	7.7	132,390	6.9	4,305	3.4
5 through 17	375,653	21.3	338,629	18.7	377,706	19.5	2,053	0.5
18 through 64	1,065,887	60.4	1,106,820	61.1	1,181,788	61.1	115,901	10.9
65 and Older	195,294	11.1	226,471	12.5	241,024	12.5	45,730	23.4
All Ages	1,764,919	100.0	1,810,364	100.0	1,932,908	100.0	167,989	9.5
Waukesha County								
Age Group	1980 ^a		1990		2000		1980-2000 Change	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under 5	20,054	7.2	21,801	7.2	23,096	6.4	3,042	15.2
5 through 17	70,098	25.0	61,309	20.1	71,807	19.9	1,709	2.4
18 through 64	169,260	60.3	191,679	62.9	222,430	61.7	53,170	31.4
65 and Older	20,914	7.5	29,926	9.8	43,434	12.0	22,520	107.7
All Ages	231,365	100.0	304,715	100.0	360,767	100.0	80,441	28.7
Village of Hartland								
Age Group	1980		1990		2000		1980-2000 Change	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under 5	608	10.9	618	8.9	550	6.9	-58	-9.5
5 through 17	1,359	24.5	1,642	23.8	1,795	22.7	436	32.1
18 through 64	3,308	59.5	4,219	61.1	4,970	62.9	1,662	50.2
65 and Older	284	5.1	427	6.2	590	7.5	306	107.8
All Ages	5,559	100.0	6,906	100.0	7,905	100.0	2,346	42.2

^aThe 1980 regional and county populations of 1,764,919 and 280,326, respectively, each include 123 persons who were subtracted from these numbers after the conduct of the 1980 census but whose removals were not allocated to the various age group categories. Source U.S. Bureau of the Census and SEWRPC

Educational Attainment

The level of educational attainment is one indicator of earning potential, which, in turn, influences such important choices as location, type, and size of housing. Table 2-4 compares the educational attainment of Village residents with those of Waukesha County and the Region. In 2000, about 95 percent of the residents 25 years of age and older in the Village of Hartland, or 4,691 persons, have a high-school or higher level of education. This is higher than the educational attainment of the population of both the County and Region, where 92 and 84 percent of the respective populations have attained this level of education. This table also indicates that about 41 and 42 percent of the respective population of the Village and County, had earned either an associate, bachelor's, or graduate degree, compared to about 32 percent in the Region.

Table 2-4

EDUCATIONAL ATTAINMENT OF PERSONS 25 YEARS OF AGE AND OLDER

IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 2000

Education Level Attained	Region		Waukesha County		Village of Hartland	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Less than Ninth Grade	59,587	4.8	5,537	2.3	72	1.5
Ninth to 12th Grade, No Diploma	136,211	10.9	13,873	5.8	188	3.8
High School Diploma (includes equivalency)	372,955	30.0	66,651	27.6	1,456	29.4
Some College, No Degree	272,642	21.9	54,483	22.6	1,207	24.4
Associate Degree	85,761	6.9	18,492	7.7	443	8.9
Bachelor Degree	214,986	17.3	57,050	23.6	1,098	22.2
Graduate or Professional Degree	101,712	8.2	25,213	10.4	487	9.8
Total	1,243,854	100.0	241,299	100.0	4,951	100.0

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

Household and Family Income¹

The 1999 annual income levels in the Region, County, and Village are set forth in Table 2-5. For comparison purposes, both the average and median incomes are presented. The median income level is found by listing, in a sequential order, the annual income of every household or family and selecting the value in the middle of the list. This middle value is generally used in summarizing income data because the average value can be inordinately affected by a relatively small number of households or families at the extreme high or low end of the income range. A comparison of income levels among the three geographic areas indicates that the 1999 annual median incomes for both households and families in the Village were lower than in the County, but higher than in the Region. The median annual household income in 1999 in the Village was \$58,359; in Waukesha County, \$62,839; and in the Region, \$47,710.

