



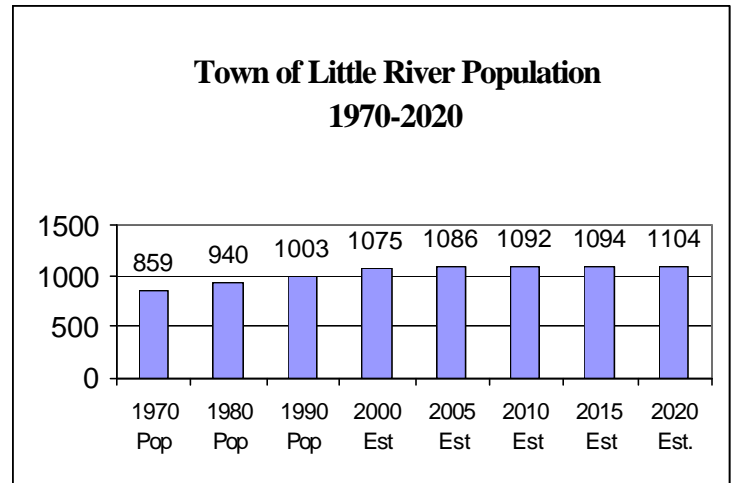
People, Homes, and Economics -- Planning for the Future of the Town of Little River

Planning for the Town of Little River begins by understanding the people who live, work, and own property in the town. Accurate information about the population is critical to forecasting the need for community facilities and services over the next 20 years. Therefore, recent town planning activities have focused on the development of community and housing profiles. These profiles will eventually be included as chapters in the town's Comprehensive Plan.

The community profile describes the people and current economic climate in the Town of Little River. The housing profile examines the amount, age, occupancy and cost of housing in the town. The information in these profiles will be used to identify issues, opportunities and trends that will be addressed to meet the future development needs of the Town of Little River. The following is a summary of the information gathered in the community and housing profiles.

How Many People Live In The Town Of Little River?

Given the scenic beauty and the high quality of life, the Town of Little River is a very desirable place to live. Although it is not projected to receive the same development pressures as neighboring communities, growth within the town will continue over the next 20 years. On average, the town has gained about 70 new residents every decade since 1970. Population gains are projected through 2020, but at a slower rate. Specifically, between 2000 and 2020 the population is only expected to increase by 29 persons to a total population of 1,104 persons (See Chart).



Source: U.S. Census Bureau

Who Are The People Of Little River?

Several general characteristics are known about the people of the Town of Little River.¹

- ?? There is a relative balance of different age groups living in the Town of Little River.
- ?? Nearly 100% of the people in the Town of Little River are Caucasian.
- ?? Most of the households in the town consist of married couples (with or without children).
- ?? 52% of the residents of the Town of Little River have a high school diploma, compared to only 47% of Oconto County residents.

¹ This information is taken from the 1990 U.S. Census. 2000 U.S. Census data is not yet available. Updated information will likely become available in 2002.

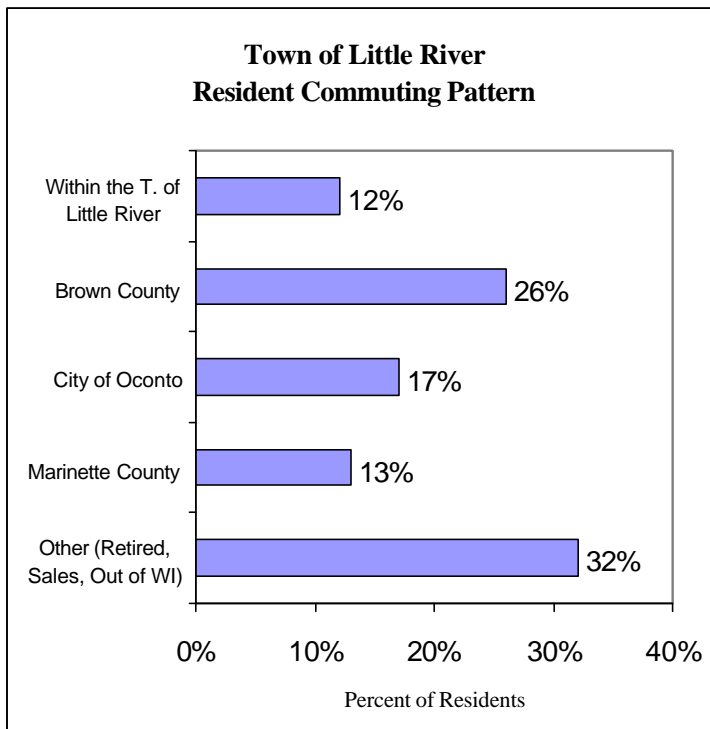
How Strong Is The Local Economy?

In a financial environment bustling with stocks, bonds, mutual funds, corporate mergers, government regulations, internet transactions and the like, the economic picture changes frequently. Therefore, any analysis of the local economy must rely on the most recent information available. Current economic indicators are not available specifically for the Town of Little River. However, the 1997 Economic Census (U.S. Census Bureau) provides up-to-date economic data for Oconto County. This data serves as a good indicator of the economic environment of the Town of Little River.

Based on 1997 Economic Census data for Oconto County:

- ?? 60% of Oconto County residents were employed, 3.5% were unemployed, and 39.3% were not in the labor force (retired or choose not to work).
- ?? The average annual county wages were 70.6% of the state average.
- ?? The per capita income in Oconto County was \$16,602.
- ?? The 2000 estimate of per capita income in the Town of Little River is \$13,305.

Where do Residents Go to Work?



SOURCE: Town of Little River Community Survey

Nearly 1/3 of all Oconto County workers commute to work outside of the county each day. The Green Bay/Brown County area is the destination for over 70% of the outbound commuters. The majority of the 3,600 Oconto County workers who commute to or from Brown County use USH 41/141. This applies to residents of the Town of Little River since USH 41/141 runs the entire length of the town.

The Town of Little River Community Survey, conducted earlier this year, also indicates that the majority of the local workforce commutes out of the town each day. In fact, only 12% of the survey respondents indicated that they work within the Town of Little River. (See Graph)

Residents who work **within** Oconto County find a range of employment opportunities available. Education, health service, government, and retail/food service industries are all major employers. Oconto County also has a very strong manufacturing employment sector. Evidence of this is seen by the fact that five of the county's top ten employers were manufacturing industries in 1997.

What Types Of Homes Are In The Town Of Little River?

Traditionally, rural and suburban towns, like the Town of Little River, have a high percentage of single family homes, often with few other types of housing available. As new residents move in and the population ages, a variety of housing types must be looked at to meet the needs of all residents. This is particularly true in towns where a large portion of the population has been longtime residents. In such communities, there is a desire for these resident to remain in the town during their retirement years.



- ?? There are 490 housings units in the Town of Little River. Almost all of these housing units are single family homes (WI Town Land Use Databook for Oconto County, 1999).
- ?? The average price of a home in the Town of Little River is \$41,800. This is slightly lower than the Oconto County town average price of \$43,991 (1990 U.S. Census).
- ?? Nearly 40% of the housing supply was built before 1939.
- ?? Tourists and seasonal residents use a significant share of the housing in the community. In fact, according to the 1990 Census, 14.7% of the housing was seasonal.
- ?? Only 5.4% of the housing in the Town of Little River is vacant. This vacancy rate is quite favorable when compared to the Town of Lena (10.9%) and the Town of Oconto (10.6%) (1990 U.S. Census).

More Planning Updates Coming Soon...Please check in again!