

CHAPTER 2: ISSUES AND OPPORTUNITIES

Introduction

Socioeconomic conditions and growth patterns have implications for the future health and vitality of the region. They help define existing problems and identify available socioeconomic resources. They also represent the current and future demands for services and resources. Changes in population and households combined with existing development patterns and policy choices will determine how well the region will be able to meet the future needs of its residents.

This chapter provides a summary of historic population growth, followed by more detailed information regarding current population and household characteristics of the region. Population and socioeconomic trends are identified and potential future growth and development patterns are discussed. Characteristics examined include age, race, Hispanic ethnic origin, educational attainment, income, and household types. Current and potential population and socioeconomic issues are noted. Their potential impacts and policy implications will be discussed in the following chapters. The remainder of this chapter will describe the policy context, discuss the need for intergovernmental cooperation, assess current and future trends and begin to identify issues that should be addressed in the regional comprehensive plan.

Policy Context

Growth and development patterns do not occur in a vacuum. Over time, federal, state and local policies have directed the amount and location of development. Federal immigration policies determine the flow of immigrants into the United States, both in terms of numbers and countries of origin. Concepts such as Manifest Destiny combined with expansive federal housing, land and transportation legislation, policies and subsidies such as the Homestead and Railroad Acts, the interstate highway system and IRS codes, etc. have heavily influenced settlement patterns. Additional federal legislation such as the Civil Rights Act, Americans with Disabilities Act (ADA) and Affirmative Action legislation have increased access and opportunities for persons of color and persons with disabilities. Wisconsin has broadened federal Civil Rights and Affirmative Action laws to include additional protected classes. State transportation policies and state land use legislation such as sewer service area planning, farmland preservation, natural resource protection and real estate tax codes have influenced growth and settlement. Local attitudes towards growth and accompanying zoning legislation, transportation and utility investments, and tax and land subsidies also influence the type and amount of growth and development which occurs in each community.

Policies, which impact growth and development, have been developed over time by different agencies and different levels of government with different missions and different objectives. The resulting mishmash is sometimes complementary and sometimes contradictory. It is the interaction of these various policies along with market influences that determine actual growth patterns. Although many current federal and state policies and subsidies still encourage expansion, the federal ISTEA legislation requires that communities examine the relationship between transportation and land use, and consider alternative land use patterns that would promote multi-modal transportation opportunities. The 14 local land use goals, recently

developed by the state and listed in Chapter 1, also encourage communities to accommodate growth in perhaps a more efficient manner than they have in the past.

Intergovernmental Cooperation

East Central has long recognized that competition for growth and lack of communication between communities are two major factors that have contributed to sprawl, inefficient development patterns and duplication of services within the region. As a result, East Central has worked hard to facilitate communication and coordination between communities and overlapping districts, particularly in regards to transportation and sewer service area planning. While some progress has been made, many opportunities for increasing intergovernmental cooperation and efficiencies still exist. As a result, East Central will continue to work to foster continued cooperation and communication within the region.

Many urban communities in the region have experience with developing and implementing land use plans, but have not always considered the impact of their decisions on neighboring communities. Many small rural communities in the region have no experience with developing and implementing land use plans. Many of these communities will be going through the planning process for the very first time as they develop their local comprehensive plans. It is East Central's intent to develop a broad policy framework plan that will provide guidance to all communities in the region to facilitate their planning process.

Background Information

This section examines demographic trends including long term historic growth patterns and more recent changes in population, as well as socioeconomic conditions, such as current educational attainment and income levels. Potential population and household changes will also be forecast.

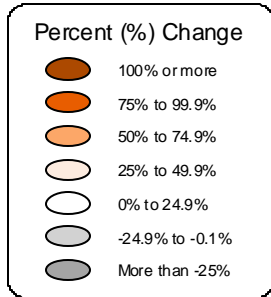
Demographic Trends

Historic Population

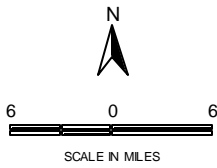
Over the past fifty years, the region has experienced significant population growth, growing from 366,887 persons in 1950 to 609,438 persons in 2000 (Table P-1). The majority of this growth was concentrated in the four urban counties. The fastest growing county, Calumet County, grew by 116% during this time period, largely in response to the expansion of the Appleton-Neenah urbanized area. Outagamie, Winnebago and Fond du Lac grew by 98%, 72%, and 43% respectively. Growth in the remainder of counties varied from 66% in Waushara County to 25% in Shawano County.

Exhibit P-1 shows the population change between 1970 and 2000 for the cities, villages and towns in the region. Population increases of 100% or more occurred primarily in urban communities, such as Greenville, Grand Chute, Combined Locks, Buchanan and Sherwood, as well as in 8 rural communities in the recreation areas of Waupaca, Waushara and Marquette counties. Population losses occurred in a number of scattered rural towns, particularly in Calumet and Fond du Lac counties. Communities such as Rantoul, Charlestown and Fond du Lac, for example, lost more than a quarter of their populations during the last 30 years. This

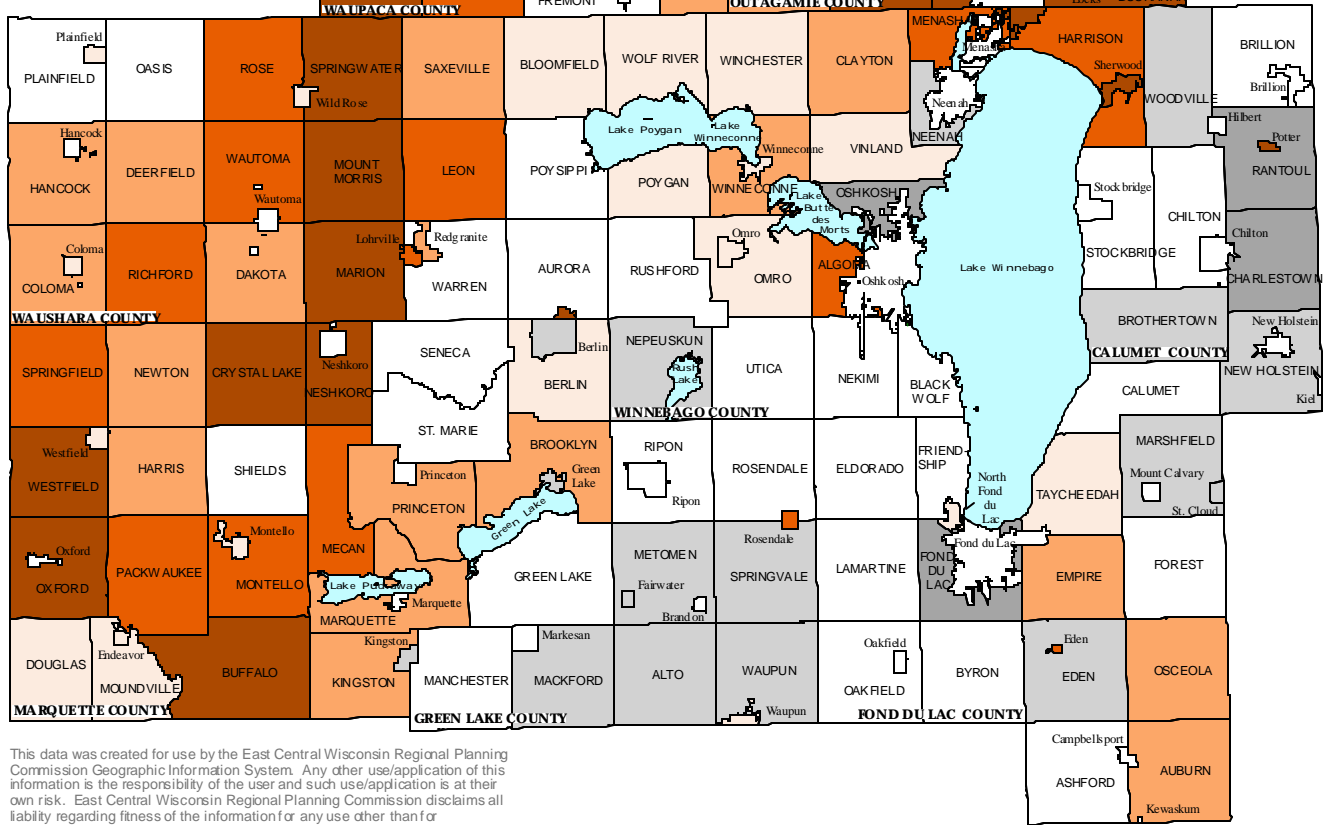
Exhibit P-1 Percent Population Change 1970 - 2000



Source: 1970 and 2000
United States Census



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was due in large part to an aging farm population and out migration of 20 – 24 year olds. The Town of Oshkosh also lost a quarter of its population, due in large part to annexations.

Population growth in the region, 66%, outpaced growth for the state, 56%, between 1950 and 2000. In 1950, the region comprised 10.7% of the total state population. By 2000, that percentage had increased to 11.36%. This trend is continuing into the 2000's. The region's population is estimated to have reached 622,920 in January 2002, a 2.2% population increase since April 2000 (WI DOA, 2002). In that same time period, the state experienced a 1.7% growth rate. By 2002, the region's population had increased to 11.42% of the state's population. Urban counties continued to grow faster than their rural counterparts. By 2002, the four urban counties accounted for almost 75% of the region's population.

Table P-1. Total Population, 1950 to 2002

Jurisdiction	Census 1950	Census 1960	Census 1970	Census 1980	Census 1990	Census 2000	DOA 2001	DOA 2002
Wisconsin ^a	3,434,575	3,951,777	4,417,821	4,705,642	4,891,769	5,363,701	5,400,004	5,453,896
Region ^a	366,887	413,397	475,090	511,033	542,712	609,438	614,297	622,920
Urban	259,094	306,275	361,515	380,333	405,204	455,661	459,518	465,817
Rural ^a	107,793	107,122	113,575	130,700	137,508	153,777	154,779	157,103
Calumet	18,840	22,268	27,604	30,867	34,291	40,631	41,475	42,497
Fond du Lac	67,829	75,085	84,567	88,964	90,083	97,296	97,927	98,589
Green Lake	14,749	15,418	16,878	18,370	18,651	19,105	19,164	19,282
Marquette	8,839	8,516	8,865	11,672	12,321	14,555	14,663	14,771
Menominee	2,653	2,345	2,607	3,373	3,890	4,562	4,591	4,595
Outagamie	81,322	101,794	119,398	128,730	140,510	160,971	162,833	165,570
Shawano	32,576	32,006	32,650	35,928	37,157	40,664	40,944	41,273
Waupaca ^a	35,056	35,340	37,780	42,831	46,104	51,825	52,052	52,622
Waushara ^a	13,920	13,497	14,795	18,526	19,385	23,066	23,365	24,560
Winnebago	91,103	107,128	129,946	131,772	140,320	156,763	157,283	159,161

^a 2000 Census numbers have been adjusted through the Count Question Resolution Program (CQR) 8/30/02.

Source: U. S. Census, 1950, 1960, 1970, 1980, 1990, 2000; WI DOA, 2001, 2002.

Components of Population Change

The two components of population change are natural increase¹ and net migration². Historically, natural increase has played a larger role in population growth in the region than migration. The highest rates of natural increase tended to be in the urban counties, with the exception of Menominee County. The rate of natural increase has, however, declined over time, and is expected to continue to decline into the near future. As a result, during the planning period, migration is expected to become more important in determining population

¹ Natural increase is calculated by subtracting deaths from births during a specific time period.