Table 2-5

HOUSEHOLD AND FAMILY INCOME IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 1999a

Range	Region				Waukesha County				Village of Hartland			
	Households		Families		Households		Families		Households		Families	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Less than \$10,000	56,195	7.5	22,870	4.6	3,698	2.7	1,070	1.1	90	3.0	25	1.2
\$10,000 to \$14,999	40,804	5.4	14,956	3.0	4,416	3.3	943	0.9	141	4.7	14	0.6
\$15,000 to \$19,999	43,486	5.8	19,181	3.9	4,700	3.5	1,706	1.7	75	2.5	26	1.2
\$20,000 to \$24,999	45,407	6.0	22,283	4.5	4,996	3.7	2,319	2.3	132	4.4	19	0.9
\$25,000 to \$29,999	45,482	6.1	24,802	5.0	5,570	4.1	3,018	3.0	107	3.6	58	2.7
\$30,000 to \$34,999	47,328	6.3	26,350	5.3	6,527	4.8	3,736	3.7	202	6.7	127	5.8
\$35,000 to \$39,999	43,294	5.8	26,091	5.3	6,244	4.6	4,068	4.0	142	4.7	118	5.4
\$40,000 to \$44,999	42,502	5.7	26,693	5.4	6,600	4.9	4,361	4.3	182	6.0	147	6.7
\$45,000 to \$49,999	39,426	5.2	26,946	5.4	6,842	5.0	4,929	4.9	133	4.4	111	5.1
\$50,000 to \$59,999	73,140	9.8	54,581	11.0	13,532	10.0	10,763	10.7	321	10.7	243	11.1
\$60,000 to \$74,999	90,944	12.1	73,423	14.8	19,946	14.7	16,793	16.6	444	14.8	380	17.4
\$75,000 to \$99,999	91,480	12.2	78,418	15.8	23,264	17.2	20,617	20.4	533	17.7	448	20.5
\$100,000 to \$124,999	42,385	5.8	37,427	7.6	12,801	9.4	11,742	11.6	238	7.9	219	10.0
\$125,000 to \$149,999	18,409	2.4	16,384	3.3	5,948	4.4	5,540	5.5	98	3.3	91	4.2
\$150,000 to \$199,999	14,148	1.9	12,383	2.5	5,115	3.8	4,658	4.6	70	2.3	65	3.0
\$200,000 or More	15,204	2.0	13,122	2.6	5,251	3.9	4,745	4.7	100	3.3	92	4.2
Total	749,634	100.0	495,910	100.0	135,450	100.0	101,008	100.0	3,008	100.0	2,183	100.0
Average income	\$58,003	--	\$68,009	--	\$77,665	--	\$87,225	--	\$69,571	--	\$79,949	--
Median Income	\$47,710	--	\$57,380	--	\$62,839	--	\$71,773	--	\$58,359	--	\$67,844	--

^aData reported in 2000 Census of Population and Housing actually represents calendar year 1999. Source: U.S. Bureau of the Census and SEWRPC.

HOUSING

Household Trends and Projections

Historical and future household levels for the Region, Waukesha County, and the Village of Hartland are set forth in Table 2-6. As indicated in Table 2-6, there was an increase in the number of occupied housing units in all three geographic areas between 1960 and 2000, with significantly high increases for both Waukesha County and the Village of Hartland. This table also demonstrates that the rate of increase in the number of occupied housing units exceeded the rate of population change in each of these three areas. With the number of households increasing at a faster rate than the population, household size throughout the Region has steadily decreased.

The trend towards an increase in the number of households or occupied housing units, for the Village may be expected to continue under both the intermediate-growth centralized scenario and the high-growth decentralized scenario. As indicated in Table 2-6, by the year 2035 household levels in the Village study area are envisioned to be approximately 4,216 units under the intermediate-growth scenario for an increase of about 40 percent, respectively, over the 2000 level of 3,002 units.

Table 2-6

**HISTORIC AND PROJECTED NUMBER OF OCCUPIED HOUSEHOLDS^a
IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 1960-2035**

Year	Region			Waukesha County			Village of Hartland		
	Households	Change from Previous Period		Households	Change from Previous Period		Households	Change from Previous Period	
		Number	Percent		Number	Percent		Number	Percent
1960	465,913	111,369	31.4	42,394	18,295	72.6	557	--	--
1970	536,486	70,573	15.1	61,935	19,541	46.1	780	223	40.0
1980	627,955	91,469	17.0	88,552	26,617	43.0	1,827	1,047	134.2
1990	676,107	48,152	7.7	105,990	17,438	19.7	2,345	518	28.4
2000	749,039	72,932	10.8	135,229	29,239	27.6	3,002	657	28.0
2035 Projections - Intermediate Growth	925,700	176,700	24.0	174,100	38,900	28.8	4,216	1,214	40.4

^aOccupied housing units.

