

3.0

Community Profile

Demographic Profile

The planning process for the Town of Taycheedah begins with a profile of the people who live, work, and own property in the community. This chapter examines the size, composition, and trends of and within the population. The information is critical to forecasting the need for development and community facilities and services.

POPULATION TRENDS & PROJECTIONS

The Town of Taycheedah has experienced population gains over the last two decades (see Table 1 below). These gains have been consistent with those of the Town of Empire and City of Fond du Lac, and considerably more than the remainder of the County. Currently, Taycheedah represents just less than 4% of the overall county population. The Town has been growing at an increasing rate since 1980. Should this trend continue over 20-year life of the comprehensive plan, Taycheedah will experience increasing development pressure. New commercial and industrial growth would likely occur adjacent to existing commercial and industrial development along the USH 151 corridor, providing quick access to Fond du Lac and areas to the north.

Some members of the community will view additional residential and economic growth in the community as necessary and beneficial, while others may see them as threats to the small town character of Taycheedah. Finding a balance between the “preservationists” and “pro-growth” advocates is a primary goal of this Comprehensive Plan.

How Much Growth Is Too Much Growth?

The population of the Town of Taycheedah has grown by 13.6% since the 1980 census. The population is expected to grow to 4,773 persons by 2030, an increase of 1,107 people from 2000.

The primary purpose of this plan is to provide a vision for the future of Taycheedah and a strategy to effectively prepare for residential and commercial development pressures the community will experience in coming decades.

Location	1980	1990	2000	2005 Estimate	Actual Chg 1980-2000	% Change 1980-2000
TABLE 1 HISTORIC POPULATION TRENDS						
Town of Taycheedah	3,227	3,383	3,666	3,890	439	13.6%
Town of Calumet	1,609	1,444	1,514	1,515	-95	-5.9%
Town of Marshfield	1,214	1,130	1,118	1,119	-96	-7.9%
Town of Forest	1,098	1,094	1,108	1,128	10	0.9%
Town of Empire	2,359	2,485	2,620	2,687	261	11.1%
Town of Fond du Lac	3,001	2,310	2,027	2,064	-974	-32.5%
City of Fond du Lac	35,863	37,755	42,203	43,577	6,340	17.7%
Taycheedah's Share of County Population	3.63%	3.76%	3.77%	3.88%	NA	NA
Fond du Lac County	88,964	90,083	97,296	100,163	8,332	9.4%

Source: Wisconsin Department of Administration, Demographic Service Center

Table 2 projects the population of Taycheedah through 2030. Comparisons to surrounding communities are provided for additional understanding of regional growth. Based on the information provided in Table 2, the Town population is expected to increase at a faster rate than all surrounding communities over the next 20 years. Town growth is also expected to outpace the overall County growth rate resulting in an increasing share of the county population.

TABLE 2 POPULATION PROJECTIONS, 2000-2030									
Location	2000	2005	2010	2015	2020	2025	2030	# Change, 2005- 2030	% Change, 2005- 2030
T. Taycheedah	3666	3902	4071	4258	4446	4622	4773	1107	30.2%
T. Calumet	1514	1535	1545	1561	1579	1590	1594	80	5.3%
T. Marshfield	1118	1135	1133	1136	1140	1140	1133	15	1.3%
T. Forest	1108	1134	1148	1166	1186	1201	1211	103	9.3%
T. Empire	2620	2764	2863	2971	3081	3181	3265	645	24.6%
T. Fond du Lac	2027	2412	2481	2542	2603	2657	2697	670	33.1%
C. Fond du Lac	42203	43139	44503	46072	47664	49118	50312	8109	19.2%
Taycheedah Share of County Population	3.8%	3.9%	4.0%	4.0%	4.1%	4.1%	4.2%	NA	NA
Fond du Lac Cty	97,296	100,312	103,044	106,183	109,391	112,268	114,557	17,261	17.7%

Source: Wisconsin Department of Administration, Demographic Service Center

POPULATION DENSITY

The Town of Taycheedah covers approximately 35.2 square miles. The 2005 population per square mile is just over 110 persons. As people continue to move into the Town, additional areas will be developed for residential, commercial, and industrial uses. It is anticipated that new residential development will primarily be comprised of single-family homes, with additional alternative housing choices.

POPULATION CHARACTERISTICS

Population figures and growth rates alone do not provide a detailed insight into the characteristics of a population. To learn more about the people of the Taycheedah, information about the race, sex, and age of the population must be examined.

In 2000, there were 1,869 males and 1,797 females living in the Town of Taycheedah. Most residents (99.2%) reported their race as white in the 2000 U.S. Census. The racial composition has held constant since 1990, however, in 1990 females outnumbered males 1,725 to 1,658.