² Net migration is, in theory, the number of people leaving an area (out-migrants) subtracted from the number of people coming into an area (in-migrants). However, since no convenient way of determining the movement of people on a regular basis exists, net migration must be estimated. Net migration can be estimated based on survey data, information from census questions, IRS data or calculated by subtracting natural increase from total population change. Net migration estimates may vary depending on the methodology used.

growth patterns within the region, particularly in the rural counties, which have lower natural increase rates than urban counties.

A number of factors influence net migration rates. These factors include, but are not limited to, housing availability and choice, economic opportunities, environmental constraints, quality of infrastructure, quality of services, social networks, amenities and perceived quality of life. During the 1990's, many larger metropolitan areas lost population as people migrated from larger urban centers to small urban centers of 250,000 or less. The Fox Cities and Oshkosh Urban Areas benefited from this nationwide trend. The strongest growth areas within the state during this time period were metropolitan counties and recreational counties (WI DOA, 1999). The region experienced similar trends. Urban counties in the region benefited from strong economic growth rates coupled with very low unemployment rates. Amenity factors in recreational counties in the region attracted new residents to these areas, and encouraged many former seasonal residents to become year round residents.

Net migration rates have varied throughout the region, over time, by county, and by age. Migration rates for the region ranged from -3.4% in the 1950's to 8.2% in the 1990's (Table P-2 and Table P-3). At the state level, net migration rates are estimated to have varied from a low of -1.4% in the 1950's to a high of 4.7% in the 1990's (Gibson, Fuguitt and Voss, 1996; WI DOA, 2001). In the 1950's, the net out-migration rate for the region was higher than that for the state, indicating that many residents in the region moved to other parts of Wisconsin (Table P-2). Since 1960, net migration estimates for the region have been higher than for the state, indicating that the region is attracting migrants from other parts of Wisconsin.

Table P-2. Net Migration, 1950 to 1990

	1950 to 1960	1960 to 1970	1970 to 1980	1980 to 1990
Calumet	-1.15%	5.30%	0.64%	1.20%
Fond du Lac	-3.65%	1.88%	-2.59%	-4.04%
Green Lake	-4.56%	3.27%	4.46%	-0.72%
Marquette	-9.81%	2.83%	22.06%	4.08%
Menominee	-14.16%	-5.07%	5.87%	-5.23%
Outagamie	-0.52%	-0.89%	-2.74%	-0.14%
Shawano	-14.16%	-5.07%	5.87%	-5.23%
Waupaca	-8.12%	2.20%	8.54%	1.95%
Waushara	-8.62%	6.37%	17.66%	7.27%
Winnebago	1.38%	7.00%	-5.15%	2.63%
Region	-3.39%	2.38%	-0.29%	0.10%
Wisconsin	-1.44%	0.16%	0.23%	2.68%

Source: "Net Migration by Age for Wisconsin Counties, 1950-1990", UWEX Applied Population Laboratory.

Between 1950 and 2000, individual counties experienced a greater range in net migration rates than the region, with the largest variations occurring in smaller rural counties. Between 1950 and 2000, migration rates for individual counties ranged from a low of -14.2% in Menominee and Shawano Counties to a high in Marquette County of 22%, according to Applied Population

Lab estimates (Table P-2), or 30.6% according to Department of Administration estimates (Table P-3).

For the most part, net migration trends have been positive. In the 1950's, all counties in the region, but Winnebago, lost population to net out-migration. Since 1960, every county has experienced net in-migration in at least one decade. The 1990's were unique, in that all counties in the region experienced net in-migration. The 1990's is also the only decade in the last 50 years where regional in-migration rates exceeded 3%.

A detailed examination of the demographic trends during the 1970's, 1980's and 1990's follows. In the 1970's, the region's population expanded by 7.6% (Table P-3). Just over 6% of the increase was due to natural increase. Less than 2% of the overall change was due to net migration (WI DOA, 2001). Factors influencing population change in this decade, however, varied considerably between urban and rural counties. On average, rural counties experienced a 12% in-migration rate, while urban counties lost 2% of their population to out-migration. With the exception of Menominee County, which had the highest rate of natural increase, 18.6%, natural increase rates were considerably higher in urban counties than rural counties. Less than 3% of rural population growth could be attributed to natural increase during the 1970s, while over 7% of the urban population growth resulted from natural increase.

During the 1980's population growth slowed to 6%. During this decade, the region gained 31,679 new residents. Again, most of the growth was due to natural increase. The region experienced a natural increase rate of 6.5%, which was slightly higher than the rate of natural increase in the 1970's. Menominee County, again, had the highest rate of natural increase, 24.5%. With the exception of Menominee County, urban counties continued to experience higher natural increase rates, 7.9%, than rural counties in the region, which averaged 2.7%. The region lost 1,770 persons to net out-migration during the 1980's, for an average net out-migration rate of -0.35%. Although the region experienced net out-migration, six counties, Calumet, Marquette, Shawano, Waupaca, Waushara and Winnebago, experienced net in-migration during this time period. Rural counties, on average, experienced a 2.5% net in-migration rate, which was significantly less than the in-migration rate during the 1970's. Urban counties, on average, lost -1.3% of their population to out-migration during the 1980's.

In the 1990's, the region gained 68,000 persons. The rate of natural increase dropped considerably from the 1970's and 1980's. In the 1990's, the region had a natural increase rate of 4.4%. This change resulted from a continued decrease in the number of births, accompanied by an increase in the number of deaths. Urban counties continued to have higher rates of natural increase than rural counties. Menominee County, however, continued to have the highest rate of natural increase, 14%. Four counties in the region, Green Lake, Marquette, Shawano and Waupaca, experienced negative growth in the rate of natural increase.

Unlike the previous 40 years, during the 1990's, every county in the region experienced net in-migration. As a result, the region experienced a net in-migration rate of 8.2% between 1990 and 2000. Rural counties continued to have higher net migration rates than urban counties. Net in-migration rates varied from a high of 13.3% in Marquette County to a low of 4.1% in Fond du Lac County (WI DOA, 1999).

Table P-3. Components of Population Change, 1970 to 2000

1970-1980	Numeric Change			Percent Change		
	Natural Increase	Net Migration	Total Change	Natural Increase	Net Migration	Total Change
Calumet	2,703	560	3,263	9.79%	2.03%	11.82%
Fond du Lac	5,523	-1,126	4,397	6.53%	-1.33%	5.20%
Green Lake	404	1,088	1,492	2.39%	6.45%	8.84%
Marquette	91	2,716	2,807	1.03%	30.63%	31.66%
Menominee	486	280	766	18.64%	10.74%	29.38%
Outagamie	11,343	-2,011	9,332	9.50%	-1.68%	7.82%
Shawano	1,016	2,262	3,278	3.11%	6.93%	10.04%
Waupaca	796	4,255	5,051	2.11%	11.26%	13.37%
Waushara	215	3,516	3,731	1.46%	23.76%	25.22%
Winnebago	6,794	-4,968	1,826	5.23%	-3.82%	1.41%
Urban	26,363	-7,545	18,818	7.29%	-2.08%	5.21%
Rural	3,008	14,117	17,125	2.72%	12.36%	15.08%
Region	29,371	6,572	35,943	6.20%	1.37%	7.57%
Wisconsin	277,693	10,128	287,821	6.29%	0.22%	6.51%
1980-1990	Numeric Change			Percent Change		
	Natural Increase	Net Migration	Total Change	Natural Increase	Net Migration	Total Change
Calumet	3,218	206	3,424	10.43%	0.67%	11.09%
Fond du Lac	5,363	-4,244	1,119	6.03%	-4.77%	1.26%
Green Lake	513	-232	281	2.79%	-1.26%	1.53%
Marquette	221	428	649	1.89%	3.67%	5.56%
Menominee	828	-311	517	24.55%	-9.22%	15.33%
Outagamie	13,055	-1,275	11,780	10.14%	-0.99%	9.15%
Shawano	1,165	64	1,229	3.24%	0.18%	3.42%
Waupaca	356	2,917	3,273	0.83%	6.81%	7.64%
Waushara	448	411	859	2.42%	2.22%	4.64%
Winnebago	8,282	266	8,548	6.29%	0.20%	6.49%
Urban	29,918	-5,047	24,871	7.87%	-1.33%	6.54%
Rural	3,531	3,277	6,808	2.70%	2.51%	5.21%
Region	33,449	-1,770	31,679	6.55%	-0.35%	6.20%
Wisconsin	313,123	-126,996	186,127	6.65%	-2.70%	3.96%
1990-2000	Numeric Change			Percent Change		
	Natural Increase	Net Migration	Total Change	Natural Increase	Net Migration	Total Change
Calumet	2,452	3,889	6,341	7.15%	11.34%	18.49%
Fond du Lac	3,242	3,971	7,213	3.60%	4.41%	8.01%
Green Lake	-181	635	454	-0.97%	3.40%	2.43%
Marquette	-87	3,598	3,511	-0.71%	29.20%	28.50%
Menominee	614	59	672	15.78%	1.49%	17.28%
Outagamie	11,013	9,449	20,462	7.84%	6.72%	14.56%
Shawano	329	3,178	3,507	0.89%	8.55%	9.44%
Waupaca	-182	5,809	5,627	-0.39%	12.60%	12.21%
Waushara	-23	3,792	3,769	-0.12%	19.56%	19.44%
Winnebago	6,416	10,027	16,443	4.57%	7.15%	11.72%
Urban	23,123	27,336	50,459	5.71%	6.75%	12.45%
Rural	470	17,071	17,541	0.34%	12.41%	12.76%
Region	23,593	44,407	68,000	4.35%	8.18%	12.53%
Wisconsin	243,687	228,219	471,906	4.98%	4.67%	9.65%

Source: Population Trends in Wisconsin: 1970-2000, WI DOA, 2001.

Migration by Age

Migration patterns in the region vary by age. These different migration patterns will not only impact community population growth, but will also influence service sector demands, infrastructure needs and housing options. The largest potential pool of migrants falls within the “baby boom” age cohort, which is the largest generation in the region and the nation. These individuals, who are currently age 35 to 54, will reach retirement age during the planning period. The sheer size of this generation will result in a large increase in the elderly population. Identifying housing and amenity preferences and potential service needs for these individuals will be key in identifying growth patterns and determining the quality of life within our region.

Between 1990 and 2000, the region lost population in the 20 to 30 year old cohort, as individuals graduated from high school and left the area. The largest losses occurred in rural counties. Winnebago County was the only county in the region to see an increase in the 20 to 24 year age cohort. The positive net migration for this age cohort into Winnebago County was likely due to the presence of the University of Wisconsin-Oshkosh. Outagamie and Winnebago Counties both experienced a small net in-migration of individuals age 25 to 29. This may reflect the presence of affordable rental housing and better job opportunities.

During this same time period, the region experienced a net in-migration of persons age 30 and older. Within the region, urban counties gained migrants in the 30 to 59 year old cohort and the 70 to 99 year old cohort, but lost individuals age 60 to 69 and age 100 and older to out-migration. Rural counties experienced a net in-migration of persons age 30 and older in all 5-year age cohorts, indicating that rural counties not only were able to attract young families during the 1990s, they were the preferred retirement destinations within the region.

