

TOWN OF ATLANTA COMPREHENSIVE PLAN

1. Demographics and Issues & Opportunities

Overview

Town of Atlanta's Comprehensive Plan begins with an overview of the town based on information including the past, present and future projections covering a 20-year planning period. This overview is necessary to understand the changes that are taking place in Town of Atlanta. The information found in this plan is all important and will help assist in achieving the goals and objectives that will guide the future development and policy for the next 20 years in Town of Atlanta.

1.2 Population Characteristics

Population Projections

TABLE 1.1 Historical Populations 1950 - 2013

Town	1950	1960	1970	1980	1990	2000	2010	2013	Absolute change 1950 - 2013	Percent change 1950 - 2013
Atlanta	661	549	489	586	585	627	592	583	-78	-11.8%

** From Rusk County Comprehensive Report

The population in the Town of Atlanta from 1950 to 2013 decreased by 11.8%.

TABLE 1.2 Population Projections 2015 - 2025

Town	2015	2020	2025	Absolute change 2013 - 2025	Percent change 2013 - 2025
Atlanta	696	715	721	+ 138	+23.7

** From Rusk County Comprehensive Report

Table 1.2 projections shown are based on current and past population trends that took place in Town of Atlanta and are intended to be a baseline guide for any of the town decision makers. In this table it shows that Town of Atlanta will steadily increase through the next 12 years. Table 1.1 shows the population levels of 1950-2013 and Table 1.2 shows the projections of 2015-2025.

Ethnicity and Ancestral Composition

An ethnic group consists of those who conceive themselves as being alike. They share a common history, culture, and ancestry. This could in fact include things such as

TOWN OF ATLANTA COMPREHENSIVE PLAN

language, values, religion, music, employment patterns, and geographic origins. Table 1.3 below shows the ethnicity for residents of Town of Atlanta. Backgrounds of Scandinavian ancestries and German ancestries appear to be the strongest in the Town of Atlanta.

Table 1.3 Ethnicity

Ethnicity	Number	Percentage
American	17	3.0%
Czech/Czechoslovakian/Slovak	8	1.4%
Danish	5	0.9%
Dutch	3	0.5%
English	26	4.6%
European	2	0.4%
French	3	0.5%
German	148	26.5%
Irish	40	7.2%
Lithuanian	16	2.9%
Norwegian	27	4.8%
Polish	77	13.8%
Scandinavian	6	1.1%
Scottish	6	1.1%
Swedish	16	2.9%
Swiss	4	0.7%
Other groups	19	3.4%
Unclassified/Not Reported	135	24.2%

** Source American Community Service (ACS) website www.factfinder2.census.gov

Most of the town residents reported that their race was white (96.6%) in the 2010 U.S. Census for Town of Atlanta. Other racial categories only accounted for almost four percent of the total population as shown in Table 1.4.

Table 1.4 Races

Race	Number	Percentage
White	572	96.6%
Black or African American	2	00.4%
American Indian or Alaskan Native	3	00.5%
Asian	5	00.9%
Hispanic or Latino	14	02.5%

** Source American Community Service (ACS) website www.factfinder2.census.gov

Demographic Change and Age Distribution

Table 1.5 Ages

TOWN OF ATLANTA COMPREHENSIVE PLAN

Age	Number	Male	Female	% of Total
Under 5 years	13	10	3	2.2%
5 – 9 years	26	12	14	4.4%
10 – 14 years	29	14	15	4.9%
15 – 19 years	44	28	16	7.4%
20 – 24 years	38	24	14	6.4%
25 – 29 years	13	6	7	2.2%
30 – 34 years	23	13	10	3.9%
35 – 39 years	27	18	9	4.6%
40 – 44 years	44	19	25	7.4%
45 – 49 years	56	27	29	9.5%
50 – 54 years	71	35	36	12.0%
55 – 59 years	60	34	26	10.1%
60 – 64 years	46	26	20	7.8%
65 – 69 years	37	16	21	6.3%
70 – 74 years	32	18	14	5.4%
75 – 79 years	12	5	7	2.0%
80 – 84 years	12	7	5	2.0%
85 – 89 years	6	2	4	1.0%
90 years and over	3	0	3	0.5%

** Source American Community Service (ACS) website www.factfinder2.census.gov

Table 1.5 shows Town of Atlanta population by age and gender. Shifts in the age structure of the population can affect many needs and services within the town which would include housing, elderly care, and schooling. Trends point to an aging population that will need more services.

1.3 Household Characteristics

A household includes all of the people who live in a housing unit. By gathering the data of these households of a community it will help establish an understanding of what the community is like along with providing insight into community life.

The 2010 Census identified 244 households in Town of Atlanta. Of this total, 188 are family households which make up 77% of all households. What it means by a family household means there must be two or more people living in that household who are related by marriage, birth, or adoption. A Non-family household means a householder living alone or living with non-relatives only. Table 1.6 gives an understanding of the makeup of the households in the Town of Atlanta.