^bProjections for the Village of Hartland study area.

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

Household Size

The number and size of households is important in land use and public facility planning, because the average household size is used to convert a selected population forecast to the number of housing units needed over the planning period. Throughout the Region, the number of households has been increasing at a faster rate than the total household population. Table 2-7 compares historical and future year 2035 household sizes in the Region, County, and Village. While the number of households in the Village of Hartland has increased, the average size of a household has decreased from 1960 to 2000, a trend seen throughout the Region and the nation. The Village had the same household size as the County, but a larger household size than the Region in 2000. The decline in household size can be attributed to a decrease in the number of children per family and an increase in the number of single-parent families and single-person households.

Table 2-7 indicates that the average household size, under the intermediate-growth centralized scenario, may be expected to decline in all three geographic areas, with household size in the Village study area slightly decreasing from 2.63 persons per household in 2000 to 2.57 in 2035.

Table 2-7

HISTORIC AND PROJECTED HOUSEHOLD SIZE IN THE REGION,

WAUKESHA COUNTY AND THE VILLAGE OF HARTLAND: 1960-2035

Year	Region			Waukesha County			Village of Hartland		
	Persons per Household	Change from Previous Period		Persons per Household	Change from Previous Period		Persons per Household	Change from Previous Period	
		Number	Percent		Number	Percent		Number	Percent
1960	3.30	--	--	3.66	--	--	3.75	--	--
1970	3.20	-0.10	-3.03	3.66	0.00	0.00	3.54	-0.21	-5.60
1980	2.75	-0.45	-14.06	3.11	-0.55	-15.03	3.04	-0.50	-14.12
1990	2.62	-0.13	-4.73	2.83	-0.28	-9.00	2.94	-0.10	-3.29
2000	2.52	-0.10	-3.82	2.63	-0.20	-7.07	2.63	-0.31	-10.50
2035 Projections	2.39	-0.13	-5.15	2.50	-0.13	-4.94	2.57	0.6	-0.23

^aProjections for the Village of Hartland study area. Source: U.S. Bureau of the Census and SEWRPC.

Housing Stock Characteristics

Housing characteristics for the Region, County, and Village are set forth in Table 2-10. Between 1980 and 2000, the total number of housing units in the Region increased by about 20 percent, while in the County and Village the number of units increased by about 52 and 64 percent, respectively. Of the past total number of housing units, the Southeastern Wisconsin Region experienced an increase in owner-occupied housing units of about 21 percent, while Waukesha County and the Village of Hartland experienced increases of 49 and 73 percent, respectively, between 1980 and 2000. The increase in the Village was 24 percent higher than that experienced by the County as a whole. With respect to renter-occupied housing units during the same period, the Region experienced an increase of about 16 percent; while the County and the Village experienced significantly higher increases of 64 and 53 percent, respectively. The increase in renter-occupied housing is due to lifestyle changes such as more single-person households and smaller families, and the increasing urbanization of the Hartland area.

Housing Age and Building Activity

Table 2-8 indicates the number of housing units constructed during certain time periods for the Region, County, and Village which, in turn, provides an indication of the general age of the housing stock for each of the geographical areas. The table indicates that the Region and County contain higher percentages of older housing units in comparison to those in the Village of Hartland. A large portion of the housing units, about 69 percent, within the Village of Hartland were constructed from 1970 to 2000, whereas about 58 and 37 percent, respectively, were constructed in Waukesha County and the Region during the same period.

Table 2-8

NUMBER AND YEAR OF HOUSING UNIT CONSTRUCTION IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 1940-2000

Time Period Constructed	Region		Waukesha County		Village of Hartland	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
1990 to March 2000	109,268	13.7	35,125	25.0	678	21.4
1980 to 1989	65,570	8.2	17,185	12.3	455	14.3
1970 to 1979	118,260	14.9	28,475	20.3	1,044	32.9
1960 to 1969	108,689	13.6	20,024	14.3	277	8.7
1950 to 1959	140,682	17.7	19,406	13.8	316	10.0
1940 to 1949	72,295	9.1	5,919	4.2	58	1.8
Before 1940	181,970	22.8	14,175	10.1	347	10.9
Total	796,734	100.0	140,309	100.0	3,175	100.0