Some individual county variations occurred. Winnebago County was the only county in the region to experience out-migration of individuals age 30 to 34. Since these individuals were age 20 to 24 in 1990, it is likely that these out-migrants were students who completed their degrees during the 1990s and moved back home or moved elsewhere in response to job opportunities in their field or for additional education opportunities outside of the region. Fond du Lac County was the only urban county to experience net in-migration of individuals age 65 to 74, indicating that they had a comparative advantage over other urban counties in attracting young retirees. While all rural counties experienced net in-migration of individuals age 30 to 74, once individuals reached the age of 75, a variation in migration patterns occurred. Waupaca County was the only rural county to experience net in-migration of individuals age 75 and older for all age cohorts. Outagamie County was the only urban county to experience net in-migration of individuals age 75 and older for all age cohorts. All other counties in the region experienced net in-migration for some 5 year ago cohorts over age 75 and out-migration for others. Variations in migration patterns for individuals age 75 and older, likely represent availability of appropriate housing and ease of access to healthcare and other services.

Population Density

Population density reflects the degree of urbanization and impacts the demand and cost effectiveness of urban service provision. Over time, urban growth and urban services within the region have expanded and settlement patterns have increased in density. By 2000, only 27 out

of 235 communities in the region had population densities less than twenty persons per square mile. The number of communities with population densities of one hundred or more persons per square mile had risen to 94.

The lowest densities, areas with less than 20 persons per square mile, are generally along the western and northern edges of the region. Densities increase as you move east toward the urban counties. Densities of 40 to 59 persons per square mile generally fall in the eastern part of the region. Areas with these densities surround some of the smaller incorporated areas, such as Green Lake, Manawa, Omro, Ripon and Waupun. Densities of 40 to 59 persons per square mile are also found near the Cities of Shawano and Seymour and in recreational towns, such as Royalton and Springwater. The highest densities generally border the largest urban centers and Lake Winnebago to the north, west and south. Unincorporated areas that are exceptions to this pattern can be found in the Shawano Lake area, Waupaca Chain O'Lakes area, New London area and Winneconne (Exhibit P-2).

Cities and villages in the region have population densities of 100 persons per square mile or greater. The lowest densities are generally found in the smaller communities, with the highest densities found in the incorporated communities in the Appleton-Neenah-Oshkosh MSA and the City of Fond du Lac. Sixteen towns within the region also have population densities greater than 100 persons per square mile. All of these towns except for Farmington, Freedom, Greenville and Wescott are adjacent to existing urbanized areas.

Age Distribution

The age structure of a population impacts the service, housing and transportation needs of a community. Communities with growing school age populations may need to expand school facilities. Communities with growing elderly populations may need to expand health care, housing options and transportation services. Currently, the largest age cohort within the region and the state is the "baby-boom" generation. These individuals have had, and will continue to have, a significant impact on service and infrastructure needs within the region.

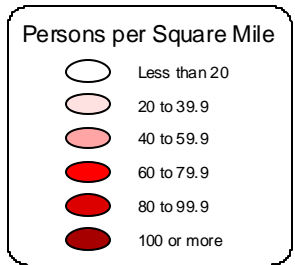
The region's population is aging. While some local variation existed, in general, the number of preschool and school age children declined between 1970 and 2000, while the number of working age and elderly individuals increased. The same trends are reflected at the state level.

The decline in population under age 20 can be attributed to smaller average family sizes, the fact that most baby boomers have moved beyond the child bearing years and their children, the "echo boom", have not yet reached their prime child bearing years. The increase in the number of working age and elderly individuals can be attributed to in-migration of individuals in these age cohorts and the aging of the baby boomers and World War II generation³.

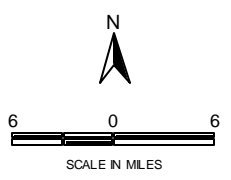
Persons under age 20 comprise a smaller percentage of the region's population than they do of the state's population. The region has a slightly higher percentage of elderly residents than the state average. Within the region, persons under age 20 comprise a larger percentage of the population in urban areas and Menominee County. Persons age 65 and older comprise a larger percentage of the population in rural areas. Factors contributing to this distribution include

³ The World War II generation includes those individuals born between 1919 and 1935.

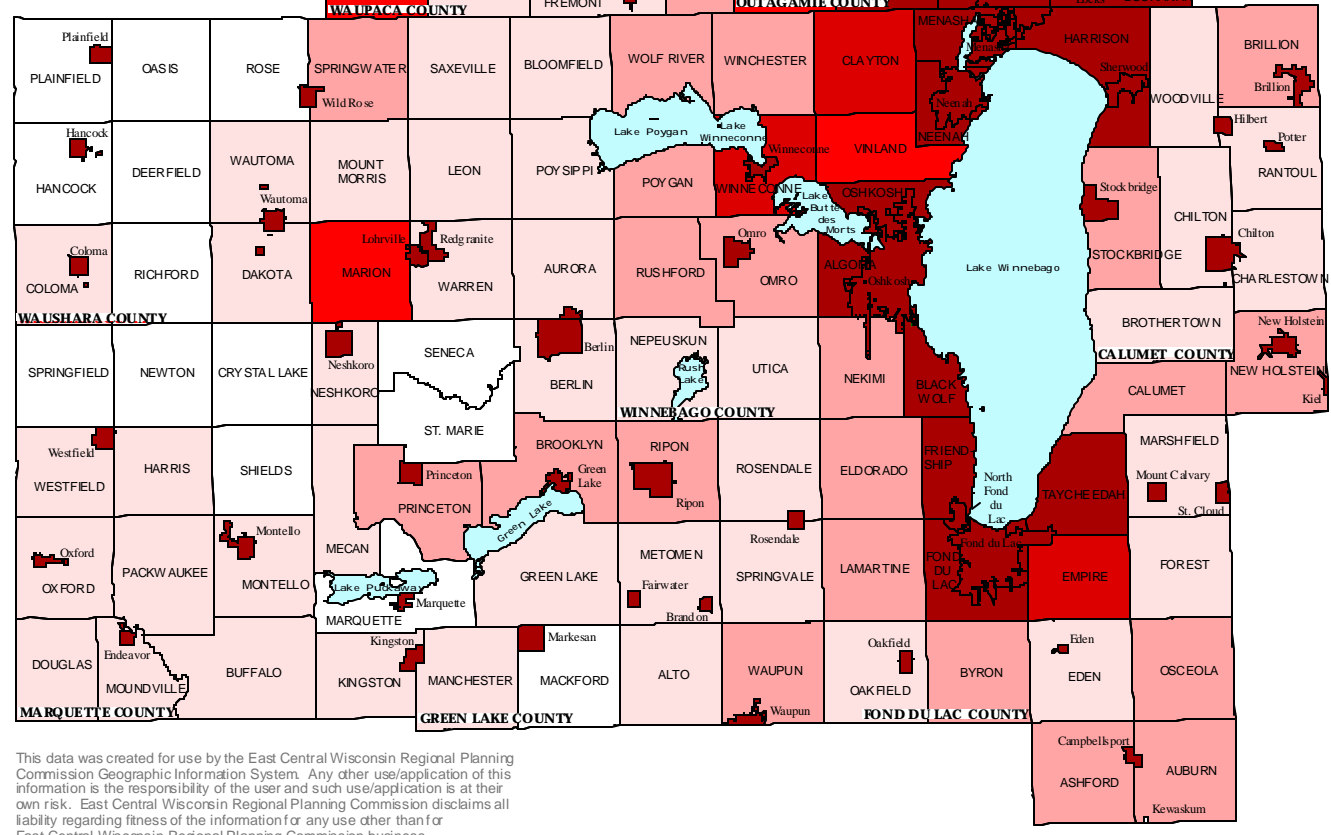
Exhibit P-2 Population Density 2000



Source: United States Census, 2000.



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higher fertility rates in urban areas and Menominee County, and an aging farm population in rural areas coupled with the comparative advantage certain rural areas have in attracting retirees.

The rural counties, which include Green Lake, Marquette, Menominee, Shawano, Waupaca and Waushara, tended to have much older populations than the urban counties and the state between 1970 and 2000. Menominee County is the one exception. Menominee County had the lowest median age⁴ during each decade.

A detailed examination of age distribution trends during the 1970's, 1980's, 1990's and into 2000 follows. In 1970, almost one third of the region's population was school age, 5 to 19 years old. Approximately half was working age, 20 to 64 years old, and 11.2% of the population was comprised of individuals age 65 years and over. The state had a slightly higher percentage of its population in the working age cohort, 49.6%, and slightly smaller shares of its population in the three remaining categories. Most of the counties in the region had comparable shares of school age children. The exceptions were Calumet, Menominee and Outagamie Counties. Forty-two percent of Menominee County's population and approximately 35% of Calumet and Outagamie County's population was comprised of school age children.

In 1970, the median age for the rural counties, excluding Menominee, ranged between 31.7 years in Shawano County to 37.5 years in Marquette County. Urban counties had median ages ranging from 23.3 years in Calumet County to 26.7 years in Fond du Lac County (Table P-4). The state's median age in 1970 was 27.2 years.

Between 1970 and 1980, the region and state experienced growth in the proportion of population that fell in the working age and elderly cohorts, which reflects the aging of the "baby boomers" and the World War II generation. The share of population under 20 years old declined, as family size decreased. All counties in the region experienced similar changes in the age distribution of their populations during this time period.

This trend continued from 1980 to 1990. During the 1980's, the share of the region's population and state's population less than 20 years of age continued to decline. At the same time, the proportion of population age 20 and older increased slightly. Most of the counties experienced comparable changes in the age structure of their population. Menominee and Winnebago Counties differed slightly, in that they were the only two counties in the region, during this time period, to experience an increase in the share of preschool age children, age 5 and under. The increase, however, was insignificant. Between 1980 and 1990, the share of preschool age population increased from 12.2% to 12.6% in Menominee County and from 6.7% to 7% in Winnebago County. At the state level, the share of preschool age population remained stable at 7.4% for both time periods.

By 2000, the median age of the state and all counties had increased. With the exception of Menominee County, rural counties had higher median ages than urban counties and the state.

⁴ Median age divides the age distribution of the population in half. One half of the population is younger than the median age. The other half of the population is older than the median age.

