

CHAPTER 1: ISSUES AND OPPORTUNITIES

Background and Existing Conditions

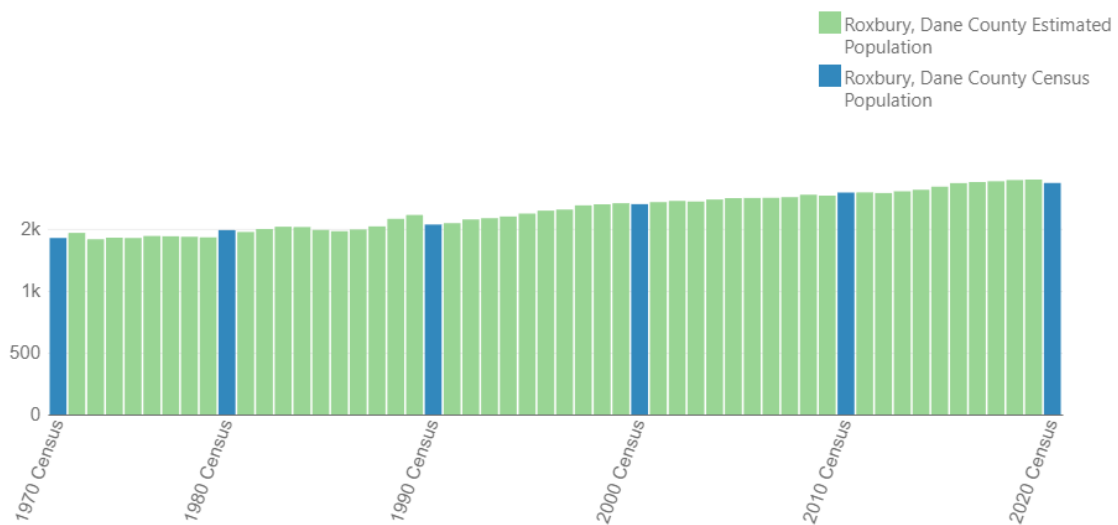
Population Trends and Projections

The population in the Town of Vienna has been growing gradually since 1970. From 2010 to 2020, the population grew by 2.29%.

Chart 1-1: Population Growth

Population Estimates over Time

1970-2020



Data source: [Wisconsin Population and Housing Estimates](#)

Table 1-A: 2013 Population Projections for Surrounding Communities

Municipality	2020 Census	2025	2030	2035	2040
Town of Vienna	1860	1905	1940	1955	1960
Town of Mazomanie	1085	1080	1075	1060	1040
Town of Dane	1000	1010	1015	1015	1005
Town of Berry	1165	1185	1200	1205	1205
Town of Springfield	2785	2810	2830	2815	2790
Village of Sauk City	3715	3910	4060	4115	4115

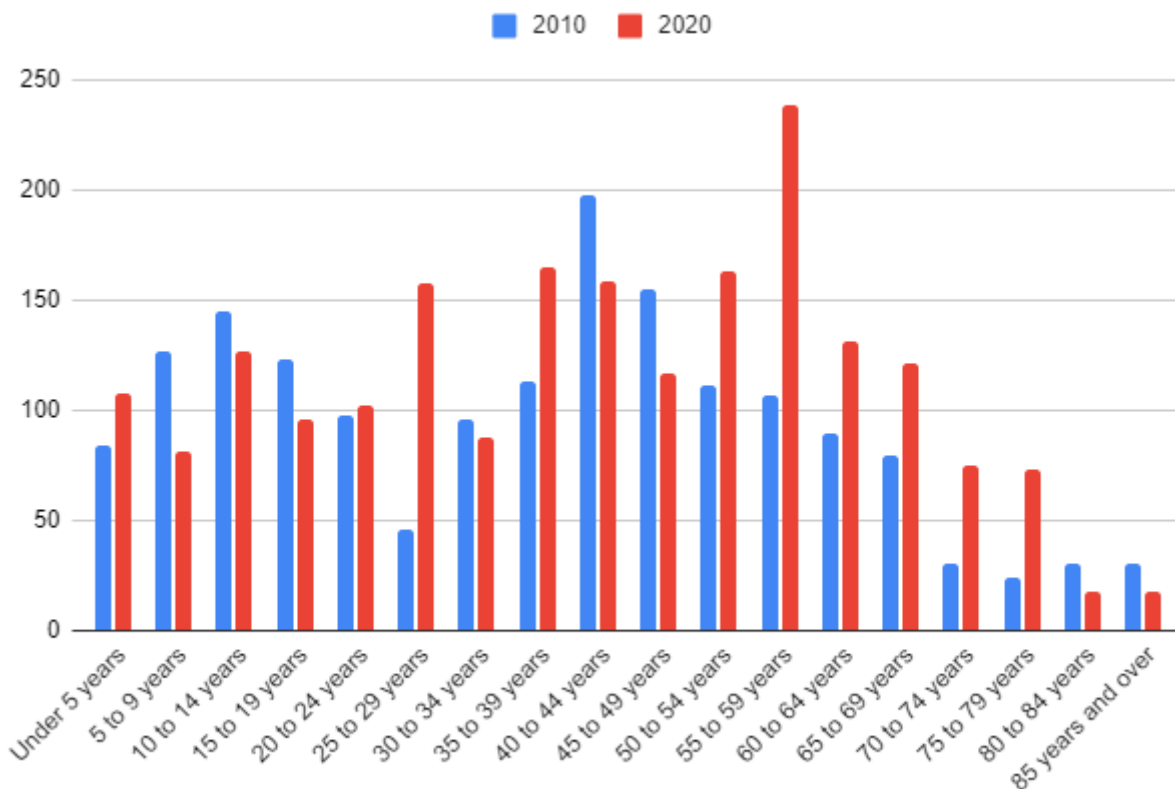
-Source: Wisconsin Department of Administration