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

Residential Building Activity

Table 2-9 provides a summary of residential building permit activity in the Village of Hartland from 1970 to 2000. During this time period, building permits for 2,564 housing units were issued, of which 1,278 units, or

about 50 percent, were for single-family housing units, including attached condominium units; 291 units, or about 11 percent, were for two-family housing units; and the remaining 995 units, or 39 percent, were for multi-family housing units. Over the 1970 through 1980 time period, permits were issued for an overall average of about 114 units per year. From 1981 through 1990, permits were issued for an average of about 52 units per year, while from 1991 through 2000, permits for an average of about 79 units per year were issued. Even though this data does not indicate whether the units were actually built, it could be assumed that most units were constructed.

Table 2-9

**RESIDENTIAL BUILDING ACTIVITY
IN THE VILLAGE OF HARTLAND: 1970-2000**

Year	Single-Family Housing Units	Two-Family Housing Units	Multi-Family Housing Units	Total Housing Units
1970	14	0	32	46
1971	20	10	64	94
1972	27	6	120	153
1973	20	20	98	138
1974	25	16	30	71
1975	54	60	0	114
1976	87	32	16	135
1977	96	42	44	182
1978	94	14	56	164
1979	47	10	60	117
1980	16	16	8	40
1981	15	6	0	21
1982	15	2	0	17
1983	19	6	36	61
1984	24	2	40	66
1985	15	4	34	53
1986	12	10	4	26
1987	21	10	68	99
1988	12	6	60	78
1989	37	6	6	49
1990	45	2	0	47
1991	36	2	14	52
1992	57	4	30	91
1993	53	4	51	108
1994	38	0	65	103
1995	57	0	0	57
1996	45	0	0	45
1997	37	0	52	89
1998	57	0	7	64
1999	70	0	0	70
2000	113	1	0	114
Total	1,278 ^a	291	995	2,564
Average Annual	41	9	32	83

^aIncludes permits issued for a total of about 150 condominium units. Data were not available for determining which such permits were issued for two-family residential buildings and multi-family residential buildings consisting of three or more housing units.
Source: Village of Hartland and SEWRPC.

Housing Occupancy and Vacancy Rates

In 2000, about 96 percent of all housing units in the County and Village were occupied, compared to 94 percent in the Region as indicated in Table 2-10. Housing vacancy rates for owner-occupied and rental housing in 2000 for

the three geographic areas are also indicated in Table 2-10. The vacancy rate for owner-occupied and rental housing units was about 3 percent each in the Village in 2000.

Table 2 – 10

**HISTORIC POPULATION AND HOUSING CHARACTERISTICS OF THE REGION,
WAUKESHA COUNTY AND THE VILLAGE OF HARTLAND: 1980-2000**

Characteristics	Region							
	1980a		1990		2000		1980-2000 Change	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent
Population								
Household	1,724,567	97.7	1,769,120	97.7	1,885,344	97.5	160,777	9.3
Group Quarters	40,352	2.3	41,244	2.3	47,564	2.5	7,212	17.9
Total	1,764,919	100	1,810,364	100	1,932,908	100	167,989	9.5
Housing Unit Type								
Owner Occupied	389,381	58.5	414,049	57.7	471,553	59.2	82,712	21.1
Renter Occupied	238,574	35.9	262,058	36.6	277,502	34.8	38,929	16.3
Vacant, for Sale	4,478	0.7	3,830	0.5	4,899	0.6	421	9.3
Vacant, for Rent	11,205	1.7	12,615	1.8	16,182	2	4,977	44.4
Other Vacant ^b	21,335	3.2	24,623	3.4	26,598	3.4	5,263	24.7
Total	664,973	100	717,175	100	796,734	100	131,761	19.8
Persons Per Occupied Housing Unit	2.75	--	2.62	--	2.5	--	-0.23	-8.4