Table P-4. Population by Age Group, 1970 to 2000

County	Year	Age Group					Total	Median Age
		Under 5	5 - 19	20 - 64	65+			
Calumet	1970	2,992	9,690	12,525	2,397	27,604	23.2	
	1980	2,601	9,096	16,183	2,987	30,867	27.1	
	1990	2,837	8,522	19,160	3,772	34,291	31.3	
	2000	2,846	9,773	23,642	4,370	40,631	35.2	
Fond du Lac	1970	7,511	26,927	40,450	9,679	84,567	26.7	
	1980	6,951	23,327	47,655	11,031	88,964	29.3	
	1990	6,355	20,904	50,166	12,658	90,083	33.4	
	2000	5,851	21,748	55,755	13,942	97,296	36.9	
Green Lake	1970	1,401	4,570	8,402	2,505	16,878	33.3	
	1980	1,290	4,409	9,408	3,263	18,370	33.7	
	1990	1,191	4,089	9,792	3,579	18,651	36.8	
	2000	1,078	3,989	10,444	3,594	19,105	40.9	
Marquette	1970	589	2,495	4,104	1,677	8,865	37.5	
	1980	800	2,725	5,985	2,162	11,672	36.1	
	1990	721	2,542	6,545	2,513	12,321	39.1	
	2000	765	2,891	8,458	2,889	15,003	40.9	
Menominee	1970	360	1,095	1,006	146	2,607	16.6	
	1980	410	1,210	1,516	237	3,373	21.1	
	1990	489	1,224	1,849	328	3,890	24.5	
	2000	434	1,471	2,271	386	4,562	27.7	
Outagamie	1970	11,620	41,232	56,366	10,138	119,356	23.8	
	1980	10,795	35,826	69,323	12,786	128,730	27.4	
	1990	11,455	32,375	81,025	15,655	140,510	31.4	
	2000	11,124	37,880	94,382	17,585	160,971	34.4	
Shawano	1970	2,692	9,863	15,488	4,607	32,650	31.7	
	1980	2,625	9,406	18,186	5,710	35,927	32.5	
	1990	2,615	8,208	19,662	6,672	37,157	35.3	
	2000	2,500	8,863	22,454	6,847	40,664	38.5	
Waupaca	1970	2,930	10,638	17,674	6,538	37,780	34.1	
	1980	3,230	10,453	21,699	7,449	42,831	32.6	
	1990	3,212	10,295	24,444	8,153	46,104	35.0	
	2000	3,119	11,450	28,536	8,626	51,731	38.5	
Waushara	1970	1,128	4,118	7,018	2,531	14,795	34.8	
	1980	1,290	4,356	9,502	3,378	18,526	34.9	
	1990	1,239	3,960	10,426	3,760	19,385	38.6	
	2000	1,162	4,793	12,744	4,455	23,154	42.1	
Winnebago	1970	10,648	40,376	65,961	12,946	129,931	25.9	
	1980	8,803	33,128	74,547	15,294	131,772	29.1	
	1990	9,815	29,093	83,389	18,023	140,320	32.5	
	2000	9,364	33,590	94,146	19,663	156,763	35.4	
Region	1970	41,872	151,004	228,994	53,164	475,034	-	
	1980	38,796	133,936	274,005	64,297	511,034	-	
	1990	39,929	121,212	306,458	75,113	542,712	-	
	2000	38,243	136,448	352,832	82,357	609,880	-	
Wisconsin	1970	381,924	1,373,661	2,189,386	472,760	4,417,731	27.2	
	1980	346,940	1,203,663	2,590,967	564,197	4,705,767	29.4	
	1990	360,730	1,077,179	2,802,639	651,221	4,891,769	32.9	
	2000	342,340	1,189,753	3,129,029	702,553	5,363,675	36.0	

Source: U. S. Census, 1970, 1980, 1990 and 2000.

Waushara County had the highest median age in the region, 42.1 years, and Menominee County had the lowest median age in the region, 27.7 years. Wisconsin's median age was 36.0 years. The share of population in the region under age 20 had declined to 28.6%, while the share of population age 20 to 64 had increased to 57.8%. The share of population age 65 and older had peaked in 1990 at 13.8%, then declined slightly to 13.5% in 2000, as the number of deaths among the World War II generation increased and the region gained additional population in other age groups due to natural increase and in migration. The state experienced similar trends. The share of the state population under age 20, 28.6%, was slightly lower than that of the region. The state had a higher percentage of population age 20 to 64, 58.3%, and a slightly lower share of the population age 65 and older. In 1990, persons age 65 and older comprised 13.3% of the state's population. By 2000, that share had declined to 13.1%.

In 2000, within the region the share of population in the preschool age cohort ranged from a high of 9.5% in Menominee County to a low of 5.0% in Waushara County. On average, preschool age children comprised 6.3% of the region's population and 6.4% of the state's population. School age children comprised 22.4% of the region's population and 22.2% of the state's population. The proportion of school age population within the region ranged from a high of 32.2% in Menominee County to a low of 19.3% in Marquette County. Working age individuals comprised a smaller percentage of the region's population, 57.8%, than the state's population, 58.3%. Variation in the share of population for the working age population within the region ranged from a high of 60.0% in Winnebago County to a low of 49.8% in Menominee County.

The region had a slightly larger share of population age 65 and older than the state. In 2000, persons age 65 and older comprised 13.5% of the region's population and 13.1% of the state's population. The variation in the share of elderly population within the region, however, was the largest for any age group. In every instance but Menominee County, rural counties had a higher portion of their population in this age group than urban counties. The share of elderly population in the remaining rural counties ranged from a high of 19.3% in Marquette County to a low of 16.7% in Waupaca County. The share of elderly population in urban counties ranged from a high of 14.3% in Fond du Lac County to a low of 10.8% in Calumet County. In Menominee County, the elderly comprised 8.5% of the county's population. Factors contributing to this distribution include an aging farm population, in-migration of retirees to rural counties and higher fertility rates in urban areas and Menominee County.

Household Structure

Household size and changes in household structure help define the demand for different types and sizes of housing units. The composition of a household coupled with the level of education, training and age also impact the income potential for that household, plus help define the need for services such as childcare, transportation and other personal services. Decreases in household size create a need for additional housing units and accompanying infrastructure, even if no increase in population occurs.

Household size for the state and within the region has been decreasing steadily since 1970. Historically, the region has had a higher average household size than the state. Within the region, excluding Menominee County, urban counties have had higher average household size than rural counties. Urban counties have also experienced the highest declines in average

household size. The decrease in average household size has largely resulted from a large increase in the number of 1 and 2 person households, and decline in the number of households with 5 or more persons per household.

A detailed examination of the changes in household structure between 1970 and 2000 is presented below. Between 1970 and 2000, the region's average persons per household declined from 3.32 to 2.52 persons per household (Table P-5). Average household size in urban counties declined from 3.39 in 1970 to 2.53 in 2000. In rural counties, average household size declined from 3.12 in 1970 to 2.50 in 2000. At the county level, the largest decline in household size occurred in Menominee County, where average household size declined from 5.10 in 1970 to 3.35 in 2000. Marquette County experienced the smallest decline in household size, decreasing from 2.96 in 1970 to 2.41 in 2000. At the state level, average household size dropped from 3.22 in 1970 to 2.50 in 2000.

The share of one and two person households increased throughout the region and at the state level. By 2000, one-person households comprised 25% of all households in the region and 27% of all households in the state compared with 18% and 17% respectively in 1970. Two person households comprised 35% of households at the regional and state level, compared with 30% in 1970. Within the region, the share of one-person households increased at a faster rate in urban counties than rural counties. As a result, by 2000, 25% of all households in urban and rural counties were comprised of one-person households. Rural counties, however, continued to have a higher share of two person households, 37%, than urban counties, 35%.

In 2000, the share of one-person households in the region ranged from 28% in Winnebago County to 17% in Menominee County. The share of two person households ranged from 42% in Waushara County to 26% in Menominee County.

Little change occurred in the region and state's percentage of 3 and 4 person households between 1970 and 2000. Three person households comprised 16% of all households in the region and in the state in 1970 and 15% of all households in 2000. In 1970 and 2000, 4 person households comprised 15% of the region's households. At the state level, 4 person households comprised 15% of all households in 1970 and 14% of all households in 2000.

Within the region, little variation also occurred in these households at the county level. Menominee was the only county to see a real change in the share of 3 and 4 person households. In Menominee County, the share of 3 person households increased from 11% of all households in 1970 to 16% of all households in 2000. The share of 4 person households in Menominee County increased from 10% in 1970 to 15% in 2000.

By 2000, the share of 5 or more person households had decreased from 25% to 9% of all households in the region and the state. The largest decline occurred in the 6 or more person households. The share of 6 or more person households declined from 14% of the region's households in 1970 to just under 3% of the region's households in 2000. At the state level, 6 or more person households declined from 13% to 3% of the state's households. Within the region, the share of 5 or more persons per household declined at a faster rate in urban counties than rural counties.

Table P-5. Household Size, 1970 to 2000

Jurisdiction	Year	Number of Persons in Household						Total Households	Average Household Size
		1 Person	2 Person	3 Person	4 Person	5 Person	6+ Person		
Wisconsin	1970	225,209	392,205	212,841	194,584	134,949	169,016	1,328,804	3.22
	1980	371,266	517,243	272,275	259,584	136,095	95,798	1,652,261	2.77
	1990	443,673	596,883	302,563	284,151	129,821	65,027	1,822,118	2.61
	2000	558,010	721,480	320,997	290,459	130,011	63,587	2,084,544	2.50
Region	1970	21,334	41,064	21,966	20,075	14,353	19,591	138,383	3.32
	1980	36,689	54,917	28,784	28,243	15,324	11,346	175,303	2.84
	1990	45,930	66,816	32,630	32,156	14,964	7,190	199,686	2.63
	2000	58,949	82,831	35,829	34,051	15,139	6,777	233,576	2.52
Calumet	1970	905	1,892	1,157	1,088	841	1,459	7,342	3.70
	1980	1,552	2,739	1,639	1,786	1,047	931	9,694	3.15
	1990	2,093	3,645	2,078	2,196	1,179	581	11,772	2.89
	2000	3,036	5,133	2,462	2,585	1,188	506	14,910	2.70
Fond du Lac	1970	3,858	7,019	3,949	3,549	2,575	3,458	24,408	3.30
	1980	6,136	8,981	5,072	4,997	2,675	2,009	29,870	2.88
	1990	7,609	10,487	5,342	5,363	2,532	1,311	32,644	2.67
	2000	9,375	12,990	5,772	5,309	2,450	1,035	36,931	2.52
Green Lake	1970	934	1,884	858	713	508	584	5,481	3.10
	1980	1,492	2,371	1,053	930	541	347	6,734	2.69
	1990	1,788	2,536	1,064	1,043	517	241	7,189	2.56
	2000	2,069	2,894	1,104	992	423	221	7,703	2.43
Marquette	1970	535	1,112	435	325	223	326	2,956	2.90
	1980	964	1,627	636	587	326	221	4,361	2.65
	1990	1,132	1,897	679	634	323	166	4,831	2.52
	2000	1,514	2,432	851	703	334	152	5,986	2.41
Menominee	1970	55	96	57	52	64	195	519	5.10
	1980	86	166	106	141	85	215	799	4.22
	1990	136	273	175	159	144	192	1,079	3.57
	2000	225	356	214	200	161	189	1,345	3.35
Outagamie	1970	4,478	8,713	5,161	4,912	3,776	5,767	32,807	3.60
	1980	8,390	12,530	7,103	7,235	4,270	3,227	42,755	2.96
	1990	10,797	16,307	8,454	8,779	4,224	1,966	50,527	2.73
	2000	14,640	20,392	9,374	9,819	4,362	1,943	60,530	2.60
Shawano	1970	1,535	3,238	1,433	1,398	992	1,331	9,927	3.20
	1980	2,542	4,058	1,923	1,842	1,025	957	12,347	2.88
	1990	3,179	4,735	2,198	2,085	996	582	13,775	2.64
	2000	3,937	5,815	2,395	2,187	985	496	15,815	2.51
Waupaca	1970	2,072	4,031	1,803	1,532	1,004	1,342	11,784	3.10
	1980	3,297	4,958	2,337	2,212	1,247	903	14,954	2.76
	1990	4,061	5,768	2,672	2,570	1,374	592	17,037	2.62
	2000	5,000	7,102	3,041	2,886	1,295	539	19,863	2.51
Waushara	1970	877	1,754	714	626	421	518	4,910	3.00
	1980	1,559	2,501	1,078	896	489	381	6,904	2.65
	1990	1,784	2,940	1,139	1,034	478	241	7,616	2.52
	2000	2,326	3,897	1,252	1,047	509	305	9,336	2.43
Winnebago	1970	6,085	11,325	6,399	5,880	3,949	4,611	38,249	3.20
	1980	10,671	14,986	7,837	7,617	3,619	2,155	46,885	2.71
	1990	13,351	18,228	8,829	8,293	3,197	1,318	53,216	2.52
	2000	16,827	21,820	9,364	8,323	3,432	1,391	61,157	2.43

Source: U. S. Census, 1970, 1980, 1990, 2000.