Demographic Trends

Age

The median age of the Town of Vienna's population has increased from about 40.4 years in 2010 to 42.6 years in 2020. By comparison, the median age in Dane County over the same period increased from 34.3 to 35.2 years of age.

Chart 1-2: Age Cohorts 2010-2020



Source: U.S. Census Bureau, ACS 5-year estimates 2010, ACS 5-year estimates 2020

Ethnic Minorities

U. S. Census data show that the minority population of the Town of Vienna is 4.6% of the total population. The census that two or more races (not Hispanic or Latino) (2.2%) and Hispanic or Latino (1.6%) are the most frequent after the 95.4% White population group¹.

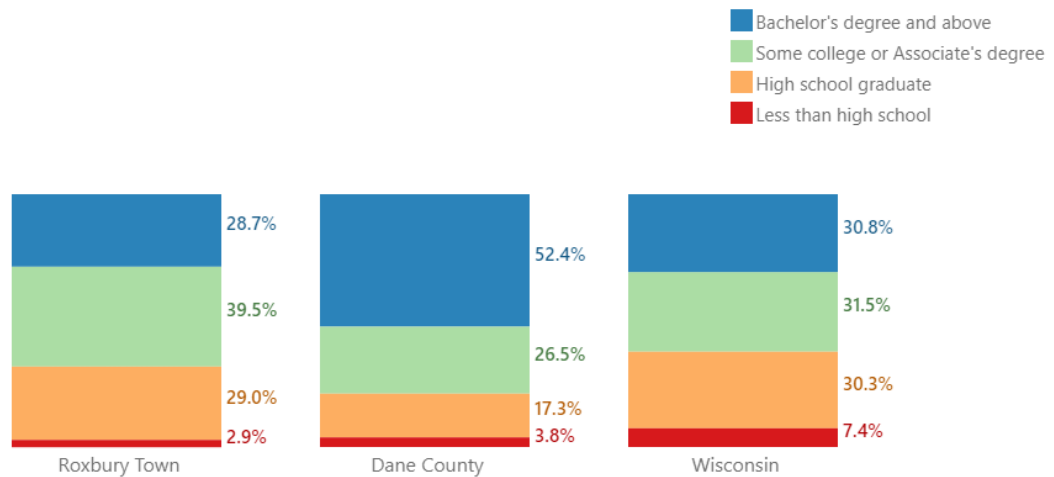
¹ Applied Population Lab

Education

Educational attainment is higher than the County as a whole; 97.1% of Town of Vienna residents 25 years or older hold a high school diploma or higher degree. Between 2016 and 2021, the number of Town of Vienna residents with bachelor's, graduate or professional degrees, decreased by 1².