The median age of Taycheedah residents in 2000 was 40.1. This is higher than the median age reported for residents of Fond du Lac County (36.9), the State of Wisconsin (36.0), City of Fond du Lac (35.7), and Town of Forest (37.3), yet comparable to or lower than the surrounding Towns of Marshfield (39.0), Empire (40.1), Calumet (40.7), and Fond du Lac (41.6). This information suggests that the population of Taycheedah is older than many residents of the *state and county*, but similar to much of the residents of comparable *local* communities, demonstrating an aging trend in the area.

Age	Year 1990	Year 2000	Percent Change
Under 5	216	194	-10.2%
5-9	279	247	-11.5%
10-14	247	309	25.1%
15-19	230	311	35.2%
20-24	217	134	-38.2%
25-34	568	328	-42.3%
35-44	532	655	23.1%
45-54	418	625	49.5%
55-64	309	425	37.5%
65-74	245	274	11.8%
75-84	100	128	28.0%
85 and over	22	36	63.6%

Table 3 looks at the age distribution of Taycheedah residents between 1990 and 2000. Residents age 20-34 have either been moving out of the area or have progressed to the next age group. The lack of newcomers in this age group is demonstrated in the decrease of children age 1-9. The remaining age groups 35 and over are all increasing in number. The large increase in residents age 45-64 will be especially significant over the next 20 years as they reach retirement age. This will cause a change in the types of services (senior center, shared-ride taxi service) and housing (from smaller single-family dwellings on smaller lots to apartment/condos/ nursing care) needed in the future. It will also continue to drive up the median age of Taycheedah residents. Consideration of the needs of the aging population is an important aspect of this plan.

Source: U.S. Census Bureau

GENERAL HOUSEHOLD TRENDS

A household is defined as a group of people living together in a single dwelling unit. This may include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excludes those persons living in group quarters.

National and state trends have all moved towards an increase in the number of households, along with a decrease in the average number of persons per household. The main reasons include:

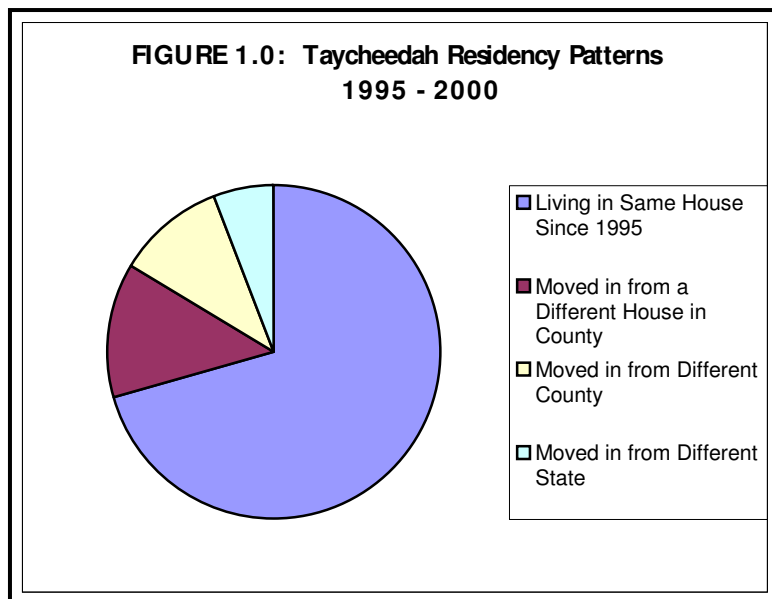
- ✓ A decrease in birth rate;
- ✓ People waiting longer to get married;
- ✓ An increased divorce rate; and,
- ✓ An increase in the average life span thereby resulting in more elderly people living alone or with another family member.

The number of persons per household in Taycheedah is decreasing (see Table 4). This is significant since a decreased household size means that more housing units will be needed to support the population – even if the overall population remains the same. The Town has experienced an increase of 236 households since 1990. However, during this same period the number of persons per housing unit has decreased. In 1990, there were 2.94 persons per household in the Town of Taycheedah, compared to 2.78 persons per household in 2000. Fond du Lac County also experienced an increase in the number of households between 1990 and 2000 and a decrease in the number of persons per household. Projections done by the Wisconsin Department of Administration show this trend continuing through 2025.