Menominee County had the highest share of 5 person households (12%) and 6 or more persons per household (14%). Waushara County had the lowest share of 5 person households, 5%. Winnebago County had the smallest share of 6 or more persons per household, 2%.

Race and Ethnic Origin

Racial Distribution

Population by race and ethnic origin provides information regarding the social and cultural characteristics of an area. It also provides information regarding population dynamics. Access to education and economic opportunities differ by race and ethnic origin. Differences also exist in age structure, language barriers and risks for various diseases and health conditions. Some ethnic groups are also more mobile than others. Since new immigrants are more likely to settle in areas with existing populations from their countries of origin, race and ethnicity also influence migration patterns.

The region experienced a large increase in its nonwhite population in the past 30 years. By 2000, 32,915 persons of color lived in the region. In spite of the increase, whites continued to comprise an overwhelming majority of the population in every county except for Menominee County⁵. Native Americans, who comprise 1.74% of the region's population, make up the largest nonwhite racial group in the region. This may be explained by the three reservations located in the region. The Menominee Reservation encompasses all of Menominee County and a portion of Shawano County. The Stockbridge-Munsee Reservation is located in Shawano County, and the Ho-Chunk Nation also has trust land within Shawano County. A portion of the Oneida Reservation lies within Outagamie County. Persons of African Descent comprise the smallest nonwhite racial group in the region, accounting for 0.65% of the region's population. The more diverse counties in the region are urban counties and rural counties with trust lands.

The region's population is less diverse than the state's population. In 2000, whites comprised 94.6% of the region's population and 88.9% of the state's population. Persons of African Descent are the largest nonwhite racial group in the state, and comprise 5.7% of the state's population. The smallest nonwhite racial group in the state is the Native American population, which comprises 0.8% of the state's population. As the region and the state's population continue to grow, it is expected that the minority proportion of the population will continue to grow also.

A detailed examination of racial distribution trends between 1970 and 2000 follows. Between 1970 and 2000, the minority population has grown, nevertheless, whites continue to comprise the overwhelming majority of the population for all counties, with the exception of Menominee County (Table P-6). In Menominee County, which encompasses most of the Menominee Reservation, whites comprise less than 12% of the population and Native Americans comprise 87% of the population. Persons of African, Asian, Pacific Islander and other descent comprise less than 2% of Menominee County's population.

⁵ Menominee County is unique in that it is the only county in the region where the entire county falls within reservation boundaries.

Table P-6. Population by Race, 1970 to 2000

County	Year	White	African American	Native American	Asian/Pacific Islander	Other Races	Two or More Races
Wisconsin	1970	4,258,959	128,224	18,924	6,557	5,067	n.a.
	1980	4,446,088	183,169	30,788	22,043	23,679	n.a.
	1990	4,512,523	244,539	39,387	53,583	41,737	n.a.
	2000	4,769,857	304,460	47,228	90,393	84,842	66,895
Region	1970	469,038	360	4,971	373	291	n.a.
	1980	500,866	640	6,949	1,668	910	n.a.
	1990	526,551	1,334	8,610	4,579	1,638	n.a.
	2000	576,517	3,942	10,612	8,584	4,365	5,412
Calumet	1970	27,514	2	60	18	10	n.a.
	1980	30,675	4	74	93	21	n.a.
	1990	33,910	29	146	173	33	n.a.
	2000	39,282	124	139	632	154	300
Fond du Lac	1970	84,195	132	131	78	31	n.a.
	1980	88,192	115	130	248	279	n.a.
	1990	88,760	257	297	448	321	n.a.
	2000	93,562	876	371	873	814	800
Green Lake	1970	16,856	7	4	3	8	n.a.
	1980	18,307	3	24	6	30	n.a.
	1990	18,386	21	42	103	99	n.a.
	2000	18,687	29	38	66	170	115
Marquette*	1970	8,842	2	8	5	8	n.a.
	1980	11,540	43	35	30	24	n.a.
	1990	12,174	31	49	18	49	n.a.
	2000	14,238	47	52	50	58	110
Menominee	1970	292	1	2,306	0	8	n.a.
	1980	356	0	3,014	0	3	n.a.
	1990	416	0	3,469	0	5	n.a.
	2000	528	3	3,981	1	15	34
Outagamie	1970	118,035	58	1,064	123	76	n.a.
	1980	126,314	91	1,573	687	134	n.a.
	1990	136,043	206	1,965	1,904	392	n.a.
	2000	151,101	867	2,471	3,651	1,311	1,570
Shawano	1970	31,644	2	981	8	15	n.a.
	1980	34,512	2	1,371	25	18	n.a.
	1990	35,251	42	1,762	70	32	n.a.
	2000	37,251	91	2,545	154	128	495
Waupaca	1970	37,642	2	95	18	23	n.a.
	1980	42,572	8	95	65	91	n.a.
	1990	45,695	22	125	92	170	n.a.
	2000	50,660	87	217	146	280	341
Waushara	1970	14,752	8	12	5	18	n.a.
	1980	18,293	6	36	31	160	n.a.
	1990	19,094	29	70	43	149	n.a.
	2000	22,413	62	72	87	314	206
Winnebago	1970	129,266	146	310	115	94	n.a.
	1980	130,105	368	597	483	150	n.a.
	1990	136,822	697	685	1,728	388	n.a.
	2000	148,795	1,756	726	2,924	1,121	1,441

* Marquette County population by race for 2000 adjusted for geocoding errors.

Source: U. S. Census, 1970, 1980, 1990, 2000.

In 1970, the region was almost 99% white. Outside of Menominee County, little variation existed in the share of white persons throughout the region. Whites comprised a slightly smaller percentage of the population in the remaining rural counties, 98.9%, than in the urban counties, 99.3%, indicating that rural county populations on average were more diverse in 1970. Rural counties also had the largest variation in the share of white persons. Green Lake County had the highest percentage of whites in the region, 99.9%, and Shawano County had the lowest, 96.9%.

By 2000, the percentage of whites had declined to 94.6% of the region's population. Urban county populations on average had become more diverse than rural county populations. Whites comprised 95% of the population in urban counties, and 96% of the population in rural counties, excluding Menominee County. Rural counties, however, continued to show the largest variation in the share of white persons throughout the region. Outside of Menominee County, the share of white persons varied from a high of 98% in Waupaca County to a low of 92% in Shawano County. In Menominee County, whites comprised 11.6% of the population. Shawano County experienced the largest decrease in the share of white persons. The share of whites in Shawano County dropped from 97% in 1970 to 92% in 2000, as the share of persons of African, Native American, Asian, Pacific Islander and other descent increased. The largest increase in the nonwhite population in Shawano County occurred in the Native American population, which more than doubled between 1970 and 2000.

Between 1970 and 2000, non-white racial groups grew in absolute numbers and as a percentage of the total population in all counties, except for Menominee. In Menominee County, the number of Native Americans increased between 1970 and 2000; but Native Americans declined as a percentage of total population. In 1970, Native Americans comprised 88.5% of Menominee County's population. By 2000, Native Americans as a share of total population had declined to 87.2%. The decline in the Native American share of Menominee's population can be contributed to the increase in the white population, which increased from 292 residents to 528 residents during this time period. While whites are scattered throughout Menominee County, the largest concentration of whites occurs in the Legend Lake area.

Within the non-white racial groups, the greatest growth in absolute numbers between 1970 and 2000 occurred in the Asian/Pacific Islander population. The region experienced an increase of 8,211 persons in this racial group. Over half of that increase occurred in Outagamie and Winnebago Counties. In Outagamie County, the Asian/Pacific Islander population increased from 123 persons or 0.10% of the population in 1970 to 3,651 or 2.3% of the population in 2000. In Winnebago County, the number of Asian/Pacific Islanders grew from 115 or 0.09% of the population in 1970 to 2,924 or 1.9% of the population in 2000. In spite of the relatively large gains in population, Asian/Pacific Islanders still comprise less than 1% of the population in rural counties and less than 2% of the population in urban counties.

In 2000, the two largest subgroups within the Asian/Pacific Islander population in the region were Hmong and Asian Indians. Some regional variation existed. Although Hmong is the dominant Asian/Pacific Islander subgroup in both urban and rural counties, Hmong comprise 54% of the Asian/Pacific Islander population in urban counties and only 19% of the Asian/Pacific Islander population in rural counties. In urban counties, the next two largest Asian/Pacific Islander subgroups are Asian Indian and Korean, which comprise 11% and 7% of the Asian/Pacific Islander population, respectively. In rural counties, the next two largest

Asian/Pacific Islander subgroups are Korean and Filipino, which both comprised around 18% of the Asian/Pacific Islander population in rural counties in the region.

Population growth among the other non-white racial groups, ranged from a high of 5,641 for Native Americans to a low of 3,582 for persons of African descent. Counties that experienced the largest increase in Native Americans tended to be those with tribal trust lands; Menominee, Outagamie, and Shawano. The Native American population grew by 1,675 persons in Menominee County and 1,564 persons in Shawano County.

Winnebago and Outagamie Counties experienced the largest growth in the number of persons of African descent. The number of persons of African descent increased by 1,610 persons in Winnebago County and 809 in Outagamie County. Estimates in the growth of persons of African descent varied in the remainder of the counties from 774 persons in Fond du Lac County to 2 persons in Menominee County.

The number of persons who identified themselves as belonging to some other race⁶ increased significantly from 291 in 1970 to 4,074 in 2000 for the region. Again, Outagamie and Winnebago Counties experienced the largest increases in the number of persons in the other race category. The number of persons identified as other increased by 1,235 persons in Outagamie County and 1,027 in Winnebago County during this time period.

The 2000 Census was the first Census that allowed persons of mixed race to declare two or more races. Less than 2% of state residents and less than one percent of residents in the region identified themselves as belonging to two or more races. Some variation did exist within the region. Urban residents were more likely to identify themselves as belonging to more than one race than rural residents. The largest variation, however, occurred between the rural counties in the region. Shawano County had the largest percentage of residents in the region identify themselves as belonging to two or more races, 1.2%. Green Lake County had the smallest percentage of residents which identified themselves as belonging to two or more races, 0.6%.

Hispanic Origin

According to the 2000 Census, Hispanics, who can be of any race, are the fastest growing population in the United States. They also tend to be a relatively young population. In 2000, the median age for Hispanics was 25.8 years, compared to the nation's median age of 35.3 years. As a result, over time, they will constitute a larger share of our nation's labor force.

Hispanics comprise a very small segment of the region and state's population, 1.9% and 3.6% respectively (Table P-7). If the region is going to continue to grow through migration, it is likely that the number and percentage of Hispanics in the region will also increase. Although Hispanics have lived and worked in the region for over 30 years, fluctuations in the population during that time indicate that they do not have strong social and cultural ties to the area, or even to certain counties within the region. The Hispanic influence in the region does appear to be growing, as evidenced by the number of new Latino grocery stores, the introduction of

⁶ Other race includes those individuals who were unwilling to identify themselves as white, African American/Black, Native American, Alaskan Native, Asian or Pacific Islander.