Educational Attainment (for Population 25 Years and Over)

2016-2020 5-Year Estimate



Data source: 2016-2020 American Community Survey 5-Year Estimates - S1501

Income

The Town of Vienna' median household annual income in 2020 was \$115,104, substantially above the Dane County median of \$77,221.³

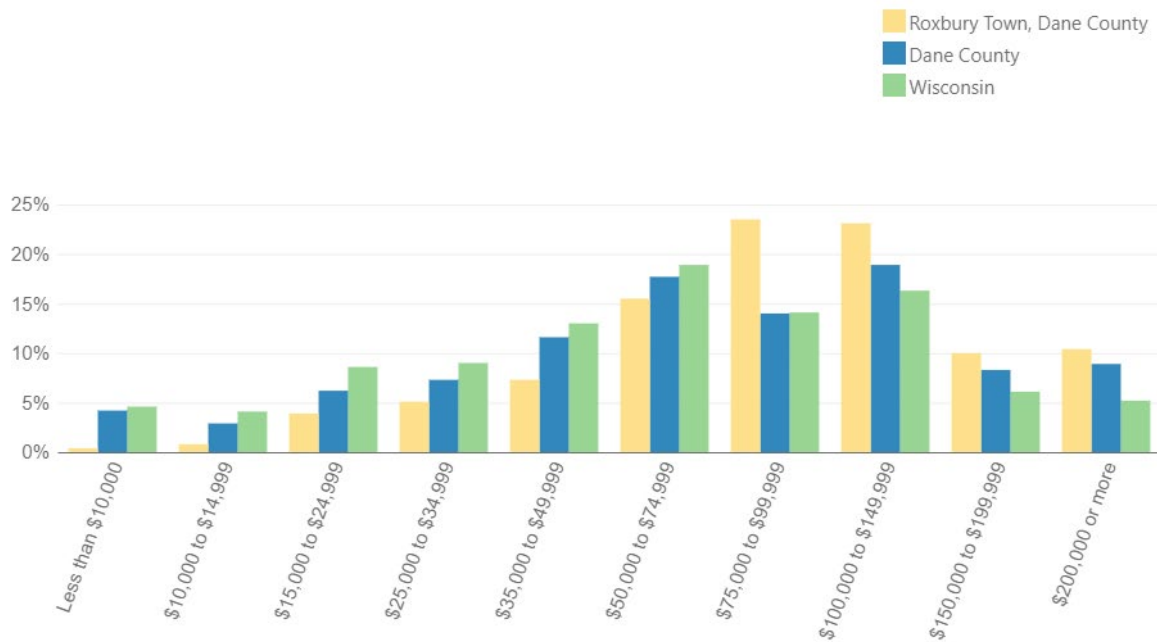
² US Census Bureau, ACS 5 year estimates 2020

³ US Census Bureau, ACS 5 year estimates 2020

Chart 1-4: Household Income, 2022

Household Income Distribution

2016-2020 5-Year Estimate

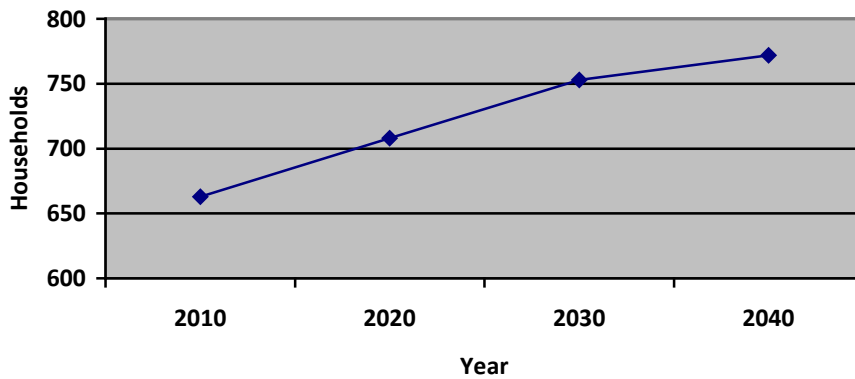


Data source: 2016-2020 American Community Survey 5-Year Estimates - DP03

Housing and Household Trends

The number of households in the Town of Vienna increased from 663 in 2010 to 708 in 2020, an increase of 6.79%. However, mean household size in 2010 was 2.71 persons, which decreased to 2.63 persons in 2020. This change mirrors a national trend in decreasing size of households. Wisconsin Department of Administration (WisDOA) projects the number of households in the Town of Vienna to grow from 708 in 2020, to 772 in 2040, a growth of 9.40%.

Chart 1-5: Number of Households, 2010-2040



Source: Wisconsin Department of Administration

Labor Force and Employment Trends

The Town of Vienna’s labor forces includes those individuals over the age of 16 who are currently employed or who are available for work. Of the Town of Vienna’ total labor force of 1293 people, 8 persons, or 0.62%, were unemployed as of the 2020 census.

Between 2010 and 2020, the total labor force in the Town of Vienna increased by 35.00%.