Characteristics	Waukesha County							
	1980a		1990		2000		1980-2000 Change	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent
Population								
Household	275,616	98.3	300,144	98.3	355,014	98.4	79,398	28.8
Group Quarters	4,710	1.7	4,571	1.7	5,753	1.6	1,043	22.1
Total	280,326	100	304,715	100	360,767	100	80,441	28.7
Housing Unit Type								
Owner Occupied	69,154	74.7	81,927	74.2	103,373	73.7	34,219	49.5
Renter Occupied	19,398	21	24,063	21.8	31,856	22.7	12,458	64.2
Vacant, For Sale	957	1	704	0.6	844	0.6	-113	-11.8
Vacant, For Rent	679	0.7	1,375	1.2	1,633	1.2	954	140.5
Other vacant ^b	2,434	2.6	2,383	2.2	2,603	1.8	169	6.9
Total	92,622	100	110,452	100	140,309	100	47,687	51.5
Persons Per Occupied Housing Unit	3.11	--	2.83	--	2.63	--	-0.48	-15.4

Characteristics	Village of Hartland							
	1980		1990		2000		1980-2000 Change	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent
Population								
Household	5,559	100	6,906	100	7,902	100	2,343	42.1
Group Quarters	0	0	0	0	3	- c	3	0
Total	5,559	100	6,906	100	7,905	100	2,346	42.2
Housing Unit Type								
Owner Occupied	1,008	52.7	1,301	53.6	1,746	55.6	738	73.2
Renter Occupied	819	42.8	1,044	43	1,256	40	437	53.4
Vacant, For Sale	27	1.4	2	0.1	51	1.6	24	88.9
Vacant, For Rent	40	2.1	66	2.7	38	1.2	-2	-5
Other vacant ^b	18	1	15	0.6	49	1.6	31	172.2
Total	1,912	100	2,428	100	3,140	100	1,228	64.2

^aThe total population for the Region and County in 1980 was revised by the U.S. Bureau of the Census to 1,767,796 and 280,203, respectively. However, attribute data regarding the number of persons in households and group quarters was not revised.

^bIncludes migratory, seasonal housing units, and units rented or sold but not occupied

^cLess than 0.05. Source: U.S. Bureau of the Census and SEWRPC

Standards contained in SEWRPC Planning Report No. 20, *Regional Housing Plan for Southeastern Wisconsin*, suggest that local housing vacancy rates be maintained at a minimum of 4 percent and a maximum of 6 percent for rental units, and at a minimum of 1 percent and a maximum of 2 percent for owner-occupied units over a full range of housing types, sizes, and costs. These vacancy rates are desirable to facilitate population mobility and to

enable households to exercise choices in the selection of suitable housing. The Village's 2000 vacancy rate of about 3 percent for owner-occupied housing units was slightly above the standard range, while the vacancy rate for the rental housing units was within the recommended standard range.

Housing Value and Costs

Table 2-11 sets forth the value of owner-occupied housing units in 2000 in the Region, County, and the Village. The value, as recorded by the U.S. Census, is the homeowner's estimate of what the property, house and lot, would bring on the market if it were sold. Value data for units on 10 acres or more were excluded by the U.S. Census in this tabulation. A comparison of housing values among the three geographic areas indicates that both the average and median housing values in the Village were lower than in the County, but higher than in the Region. Most of the owner-occupied housing units, about 88 percent, in the Village were valued between about \$100,000 and \$300,000 in 2000. Table 2-11 does not include data on the value of 178 owner-occupied housing units in the Village, since such information was not available from the Census data.

Table 2-11

**VALUE OF OWNER-OCCUPIED HOUSING UNITS^a
IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 2000**

Range	Region		Waukesha County		Village of Hartland	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Less than \$10,000	282	0.1	50	0.1	0	0.0
\$10,000 to \$19,999	1,171	0.3	48	0.1	0	0.0
\$20,000 to \$29,999	2,877	0.7	105	0.1	0	0.0
\$30,000 to \$39,999	6,488	1.6	91	0.1	0	0.0
\$40,000 to \$49,999	8,360	2.1	104	0.1	10	0.6
\$50,000 to \$59,999	10,612	2.6	150	0.1	0	0.0
\$60,000 to \$69,999	13,687	3.4	253	0.3	0	0.0
\$70,000 to \$79,999	19,066	4.7	580	0.6	11	0.7
\$80,000 to \$89,999	27,155	6.7	1,220	1.3	0	0.0
\$90,000 to \$99,999	31,187	7.8	2,457	2.6	62	3.8
\$100,000 to \$124,999	66,134	16.4	9,847	10.5	153	9.4
\$125,000 to \$149,999	63,195	15.7	17,577	18.7	417	25.8
\$150,000 to \$174,999	49,139	12.2	17,867	19.0	353	21.8
\$175,000 to \$199,999	32,988	8.2	12,836	13.6	202	12.5
\$200,000 to \$249,999	31,403	7.8	13,039	13.9	216	13.3
\$250,000 to \$299,999	17,103	4.3	8,050	8.6	87	5.4
\$300,000 to \$399,999	12,204	3.0	5,747	6.1	35	2.2
\$400,000 to \$499,999	4,116	1.0	1,739	1.8	17	1.0
\$500,000 to \$749,999	3,457	0.9	1,505	1.6	21	1.3
\$750,000 to \$999,999	1,096	0.3	441	0.5	26	1.6
\$1,000,000 or more	918	0.2	381	0.4	9	0.6
Total	402,638	100.0	94,087	100.0	1,619	100.0
Average Value	\$152,328	--	\$201,896	--	\$195,493	--
Median Value	\$130,700	--	\$170,400	--	\$161,000	--