Spanish mass in churches within the region and limited Spanish programming on National Public Radio (NPR). However, at this time, it is unclear whether those ties are strong enough to slow out-migration of Hispanics in times of economic downturns. Without those strong cultural ties, the region could find itself at a comparative disadvantage during times of high labor force demand

Detailed trends for the 1970's, 1980's, 1990's and into 2000 are presented below. In 1970, 1.3% of the region's population was of Hispanic origin. With the exceptions of Shawano and Waushara Counties, urban counties tended to have a higher percentage of persons of Hispanic origin than rural counties. Variations in the share of the population of Hispanic origin ranged from 2% in Calumet County to 0% in Menominee County.

Between 1970 and 1980, the absolute number of Hispanics in the region declined dramatically, falling from 6,124 persons in 1970 to 3,233 persons in 1980. The decline in the population of Hispanic origin was most notable in the urban counties, where the number of Hispanics declined from 5,001 to 2,256. The number of Hispanics increased in all rural counties, except Shawano County. In Shawano County, the number of Hispanics declined from 596 to 86. The increase in Hispanics in the remaining rural counties was not large enough to offset the huge decrease in the number of Hispanics in urban areas. As a result, the Hispanic share of the population for the region declined from 1.3% in 1970, to 0.6% in 1980. It is not clear why this decline occurred. A possible explanation is that Hispanics did not have strong social ties to the region and better economic opportunities existed elsewhere.

Table P-7. Population by Hispanic Origin, 1970 to 2000

County	1970		1980		1990		2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Wisconsin	62,875	1.42%	62,972	1.34%	93,194	1.91%	192,921	3.60%
Region	6,124	1.29%	3,233	0.63%	4,527	0.83%	11,393	1.87%
Urban	5,001	1.38%	2,256	0.59%	3,217	0.79%	8,694	1.91%
Rural	1,123	0.99%	977	0.75%	1,310	0.95%	2,699	1.74%
Calumet	546	1.98%	105	0.34%	149	0.43%	435	1.07%
Fond du Lac	1,183	1.40%	752	0.85%	937	1.04%	1,987	2.04%
Green Lake	135	0.80%	194	1.06%	192	1.03%	393	2.06%
Marquette	24	0.27%	98	0.84%	149	1.21%	215	1.36%
Menominee	0	0.00%	57	1.69%	55	1.41%	122	2.67%
Outagamie	1,832	1.53%	680	0.53%	987	0.70%	3,207	1.99%
Shawano	596	1.83%	86	0.24%	129	0.35%	407	1.00%
Waupaca	207	0.55%	246	0.57%	406	0.88%	714	1.38%
Waushara	161	1.09%	296	1.60%	379	1.96%	848	3.66%
Winnebago	1,440	1.11%	719	0.55%	1,144	0.82%	3,065	1.96%

Source: U. S. Census, 1970, 1980, 1990, 2000adj.

Within the region, the balance shifted. In 1980, Hispanics comprised a higher percentage of the population in rural counties than in urban counties. Rural counties also experienced the

largest variation in the share of population of Hispanic origin. In 1980, the share of population of Hispanic origin ranged from 1.7% in Menominee County to 0.2% in Shawano County.

The 1980's saw an increase in the total number of Hispanics in the region. Between 1980 and 1990, the number of Hispanics in the region increased from 3,233 persons in 1980, to 4,527 persons in 1990. While the largest increases were in urban counties, the number of Hispanics increased in rural counties also. In two counties, Green Lake County and Menominee, the number of persons of Hispanic origin remained almost static.

Hispanics continued to comprise a larger share of the population in rural counties than in urban counties. Rural counties also continued to experience the largest variation in the population of Hispanic origin. By 1990, Hispanics as a share of the population ranged from 2% in Waushara County to 0.4% in Shawano County. In spite of the growth in the number of persons of Hispanic origin, the Hispanic population within the region remained smaller numerically and as a percentage of the total population in 1990, than it had been in 1970.

The population of Hispanic origin continued to grow in the region through the 1990's, increasing from 4,527 persons in 1990 to 11,393 persons in 2000. Every county in the region experienced an increase in the number and percentage of persons of Hispanic origin during this time period. Outagamie County experienced the largest increase, 2,220 persons. The smallest growth occurred in Marquette County, where the number of Hispanics is estimated to have increased by 66 persons between 1990 and 2000.

In 2000, the balance again shifted, and persons of Hispanic origin comprised a higher percentage of the population in urban counties than in rural counties. The largest variation in the share of population of Hispanic origin continued to occur in rural counties. The share of Hispanics in the region ranged from 3.7% in Waushara County to 1% in Shawano County.

With the continued growth in the Hispanic population, Hispanics achieved and, in most counties, surpassed the number of Hispanics present in the region in 1970. The two exceptions were Calumet and Shawano County. Both counties had a greater number of Hispanics in 1970 than they did in 2000. In 1970, Hispanics also comprised a larger share of the population in Calumet and Shawano County than they did in 2000.

Education Levels

Over time, the accepted level of formal educational attainment⁷ has risen. Educational attainment expectations also differ by ethnicity, access to higher education, employer expectations and socioeconomic status. Educational attainment impacts an individual's access to full-time year-round employment; and, as a result, impacts a person's earning power. For example, according to the 2000 U. S. Census, on average, a full-time, year-round worker with a bachelor's degree earned 1.8 times the amount earned by a full-time, year-round worker with a high school degree. Individuals with the highest earnings tended to be individuals with professional degrees, such as doctors, lawyers and pharmacists.

⁷ Educational attainment is the highest degree or level of school completed.

In 2000, the high school graduation rate for the region, 85.1% was the same as for the state and higher than for the nation, 80.4%. Fewer east central residents had obtained formal education beyond high school than at the state or national levels. In 2000, 50.5% of state residents age 25 and older reported that they had obtained some form of post-secondary education, and 22.4% of state residents had four or more years of college education. In the region, 45.3% of residents had obtained post-secondary⁸ education and only 19.1% of residents had four or more years of college education.

Educational attainment varied substantially throughout the region. On average, urban counties had a higher high school graduation rate, 86.6%, than rural counties, 81.1%. Urban residents were also more likely to have obtained education beyond high school. Forty-eight percent of urban county residents had obtained some form of post secondary education, compared to 37.5% of rural county residents. On average, 21.2% of urban county residents had obtained four or more years of college education, compared to 13.2% of rural county residents.

At the county level, high school graduation rates in the region varied from 88.1% in Outagamie County to 78.2% in Menominee County. The share of residents with four or more years of college varied from 22.8% in Winnebago County, where the University of Wisconsin at Oshkosh is located, to 10.1% in Marquette County. At the local level, 31.2% percent of Minor Civil Divisions (MCD) within the region had high school graduation rates above those of the state average. High school graduation rates at the local level varied from 96.1% in the Town of Buchanan to 63.9% in the Village of Aniwa. The distribution of east central residents with four or more years of college was even more concentrated. Only 9% of MCDs in the region had a larger share of residents with four or more years of college than the state. The share of residents with four or more years of college varied from 35.6% of residents in the Village of Sherwood to 1.1% of residents in the Village of Aniwa.

Income Levels

Income includes both earned⁹ and unearned¹⁰ income. Traditionally, earned income is geographically dependent. That is to say it is dependent on the presence of local jobs. The quality of those jobs determines the earning potential and quality of life for local residents dependent on earned income. Unearned income is not geographically dependent. A retirement pension, for example, may come from a company, which is located, several states away. As a result, one's quality of life is not as dependent on the health of the local economy and quality of jobs in the area.

All counties in the region experienced an increase in median household and median family incomes between 1989 and 1999. Urban counties not only maintained higher median household and median family incomes than rural counties in both time periods, the gap in median family household incomes increased between urban and rural counties between 1989 and 1999.

⁸ Post-secondary education is education attained beyond completion of a high school degree.

⁹ Earned income includes money earned through wages, salaries and net self-employment income.

¹⁰ Unearned income includes money from interest, dividends, rent, social security, retirement income, disability income and welfare payments.

A detailed examination of income trends between 1989 and 1999 is presented below (Table P-8). In 1989, urban counties in the region had higher county median¹¹ household incomes¹² than the state. Three of those counties, Calumet, Outagamie and Winnebago, had higher median family incomes¹³ than the state. Rural counties had lower incomes by both income measures than the state. The range of values differed by income type. Some geographic variation also existed, although Menominee County had the lowest median household and median family incomes in the region. Median household income for urban counties ranged from \$34,050 in Fond du Lac County to \$30,007 in Winnebago County, while median household income in rural counties ranged from \$26,083 in Waupaca County to \$14,122 in Menominee County. Median family income in urban counties ranged from \$38,286 in Outagamie County to \$34,257 in Fond du Lac County, while median family income in rural counties ranged from \$31,644 in Waupaca County to \$14,801 in Menominee County.

Between 1989 and 1999, median household and family incomes increased at the state and county level. Calumet County experienced the largest change in both income measures. In Calumet County, median household income increased by \$18,519 and median family income increased by \$21,099. As a result, by 1999, Calumet County had the highest median household and median family income in the region. Fond du Lac County experienced the smallest change in median household income, \$11,321. In spite of that fact, the median household income for Fond du Lac County still remained above the state median household income. Menominee County experienced the smallest change in median family income, \$13,584. As a result, Menominee County continued to be the poorest county in the region. Wisconsin median household income increased by \$14,349 between 1989 and 1999. The state also experienced a \$17,829 increase in median family income.

In 1999, urban counties continued to have higher median household and median family incomes than the state, while rural county median household and family incomes continued to fall below the state average. Urban county median household incomes ranged from \$52,569 in Calumet County to \$44,445 in Winnebago County, while rural county median household incomes ranged from \$40,910 in Waupaca County to \$29,440 in Menominee County. Among urban counties, median family income ranged from \$58,654 in Calumet County to \$53,352 in Fond du Lac County, while rural median family incomes ranged from \$48,837 in Waupaca County to \$28,385 in Menominee County.

Variations in median household income growth between 1989 and 1999 resulted in a decreased disparity between urban and rural county median household incomes within the region, as rural county median household incomes, on average, grew faster than urban county median household incomes. Menominee County experienced the largest percentage gain in median

¹¹ Median income divides the income distribution into two equal parts, with one-half of incomes falling below the median number and one-half above the median. For households and families, the median income is based on the distribution of the total number of households or families, including those with no income.

¹² Household income includes income of the householder and all other individuals 15+ years old in the household, whether they are related to the householder or not. Since many households consist of only one person, average household income is usually less than average family income.

¹³ Family income is calculated by adding together the income of all family members age 15 and older and treating it as a single amount.

household income, 108.5%. Fond du Lac County experienced the smallest percentage gain in median household income, 33.1%. Wisconsin experienced a 48.7% increase in median household income.