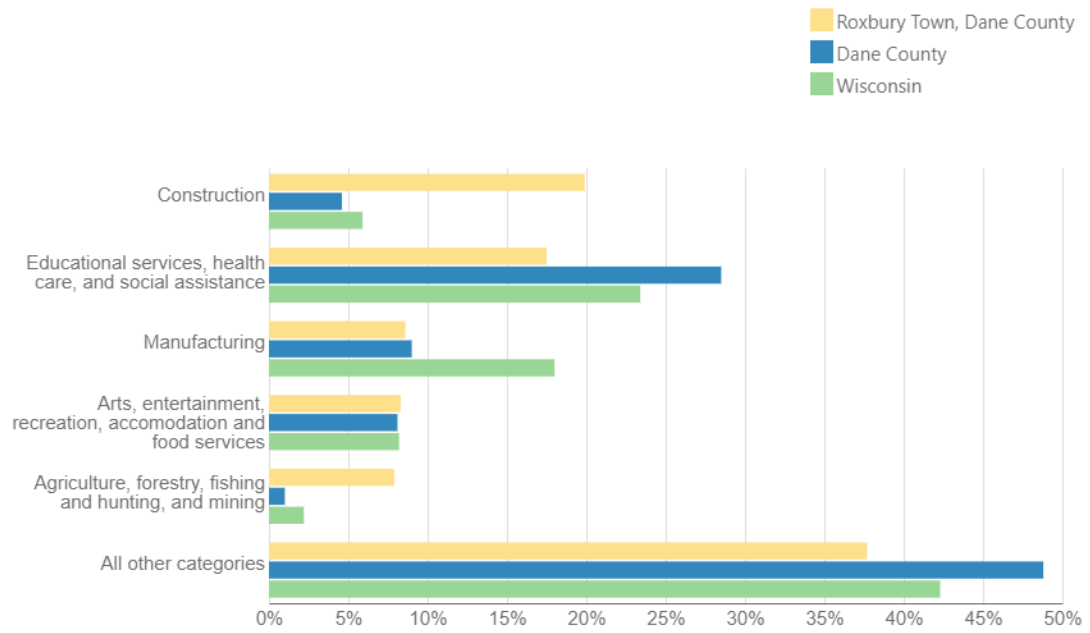
Table 1-C: Occupation

Employed persons 16 years and over	Vienna town
Agriculture, forestry, fishing and hunting, and mining	79
Construction	255
Manufacturing	115
Wholesale trade	69
Retail trade	88
Transportation and warehousing, and utilities	46
Information	13
Finance and insurance, and real estate and rental and leasing	107
Professional, scientific, and management, and administrative and waste management services	81
Educational services, and health care and social assistance	217
Arts, entertainment, and recreation, and accommodation and food services	92
Other services, except public administration	54
Public administration	44

Source: U.S. Census Bureau, 2020 Census

Employment by Industry

2016-2020 5-Year Estimate



Data source: 2016-2020 American Community Survey 5-Year Estimates - DP03

Key Planning Issues and Overall Goals

Public Participation Process

At the very beginning of the planning process, the town adopted a public participation plan (see Appendix A). This plan included development of a plan steering committee, and various methods of ensuring participation, including a newsletter, website, community survey, an open house and a public hearing.

The survey generated useful input into the comprehensive planning effort. Surveys were distributed to 1,000 residents, and 575 responded, a 58% return rate. Residents were asked if they agreed with the overall goals identified in the 1981 Town of Vienna Land Use Plan. Results indicated strong majorities supported the original goals. Detailed results included:

- 84% agreed or strongly agreed that the town should seek to “Preserve the productive farmlands in the town for continued agricultural use.”
- 86% agreed or strongly agreed that the town should seek to “Protect farms from conflict with incompatible uses.”
- 84% agreed or strongly agreed that the town should seek to “Control sporadic development.”
- 92% agreed or strongly agreed that the town should seek to “Protect the natural environment.”
- 87% agreed or strongly agreed that the town should seek to “Maintain the rural character of the town.”
- 87% agreed or strongly agreed that the town should seek to “Avoid substantial expenditure of public funds for urban development.”

Detailed analysis of survey results is available in Appendix 1.

Overall Goals

- Preserve the productive farmlands in the town for continued agricultural use.
- Protect farm operations from conflict with incompatible uses.
- Protect the natural environment.
- Control sporadic development.
- Maintain the rural character of the town.
- Avoid significant expenditure of public funds for urban development.