^aDoes not include attached and detached houses on 10 acres or more.

^bLess than 0.05 percent.

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

Table 2-12 provides the monthly owner costs, of mortgaged owner-occupied housing units in the Region, County, and Village. The table, however, does not include the monthly mortgage for housing units located on 10 acres or more. The data indicates that, overall, the 2000 median monthly mortgage cost in the Village, \$1,316, was comparatively lower than such cost for the County, \$1,366, but higher than the Region, \$1,151.

Table 2-12**NUMBER OF OWNER-OCCUPIED MORTGAGED HOUSING UNITS^a BY MONTHLY OWNER COSTS IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 2000**

Actual Monthly Owner Costs with Mortgage	Region		Waukesha County		Village of Hartland	
	Number	% of Total	Number	% of Total	Number	% of Total
Less than \$200	72	--a	5	--a	0	0.0
\$200 to \$299	444	0.1	20	--a	0	0.0
\$300 to \$399	2,459	0.9	203	0.3	0	0.0
\$400 to \$499	6,012	2.1	637	0.9	8	0.6
\$500 to \$599	10,603	3.7	1,262	1.8	13	1.0
\$600 to \$699	15,441	5.4	1,921	2.7	48	3.6
\$700 to \$799	20,365	7.1	2,647	3.7	36	2.7
\$800 to \$899	24,836	8.6	3,604	5.1	73	5.5
\$900 to \$999	26,232	9.1	4,523	6.4	109	8.2
\$1,000 to \$1,249	61,654	21.4	14,156	19.9	286	21.5
\$1,250 to \$1,499	46,727	16.3	14,123	19.8	344	25.9
\$1,500 to \$1,999	46,854	16.3	17,394	24.5	252	19.0
\$2,000 to \$2,499	15,479	5.4	6,388	9.0	101	7.6
\$2,500 to \$2,999	5,289	1.8	2,158	3.0	25	1.9
\$3,000 or more	5,051	1.8	2,072	2.9	34	2.5
Total	287,518	100.0	71,113	100.0	1,329	100.0
Average Cost	\$1,263	--	\$1,479	--	\$1,425	--
Median Cost	\$1,151	--	\$1,366	--	\$1,316	--

^aLess than 0.05 percent.

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

Table 2-13 provides the 2000 gross rent of renter-occupied housing in the Region, County, and Village. The gross rent data includes contract rents plus estimated utility and heating costs for those contract rents that do not include such costs. This data, however, does not include the gross rent for rental units located on 10 or more acres of land. The data indicates that in 2000 the median and average monthly gross rent for renter-occupied housing in the Village was higher than such rents for the Region, but lower than those for Waukesha County.

Table 2-13**NUMBER OF RENTER-OCCUPIED HOUSING UNITS^a BY MONTHLY GROSS RENT IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 2000**