Table P-8. Comparative Income Characteristics

Jurisdiction	Median Household Income		Median Family Income	
	1989	1999	1989	1999
Wisconsin	\$29,442	\$43,791	\$35,082	\$52,911
Calumet	\$34,050	\$52,569	\$37,555	\$58,654
Fond du Lac	\$34,257	\$45,578	\$34,257	\$53,325
Green Lake	\$25,708	\$39,462	\$30,280	\$46,969
Marquette	\$22,234	\$35,746	\$26,640	\$40,916
Menominee	\$14,122	\$29,440	\$14,801	\$28,385
Outagamie	\$33,770	\$49,613	\$38,286	\$57,464
Shawano	\$23,841	\$38,069	\$28,748	\$43,940
Waupaca	\$26,083	\$40,910	\$31,644	\$48,837
Waushara	\$21,888	\$37,000	\$26,042	\$42,416
Winnebago	\$30,007	\$44,445	\$35,821	\$53,932

Source: U. S. Census, 1990 and 2000.

In 1989, the income gap between the county with the highest median household income and the county with the lowest median household income was \$20,135. By 1999, that gap had narrowed to \$16,138. Household income disparities between counties in the region and the state's median household income varied, with the income gap between Fond du Lac, Menominee, Waupaca and Waushara county median incomes and the state's median income decreasing, and the gap between the state's median income and the remaining counties increasing.

Variations in median family income growth, however, resulted in an increase in disparity between urban and rural counties within the region. Although rural county median family incomes, on average, also grew faster than urban county median family incomes the difference in the amount of growth was not as great. As a result, urban county median family incomes continued to pull ahead of rural county median family incomes. Menominee County experienced the largest percentage gain in median family incomes, 91.8%. Outagamie County experienced the smallest percentage gain in median family incomes, 50.09%. Wisconsin experienced a 50.8% increase in median family income.

In 1989, the income gap between the county with the highest median family income and the county with the lowest median family income was \$23,485. By 1999, that gap had increased to \$30,269. The disparities in median family income increased between all counties in the region and the state, except for Fond du Lac County. The income gap between Fond du Lac County's median family income and the state's median family income decreased from \$825 in 1989 to \$414 in 1999.

At the community level, the gap between the highest and lowest income measures increased for each income type between 1989 and 1999. In all cases the gap between the highest and lowest income measure was greater at the Minor Civil Division (MCD) level than at the county level for both years for both measures. Between 1989 and 1999, the gap between the highest MCD median household income and the lowest MCD median household income increased from \$32,733 in 1989 to \$46,514 in 1999. The gap between the highest MCD median family income and the lowest MCD median family income increased from \$35,859 in 1989 to \$46,299 in 1999. In all cases, the community with the highest income level was located in an urban county and the community with the lowest income level was located in a rural county.

Poverty Status

The poverty level is determined by the U.S. Census Bureau, and based on current cost of living estimates, as adjusted for household size. In 1990, the poverty threshold for a family of four with two children was a household income of \$12,674. By 2000, the poverty threshold for a family of four with two children had risen to \$17,463.

Between 1989 and 1999, both the number and share of persons living below the poverty threshold declined both for the region and for the state. Children were more likely to live below the poverty level than elderly residents during both time periods. Not only were children more likely to live below poverty, a greater number of them lived below poverty as well. In 1999, 11,329 children in the region lived below poverty, compared to 5,806 persons age 65 and older. The ratio of children to elderly below poverty was even greater at the state level, where 150,166 children lived below poverty, compared to 49,245 persons age 65 and older.

A detailed examination of poverty status trends between 1989 and 1999 follows. According to the 1990 Census, 44,268 persons, or 8.4% of all residents in the region lived below the poverty line in 1989, compared to 10.7% for the state (Table P-9). Rural residents were more likely to live below poverty than urban residents. However, almost two-thirds of all persons below poverty in the region lived in the urban counties. Poverty rates for individuals in the region ranged from 48.7% in Menominee County to 4.9% in Calumet County.

The region also had a smaller share of families living below poverty than the state. In 1989, 5.9% of the region's families lived below poverty, compared to 7.6% for the state. Rural families were more likely to live below poverty than urban families. However, the majority of families living below poverty resided in urban counties. Poverty rates for families in the region ranged from 41.3% in Menominee County to 4.1% in Calumet County.

Poverty status by age showed similar patterns, with the largest number of children and elderly living in poverty residing in urban counties, while rural counties had a larger share of children and elderly living in poverty. On average, children were more likely to live in poverty than elderly residents. In 1989, 11% of children in the region lived in poverty, compared to 9% of persons age 65 and older. Calumet and Waupaca Counties were unique, in that elderly residents in these two counties were more likely to live below poverty than children.

The highest poverty rates for children and the elderly occurred in Menominee County, where 64.3% of children and 18.3% of persons age 65 and older lived below poverty. Calumet

County had the smallest share of children living below poverty, 6.2%. Winnebago County had the smallest share of elderly residents living below poverty, 6.9%.

Table P-9. Poverty Status, 1989 and 1999

Jurisdiction	Total Persons		Total Persons Below Poverty		Total Families		Total Families Below Poverty	
	1989	1999	1989	1999	1989	1999	1989	1999
Wisconsin	4,754,103	5,211,603	508,545	451,538	1,284,297	1,395,037	97,466	78,188
Region	526,918	590,675	44,268	36,557	145,162	161,473	8,630	6,245
Urban Counties	392,601	440,526	28,641	24,237	107,339	119,206	5,408	3,920
Rural Counties	134,317	150,149	15,627	12,320	37,823	42,267	3,222	2,325
Calumet	33,952	40,219	1,654	1,409	9,326	11,268	386	288
Fond du Lac	87,203	93,630	6,666	5,471	23,929	25,661	1,348	900
Green Lake	18,351	18,936	1,830	1,317	5,187	5,316	382	204
Marquette	12,182	14,370	1,414	1,110	3,545	4,145	297	201
Menominee	3,820	4,489	1,860	1,293	923	1,060	381	263
Outagamie	137,496	157,981	8,528	7,417	37,454	42,489	1,715	1,215
Shawano	36,389	39,700	4,111	3,150	10,194	11,188	863	651
Waupaca	44,412	49,821	3,770	3,366	12,413	13,994	735	660
Waushara	19,163	22,833	2,642	2,084	5,561	6,564	564	346
Winnebago	133,950	148,696	11,793	9,940	36,630	39,788	1,959	1,517

Source: U. S. Census, 1990 and 2000.

Between 1989 and 1999, the number of total persons and families below the poverty level declined for each county in the region and for the state. On average, rural counties in the region experienced a 21.2% decline in the total number of persons below poverty, compared to urban counties, which experienced a 15.4% decline in the number of persons below poverty.

According to the 2000 Census, by 1999, the number of east central residents living below poverty had declined to 36,557. The region continued to have a smaller share of its population living below poverty, 6.2%, than the state, where 8.7% of the population lived below poverty. Although rural county residents were more likely to live below poverty than urban county residents, two-thirds of individuals below poverty lived in the three urban counties. Winnebago County had the largest number of residents below poverty for both time periods, while Marquette County had the lowest number of residents living below poverty. In 2000, poverty rates for rural counties ranged from 28.8% in Menominee County to 6.8% in Waupaca County, while poverty rates for urban counties ranged from 6.7% in Winnebago County to 3.5% in Calumet County.

Poverty status by age showed similar patterns, with the largest number of children and elderly living below poverty residing in urban counties, while rural counties had a larger share of children and elderly living below poverty (Table P-10.). The number of children living below poverty varied from 2,578 in Winnebago County to 294 in Marquette County. The number of elderly residents living below the poverty line varied from 1,253 in Winnebago County to 56 in Menominee County. Poverty rates for children in rural counties ranged from 39.9% in Menominee County to 8.1% in Waupaca County. Poverty rates for children in urban counties ranged from 7.1% in Winnebago County to 4.6% in Calumet County. Poverty rates for the elderly in rural counties ranged from 13.4% in Menominee County to 8.4% in Shawano County,

while poverty rates for the elderly in urban counties ranged from 8.2% in Fond du Lac County to 4.8% in Calumet County.

Table P-10. Poverty Status by Age, 1989 and 1999

Jurisdiction	Persons Under 18				Persons Age 65 and Older			
	Total Persons		Below Poverty		Total Persons		Below Poverty	
	1989	1999	1989	1999	1989	1999	1989	1999
Wisconsin	1,271,165	1,342,950	188,863	150,166	604,812	662,813	54,806	49,245
Region	143,829	154,008	15,656	11,329	69,385	77,216	6,269	5,806
Urban Counties	107,805	116,104	9,899	7,214	46,605	52,498	3,596	3,525
Rural Counties	36,024	37,904	5,757	4,115	22,780	24,718	2,673	2,281
Calumet	10,437	11,534	650	527	3,540	4,150	268	201
Fond du Lac	24,246	24,083	2,451	1,598	11,404	12,973	1,022	1,069
Green Lake	4,848	4,538	656	418	3,325	3,506	354	310
Marquette	2,947	3,244	461	294	2,444	2,790	299	276
Menominee	1,569	1,743	1,009	696	328	419	60	56
Outagamie	39,644	43,914	3,252	2,511	14,572	16,524	1,128	1,002
Shawano	9,744	10,123	1,455	1,079	6,147	6,418	791	540
Waupaca	12,183	12,889	1,227	1,044	6,921	7,288	729	637
Waushara	4,733	5,367	949	584	3,615	4,297	440	462
Winnebago	33,478	36,573	3,546	2,578	17,089	18,851	1,178	1,253

Source: U. S. Census, 1990 and 2000.

A greater number of children than elderly residents lived below poverty in every county in the region. Throughout the region, 11,329 children lived below poverty, compared to 5,806 persons age 65 and older. The ratio of children to elderly living below poverty was even greater at the state level. In 1999, 150,166 children in Wisconsin lived below poverty, compared to 49,245 persons age 65 and older.

Children in rural counties within the region were more likely to live below poverty than the elderly. In 1999, 10.9% of children under the age of eighteen lived below poverty in rural counties, compared to 9.2% of persons age 65 and older. In urban counties, the share of elderly persons living below poverty was slightly higher than that of children living below poverty. In urban counties, 6.2% of children lived below poverty, compared to 6.7% of individuals age 65 and older.

Population Forecasts

Population projections can provide extremely valuable information for community planning; but by nature, projections have limitations, which must be recognized. First, population projections are not predictions. Population projections are typically based on historical growth patterns and the composition of the current population base. Their reliability depends to a large extent on the continuation of those past growth trends. Second, population projections for small communities are especially difficult and subject to more error, as even minor changes in birth, death or migration rates can significantly impact community growth rates. Third, population growth is also difficult to predict in areas which are heavily depended on migration, as migration rates may vary considerably based on various "push" and "pull" factors both within and outside of the area.

If the region can continue to hold its comparative advantage in attracting migrants, its population could very well increase by almost 9% between 2000 and 2020. Urban counties are expected to grow faster than rural counties. Urban counties have a higher fertility rate than rural counties in the region, because they have a larger segment of their population in child bearing years. Urban counties also have greater job and educational opportunities and better access to rental housing. As a result, they are attracting individuals age 20 to 29 from both outside and within the region.

Rural counties have demonstrated a stronger ability to attract retirees than urban counties in the region. Their amenities and recreational opportunities, coupled with a larger number of seasonal units which can be converted to year round residents will likely result in continued in-migration of retirees not only from outside of the region, but also from urban counties within the region.

The in-migration of elderly residents coupled with an aging baby boom population could result in a doubling of the elderly population during the planning period. Given current age cohort structures and migration trends, it is possible that the region will see a widening age gap between urban and rural counties. Further information is needed before a more accurate assessment can be made of the likely future age structure of the region's population.