Table 1.6 Household Characteristics

Type	Number	Percent
Total Households	249	100%
- With children under 18	72	28.9%

TOWN OF ATLANTA COMPREHENSIVE PLAN

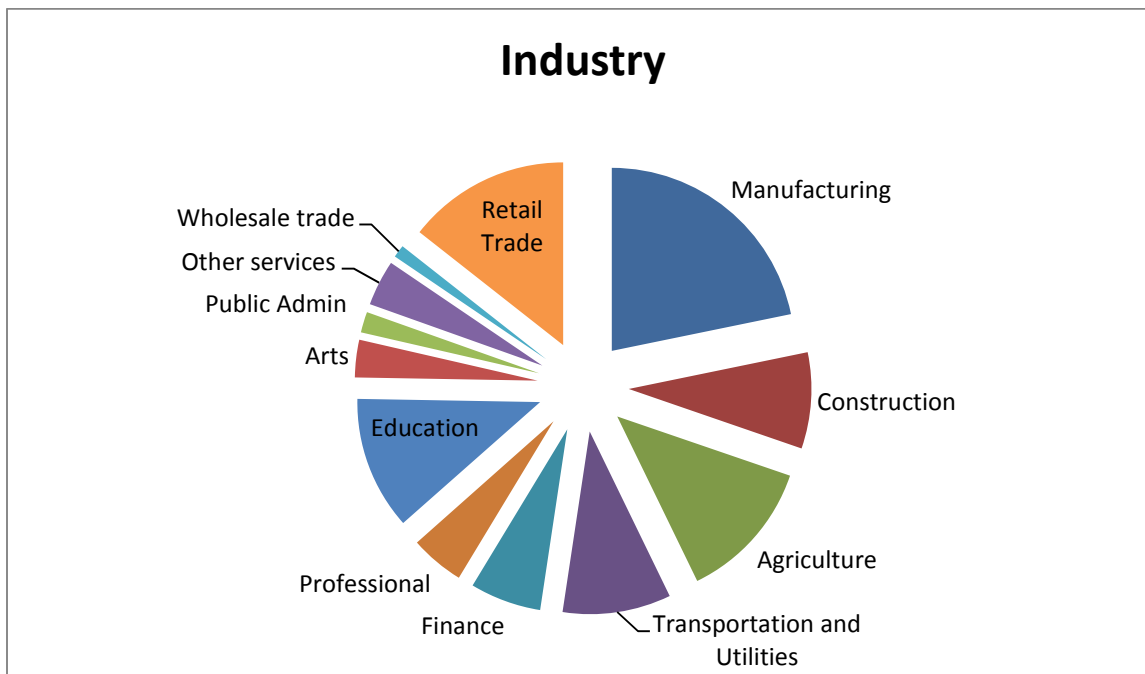
Married Couple	144	57.8%
- With children under 18	47	18.9%
Male Householder, no wife present	22	8.8%
- With children under 18	17	6.8%
Female Householder, no husband present	11	4.4%
- With children under 18	8	3.2%
Nonfamily Household	72	28.9%
Average Household size	2.24	--
Average Family size	2.63	--

** Source American Community Service (ACS) website www.factfinder2.census.gov

1.4 Employment Characteristics

According to the 2012 U.S. Census Bureau figures, 271 Town of Atlanta residents are employed. The majority are working in manufacturing.

Table 1.7 Industries



** Source American Community Service (ACS) website www.factfinder2.census.gov

Median Household Income

The 2000 U.S. Census reports that the median household income for Town of Atlanta is \$35,344. Wisconsin's median household income is \$43,791, making Rusk County falling short of the average income. The Table 1.8 shown here gives the detailed averages of annual incomes for Rusk County.

TOWN OF ATLANTA COMPREHENSIVE PLAN

Table 1.8 Household Incomes

Type	Number	Percent
Total Households	249	100%
Less than \$10,000	8	3.2%
\$10,000 - \$14,999	18	7.2%
\$15,000 - \$19,999	12	4.8%
\$20,000 - \$24,999	13	5.2%
\$25,000 - \$29,999	23	9.2%
\$30,000 - \$34,999	12	4.8%
\$40,000 - \$44,999	32	12.8%
\$45,000 - \$49,999	27	10.8%
\$50,000 - \$59,999	33	13.3%
\$60,000 - \$74,999	21	8.4%
\$75,000 - \$99,999	17	6.8%
\$100,000 – \$124,999	12	4.8%
\$125,000 - \$149,999	13	5.2%
\$150,000 - \$199,999	4	1.6%
\$200,000 or more	0	0.0%

** Source American Community Service (ACS) website www.factfinder2.census.gov

Per Capita Income

Per capita money income (PCI) is defined as all resident income divided by the population and is reported by census data. It is gathered from traceable income from interest, welfare program payments, dividends, wages, etc. Per capita personal income (PCPI) is the same as PCI except that it includes moneys received from insurance payments, refunds, and gifts. Since that happens, PCPI figures will always be higher than that of PCI.

1.6 Educational Attainment

Educational attainment is the highest degree or level of schooling a person can complete, and is a variable used when assessing a community’s labor force potential. According to the 2000 Census data of Rusk County’s population age 25 and older, 79.1 percent attained a high school education or higher, while Wisconsin’s percentage was a little higher at 85.1. Table 1.14 details educational attainment for the Town of Atlanta.

Table 1.9 Educational Attainments

Age	No Diploma	High School diploma, GED	Some College	College Degree	Graduate
18-24					
Male	18	5	2	0	0

TOWN OF ATLANTA COMPREHENSIVE PLAN

Female	1	4	2	0	0
25-34					
Male	0	19	2	3	0
Female	0	14	0	19	0
35-44	49				
Male	0	35	11	3	0
Female	0	24	6	5	0
45- 64					
Male	13	46	28	9	6
Female	8	28	18	28	0
65 and older	43				
Male	6	27	5	2	3
Female	8	28	10	0	0

** Source American Community Service (ACS) website www.factfinder2.census.gov

1.7 Survey Data Summary

The Rusk County Comprehensive Planning Survey included questions relating to importance of various County assets, i.e., farming, forests, rivers, schools, etc. The results indicated that pertaining to Quality of Life, lakes and rivers are very important to respondents along with a safe environment from crime and keeping the natural environment clean. It seems that of lesser importance was public outdoor motorized recreation. Overall Quality of Life was graded Good or Excellent by 55.8% of survey respondents 24.8% graded it Average, and 19.3% felt that it was Fair or Poor.