Monthly Gross Rent	Region		Waukesha County		Village of Hartland	
	Number	% of Total	Number	% of Total	Number	% of Total
Less than \$100	1,282	0.5	170	0.5	0	0.0
\$100 to \$199	10,425	3.8	719	2.2	27	2.1
\$200 to \$299	11,484	4.2	644	2.1	45	3.6
\$300 to \$399	22,623	8.2	854	2.7	26	2.1
\$400 to \$499	43,954	16.0	2,135	6.8	84	6.7
\$500 to \$599	57,136	20.7	3,721	11.8	252	20.0
\$600 to \$699	46,321	16.8	5,452	17.3	201	16.0
\$700 to \$799	31,008	11.2	5,595	17.9	202	16.0
\$800 to \$899	18,140	6.6	4,090	13.0	249	19.8
\$900 to \$999	10,451	3.8	2,537	8.1	63	5.0
\$1,000 to \$1,499	13,097	4.7	3,761	12.0	106	8.3
\$1,500 to \$1,999	1,796	0.7	561	1.8	0	0.0
\$2,000 or more	919	0.3	249	0.8	0	0.0
No Cash Rent	7,012	2.5	959	3.0	5	0.4
Total	275,649	100.0	31,448	100.0	1,259	100.0
Average Rent	\$603	--	\$753	--	\$690	--
Median Rent	\$590	--	\$726	--	\$692	--

^aDoes not include one-unit attached or detached houses on 10 acres or more.

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

EMPLOYMENT**Employment Trends and Projections**

Historical and projected future employment levels for the Village of Hartland are set forth in Table 2-14. Employment means the number of jobs, regardless of the residency of the worker and whether the jobs are part- or full-time employment. Table 2-14 indicates that the historical trend of employment growth for the Village of Hartland may be expected to continue as indicated in the range of future employment levels considered under the alternative future scenarios. The employment level in the Village study area is envisioned to experience an increase to 5,428 jobs by the year 2035, under the intermediate-growth scenario. This is an increase of 1,828 jobs, or 48.9 percent, over the year 2000 level of 3,600 jobs, and equates to a 3.0 percent annual increase in employment during the 25 year planning period from 2010 to 2035. This projection assumes that a constant ratio between population growth and employment continues to exist from 2020 to 2035, and does not take into account mitigating factors such as unforeseen economic adjustments.

Table 2-14

**HISTORICAL AND PROJECTED EMPLOYMENT^a
IN THE VILLAGE OF HARTLAND: 1970-2035**

Year	Village of Hartland		
	Employment	Change from Previous Period	
		Number	Percent
1970	650	--	--
1980	2,275	1,625	250.0
1990	3,002	717	32.0
2000	3,600	598	19.9
2035 Projections Intermediate-Growth	5,438	1,828	48.9

^aEmployment means the number of jobs, regardless of the residency of the worker and whether the jobs are part- or full-time employment.

^bProjections for the Village of Hartland study area.

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

Occupational Characteristics

Table 2-15 provides information on the employed population 16 years of age and older by class of worker for the Region, Waukesha County, and the Village of Hartland in 2000. In this data set, the number of employed persons is based upon the residency of the workers rather than the location of the job. In 2000, there were 948,484 workers, which are about 49 percent of the total residents, in the Region; 194,423 workers, which are about 54 percent of the total residents, in the County; and 4,534 workers, which are about 57 percent of the total residents, in the Village. As may be expected, Table 2-15 indicates that the majority of workers in all three geographic areas are identified as private wage and salary workers.

Table 2-15

**EMPLOYED PERSONS 16 YEARS OF AGE AND OLDER BY CLASS OF WORKER
IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 2000**

Class of Worker ^a	Region		Waukesha County		Village of Hartland	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Private Wage and Salary Worker	776,609	81.9	161,074	82.8	3,836	84.6
Federal Government Worker	14,790	1.6	2,426	1.2	16	0.4
State Government Worker	21,740	2.3	2,822	1.5	38	0.8
Local Government Worker	70,245	7.4	11,429	5.9	293	6.5
Self-Employed Worker	63,652	6.7	16,326	8.4	331	7.3
Unpaid Family Worker	1,448	0.1	346	0.2	20	0.4
Total	948,484	100.0	194,423	100.0	4,534	100.0

^aDoes not include workers in the agriculture, forestry, fishing, and hunting industries.

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

Table 2-16 provides further information on the employed population by occupation for the three geographic areas. As indicated in this table, white collar workers, that is, mostly managerial and professional specialty, and sales and office workers, represented about 61 percent of the employed persons in the Region, about 69 percent

in the County, and about 65 percent in the Village. The remaining occupations, consisting mostly of blue collar workers, represented about 39 percent of the employed persons in the Region, about 31 percent in the County, and about 35 percent in the Village.