Table P-11 presents population estimates for the region through the year 2020. These population projections are based on a combination of average growth trends over the last four decades, anticipated growth patterns developed by the Wisconsin Department of Administration and anticipated impacts from the new Redgranite Correctional Facility.

Table P-11. Population Estimates, 2000 to 2020

	Census 1990	DOA est. 1995	Census 2000	ECWRPC 2005	ECWRPC 2010	ECWRPC 2015	ECWRPC 2020
Wisconsin Region	4,891,769	5,101,581	5,363,701	5,531,025	5,700,303	5,878,871	6,056,186
Urban Counties	542,712	570,832	609,438	641,979	650,636	657,542	661,640
Rural Counties	405,204	428,379	455,661	479,453	487,474	494,670	500,295
Calumet	137,508	142,453	153,777	162,527	163,162	162,872	161,345
Calumet	34,291	36,824	40,631	43,590	44,389	45,169	45,657
Fond du Lac	90,083	93,388	97,296	100,662	101,501	101,947	101,810
Green Lake	18,651	18,976	19,105	19,363	19,425	19,388	19,160
Marquette	12,321	12,994	14,555	15,598	15,765	15,767	15,534
Menominee	3,890	4,147	4,562	4,876	5,351	5,878	6,434
Outagamie	140,510	150,048	160,971	170,764	174,844	178,934	182,799
Shawano	37,157	37,815	40,664	42,301	42,085	41,729	41,208
Waupaca	46,104	48,428	51,825	54,495	54,586	54,297	53,614
Waushara	19,385	20,093	23,066	25,895	25,951	25,813	25,395
Winnebago	140,320	148,119	156,763	164,436	166,739	168,620	170,029

Source: U. S. Census, 1990, 2000; DOA, 1996; ECWRPC.

Based on estimated growth patterns and anticipated higher net migration rates, it is estimated that population in the region may increase by 8.6% between 2000 and 2020. It is assumed,

however, that the largest population gains will occur during the first decade, and that growth for the region will taper off during the second decade. As the population ages and the rate of natural increase declines, it is expected that most counties and communities will actually see their population peak prior to 2020.

On average, urban counties are anticipated to grow faster than rural counties. However, Menominee County is expected to experience the largest population increase, 41%. Estimated change in population for urban counties between 2000 and 2020 is expected to vary from 13.6% in Outagamie County to 4.6% in Fond du Lac County. Estimated change in population for the remaining rural counties is expected to vary from 10.1% in Waushara County to 0.29% in Green Lake County.

The unusually high rate of anticipated population growth for Menominee County is due to several factors. While the rate of natural increase is declining in Menominee County, it is still considerably higher than the rest of the region and state. The Menominee Casino has had a substantial impact on the county's economy, providing employment and income, which has allowed many Menominee to return to the reservation. Since Menominee County has a small population, small changes result in large percentage increases and decreases in population.

Marquette and Waushara Counties also have relatively high anticipated growth rates, 6.7% and 10.1%, respectively. Both counties experienced high migration rates in the 1990's due to elderly in-migration and recreational amenities. Those trends are anticipated to continue, albeit at a slower rate. Marquette County is also experiencing growth pressures from Dane County; and the new correctional facility in Redgranite will have a substantial impact on Waushara County population totals.

Projected Population by Age

Population growth is not expected to occur uniformly in all age groups due to fluctuations in fertility rates and differences in migration patterns by age. These variations in growth rates, coupled with the aging of the baby boom population, will likely cause a marked shift in the age distribution of the region and the state between 2000 and 2020. The largest shift in the population will occur in the population age 65 and older (Table P-12).

Preliminary state level population projections by age cohort indicate that the state will see a 12% to 13% increase in the preschool and working age cohorts, a 3% to 4% decrease in school age children and a 45% increase in the elderly population. As a result of these changes, by 2020, preschool age children are expected to comprise 6.4% of the state's population. School age children are expected to comprise 18.9% of Wisconsin's population. Working age individuals are expected to comprise 57.9% of the population, and the elderly is expected to comprise 16.8% of the state's population.

County level age cohort projections are not yet available. As a result, East Central has created rough age cohort estimates for the region based on past trends and current Census data. Based on those estimates, the number of preschool and school age children in the region is anticipated to decline between 2000 and 2020. However, variation in growth rates is expected to result in the number of preschool age children fluctuating throughout the projection period.

The working age population is expected to increase slightly. As with the state, the largest increase in population is expected to occur in the elderly population.

Table P-12. Preliminary Population by Age Cohort, 2000 to 2020

		Age Group				Total
		Under 5	5 - 19	20 - 64	65+	
Wisconsin	2000	342,340	1,189,753	3,129,029	702,553	5,363,675
	2005	348,590	1,156,144	3,309,752	716,539	5,531,025
	2010	361,288	1,119,932	3,457,767	761,316	5,700,303
	2015	377,410	1,109,915	3,524,224	867,322	5,878,871
	2020	385,130	1,147,322	3,508,774	1,014,960	6,056,186
Region	2000	38,243	136,448	353,236	82,280	610,207
	2005	38,324	134,014	379,449	90,191	641,979
	2010	38,033	127,369	388,902	96,332	650,636
	2015	38,322	121,668	389,831	107,721	657,542
	2020	37,870	119,454	379,106	125,210	661,640

Source: U. S. Census, 2000; WI DOA, 2002; ECWRPC.

The region's population is currently slightly older than the state's population. Census information also indicates that some of the counties within the region are retirement destination counties. As a result, it is estimated that the number of persons in the region age 65 and older may double over the projection period. This increase in the elderly population could have a significant impact on changing demands in the housing market and service sector needs.

Household Forecasts

The Wisconsin Department of Administration published their last set of official projections in 1993 (WI, DOA, 1993). Unexpected variations in population and household growth rates have resulted in 2000 Census numbers that are, in many cases, substantially different than anticipated. A revised set of projections will not be available until 2003 or later. As a result, state level household projections are not yet available. For planning purposes, East Central has modified local area household projections to reflect current growth trends.

Based on anticipated growth patterns, the region's population is expected to grow by 9% between 2000 and 2020. The number of households in the region is expected to increase by 23% during the same time period. The relatively large anticipated increase in households is expected to result from a continued decrease in household size. Between 2000 and 2020, it is expected that average household size in the region will decrease from the current 2.52 persons per household to 2.22 persons per household (Table P-13).

The decline in household size is expected to be more pronounced in urban counties, which currently have higher average persons per households than most rural counties. One major factor contributing to the decrease in household size will be the aging of the echo-boom

generation. These children of the "baby-boomers" are expected to move out of their parent's home and form their own household during this time period.

Table P-13. Household Forecasts, 2000 to 2020

	2000		2005		2010		2015		2020	
	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH
Region	233,576	2.52	253,140	2.45	264,341	2.38	275,916	2.30	287,358	2.22
Urban Counties	173,528	2.53	188,675	2.45	198,323	2.37	208,425	2.29	218,591	2.20
Rural Counties	60,048	2.50	64,465	2.45	66,018	2.40	67,491	2.34	68,767	2.27
Calumet	14,910	2.70	16,668	2.59	17,708	2.48	18,834	2.38	19,940	2.27
Fond du Lac	36,931	2.52	39,665	2.43	41,570	2.34	43,457	2.25	45,234	2.15
Green Lake	7,703	2.43	8,026	2.37	8,262	2.31	8,468	2.24	8,598	2.18
Marquette	5,986	2.41	6,578	2.35	6,819	2.29	6,998	2.23	7,078	2.17
Menominee	1,345	3.35	1,666	3.13	1,964	2.92	2,332	2.70	2,777	2.48
Outagamie	60,530	2.61	66,359	2.52	70,210	2.44	74,456	2.35	78,932	2.26
Shawano	15,815	2.51	16,677	2.48	16,794	2.44	16,857	2.41	16,851	2.38
Waupaca	19,863	2.51	21,093	2.49	21,491	2.44	21,961	2.37	22,515	2.28
Waushara	9,336	2.43	10,426	2.34	10,687	2.28	10,876	2.23	10,947	2.17
Winnebago	61,157	2.43	65,983	2.36	68,836	2.29	71,678	2.22	74,486	2.15

Source: U. S. Census, 2000; ECWRPC.

Between 2000 and 2020, the region is expected to gain over 53,000 new households. The majority of household growth is expected to occur in the urban counties. The number of households in urban counties is expected to increase by 26%, while the number of households in rural counties is expected to increase by 15%. At the county level, Menominee County, which has the smallest number of households and the largest household size, is expected to see its number of households double over the projection period. In the remaining counties, the increase in the number of households is expected to range from 34% in Calumet County to 7% in Shawano County.

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Issues and Opportunities: Key Findings

Current Trends

Population Size and Geographic Distribution

- The region's population grew by more than 240,000 people between 1950 and 2000 (an increase of 66%).
- The majority of that growth occurred in the four urban counties of the region.
- There has been a significant increase in the population of some rural communities in the recreation areas of western counties between 1990 and 2000.
- During the 1990's, every county in the region experienced net in migration.

Age

- The region's population is aging.
- The rural counties tended to have much older populations than the urban counties and the state between 1970 and 2000.
- Between 1990 and 2000, the region lost population as people in the 20-30 year old age range left the region. The largest losses occurred in rural areas.

Race and Hispanic Origin

- The region experienced a large increase in its non-white population from just fewer than 6,000 in 1970 to just under 33,000 in 2000.
- Nevertheless, whites comprised 94.6% of the region's population in 2000.
- Native Americans, 1.74%, comprise the largest nonwhite racial group: there are three reservations located in the region.
- The Hispanic-origin population, which may be of any race, comprised 1.9% of the region's population in 2000.

Household

- Household size within the region has been decreasing steadily since 1970.
- One and two person households have increased from 45% of all households in 1970 to 60% in 2000.
- All counties in the region experienced an increase in median household and median family income between 1989 and 1999. However, the gap between urban and rural counties for both measures increased.
- Between 1989 and 1990, both the number and proportion of persons living below the poverty threshold declined.

Future Trends

- The region's population is expected to increase throughout the planning period by approximately 9%.
- The number of households in the region is expected to rise by 23%.

- The average household size will continue to decrease.
- As the number of individuals in the prime child bearing years is relatively small, migration may very well play a larger role in population change at the regional level.
- Since minority groups have a larger share of their population in the prime child bearing years than the white population, it is likely that the region's population will become more diverse.
- Due to the aging of the baby boom generation and the region's ability to attract retirees, it is anticipated that the elderly population may double during the planning period. This could have a significant impact on housing and service sector needs.

Identification of Issues

- How do we plan for continued population growth, which will result in an increase in demand for services and land consumption in the region?
- How do we promote recognition of the relationship between the density of settlement and amount and location of land consumed for housing, commercial and industrial uses and the costs of services?
- How do we ensure the economic vitality of the agricultural and forestry sectors in the context of a decrease in the amount of open space?
- How do we address the conflicts that will arise given that the majority of future growth is expected to occur in the urban counties, which is where most of the region's more productive farmland is located, specifically, how will we address the impact on the farm economy?
- How do we ensure that an increase in urbanization has a positive impact on rural communities?
- Urban counties in the region currently have greater social and economic capital, more government support due to a larger tax base and greater access to nonprofit services than rural counties. Current trends show the educational and income gap between urban counties and rural counties widening. How do we plan to decrease this gap and promote a healthy, vibrant economy and quality of life for all residents throughout the region?