Table 2-16

**EMPLOYED PERSONS 16 YEARS AND OLDER BY OCCUPATION
IN THE REGION, WAUKESHA COUNTY, AND THE VILLAGE OF HARTLAND: 2000**

Occupation	Region		Waukesha County		Village of Hartland	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Managerial and Professional Specialty						
Management, Business, and Financial Operations	128,568	13.5	34,305	17.6	626	13.7
Professional Specialty	194,243	20.4	44,543	22.8	1,125	24.7
Service						
Health Care Support	20,942	2.2	3,088	1.6	56	1.2
Protective Service	16,392	1.7	1,984	1.0	54	1.2
Food Preparation and Serving	44,080	4.6	6,660	3.4	209	4.6
Building and Grounds, Cleaning and Maintenance	25,577	2.7	3,503	1.8	92	2.0
Personal Care and Service	22,303	2.3	4,250	2.2	174	3.8
Sales and Office						
Sales	102,766	10.8	24,550	12.6	459	10.0
Office and Administrative Support	154,285	16.2	30,921	15.8	746	16.4
Farming, Fishing, and Forestry	2,273	0.2	268	0.1	28	0.6
Construction, Extraction, and Maintenance						
Construction and Extraction	39,398	4.1	8,398	4.3	199	4.4
Installation, Maintenance, and Repair	33,368	3.5	6,967	3.5	157	3.4
Production, Transportation, and Material Moving						
Production	114,633	12.0	17,733	9.1	412	9.0
Transportation and Material Moving	55,615	5.8	8,120	4.2	227	5.0
Total	954,443	100.0	195,290	100.0	4,564	100.0

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

Place of Work

Table 2-17 indicates the general place of work of employed population 16 years and older living in Waukesha County and in the Village of Hartland in 2000. This table indicates that 119,461 workers living in Waukesha County, or about 62 percent of the employed labor force, also worked in the County; while 73,141 workers, or about 38 percent, worked outside Waukesha County. The table indicates that about 883 workers living in the Village of Hartland, or about 20 percent of the employed labor force, also worked in the Village; while 3,645 workers, or about 80 percent, worked outside the Village. Table 2-17 thus indicates that a substantial number of workers living in the Village of Hartland were employed outside their community of residence.

Table 2-17

**PLACE OF WORK OF WORKERS 16 YEARS OF AGE AND OLDER
LIVING IN WAUKESHA COUNTY AND THE VILLAGE OF HARTLAND: 2000**

Place of Work	Waukesha County		Village of Hartland	
	Number of Workers	Percent of Total	Number of Workers	Percent of Total
Worked in Place of Residence	119,461	62.0	883	19.5
Worked Outside Place of Residence	73,141	38.0	3,645	80.5
Total	192,602	100.0	4,528	100.0

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

SUMMARY

Inventory is the first operational step in the planning process. It is important that the planning area be properly described before recommendations that will invariably affect the future of that area are formulated. This chapter has presented information on the historical characteristics of the population, housing, and employment for the Village of Hartland, Waukesha County, and the Southeastern Wisconsin Region, and on anticipated changes in these socioeconomic factors over time. The following findings are of particular significance to the preparation of the Village of Hartland comprehensive plan:

- The Village of Hartland has historically experienced an increase in population since its incorporation in 1892. During the earlier part of this time period, from 1900 to 1950, the population of the Village of Hartland steadily increased nearly 89 percent to 1,190 residents. Following this time period, the population of the Village increased significantly from 1,190 persons in 1950 to 7,905 in 2000.
- Population in the Village of Hartland, which stood at 7,905 in 2000, is envisioned to increase under the selected intermediate-growth scenario by approximately 2,723 residents, or 34 percent, to 11,088 residents during the 2000 to 2035 time period.
- The number of households or occupied housing units in the Village of Hartland, which stood at 3,002 in 2000, is envisioned to increase under the selected intermediate-growth scenario by approximately 1,214 households, or 40 percent, to 4,216 households during the 2000 to 2035 time period.
- The average household size in the Village of Hartland is envisioned to slightly decline under the intermediate-growth scenario from 2.63 persons per occupied household in 2000 to 2.57 in 2035.
- Employment in the Village of Hartland, which stood at approximately 3,600 jobs in 2000, is envisioned to increase under the intermediate-growth scenario by approximately 1,828, or 49 percent, to 5,438 jobs in 2035.