TABLE 4 HOUSEHOLD PROJECTIONS, 2000-2030							
Location	2000	2005	2010	2015	2020	2025	2030
Total Number of Households							
Town of Taycheedah	1,319	1,439	1,539	1,634	1,724	1,803	1,872
Town of Calumet	562	584	603	618	632	640	646
Town of Marshfield	373	388	397	405	410	413	413
Town of Forest	397	416	432	445	458	467	473
Town of Empire	910	984	1,045	1,100	1,153	1,198	1,236
Town of Fond du Lac	789	962	1,014	1,055	1,092	1,122	1,144
City of Fond du Lac	16,638	17,396	18,398	19,332	20,199	20,946	21,569
Fond du Lac County	36,931	38,960	41,036	42,933	44,692	46,164	47,362
Persons Per Household							
Town of Taycheedah	2.77	2.71	2.64	2.60	2.57	2.56	2.54
Town of Calumet	2.69	2.62	2.56	2.52	2.49	2.48	2.46
Town of Marshfield	2.99	2.92	2.85	2.80	2.78	2.76	2.74
Town of Forest	2.79	2.72	2.65	2.62	2.58	2.57	2.56
Town of Empire	2.87	2.80	2.73	2.70	2.67	2.65	2.64
Town of Fond du Lac	2.56	2.50	2.44	2.40	2.38	2.36	2.35
City of Fond du Lac	2.53	2.47	2.41	2.38	2.35	2.34	2.33

Sources: 2000 U.S. Census and Demographic Service Center, Wisconsin Department of Administration; East Central Wisconsin Planning Commission, 2006.

According to the 2000 U.S. Census, there were 1,319 households (1,210 owner occupied; 109 renter occupied) in the Town of Taycheedah. The vast majority of households (83.8%) were family households. Of these, the most common type was married-couple family households (77.0%). Most of the married couple households did not have children under 18 living at home at the time of the Census (66.1%). There were also a significant number of non-family households (16.2%) in the Town that include mainly people living alone.



WHERE ARE RESIDENTS COMING FROM?

Figure 1.0 provides a breakdown of residency patterns between 1995 and 2000. Of the people currently residing in the Town, roughly seventy-five percent live in the same residence they occupied in 1995. Fourteen percent either changed residences in Taycheedah or moved from another community in Fond du Lac County. The remainder of the population moved into Taycheedah from a different county or another state (11.3% combined).

Economic Profile

Economic conditions have a direct impact on the supply, demand, and cost of housing, infrastructure, and services. Therefore, it is necessary to examine the economic situation in the Town to predict additional housing, infrastructure, and service needs. This section profiles the local economic environment by examining key demographic factors including per capita income, poverty rate and unemployment rate.

To understand and appreciate the local economic picture in Taycheedah, it is necessary to look beyond the Town and examine the characteristics of Fond du Lac County. Given that the economy of the Town depends heavily on the regional economy (i.e. Fond du Lac, the Fox Cities, etc.), an understanding of the regional economy is important.

Are You In The Labor Force?

The labor force is the sum of employed and unemployed persons who are 16 years of age and older and are willing and actively seeking work. Institutionalized populations are not included in the labor for

LABOR FORCE

The labor force is the sum of employed and unemployed persons who are 16 years of age and older and are willing and actively seeking work. Table 5 tracks the rate of employment and unemployment in Fond du Lac County over the last several years. The employment picture for the area reflects the national economic downturn since 2000.

	1999	2000	2001	2002	2003	2004
Labor Force	54,592	55,890	56,635	57,253	57,311	57,401
Employed	53,077	54,224	54,343	54,452	54,268	54,766
Unemployed	1,515	1,666	2,292	2,801	3,043	2,635
Unemployment Rate	2.8%	3.0%	4.0%	4.9%	5.3%	4.6%

Source: WIDWD, Local Area Unemployment Statistics Program, 2

The term used to describe the relationship between the labor force and population is “participation rate.” Fond du Lac County has a participation rate somewhat higher than the State of Wisconsin and the United States as a whole. Fond du Lac County’s labor force participation rate is 73.3%, while that of the State of Wisconsin is 70.8%, and the United States 65.4%. Taycheedah’s participation rate is 72.5%.

Participation rates are the result of both economic and demographic conditions of an area. The high participation rates in Fond du Lac County and Taycheedah indicate that the county has a diverse mix of employment opportunities and a population willing to work at the industries found in the county.

MAJOR EMPLOYERS

Fond du Lac County workers are quite mobile. Nearly 32% of all employed county residents work outside of the county. Dodge County is the destination for more than one quarter of all outbound commuters, while Dodge, Winnebago and Washington Counties make up well over half of commuters leaving the county. The majority of residents commuting to Fond du Lac County are employed in the manufacturing sector. Manufacturing employers provide about 23% of the County’s jobs, and pay an average wage of

\$44,732. Professional and business services are also important to the County, employing the second highest number of workers. Financial services and leisure and hospitality are adding increasing numbers of jobs annually.

Table 6 provides a more detailed breakdown of commuting patterns in Fond du Lac County. The main commuter routes through the county are USH 41 on the west side of Lake Winnebago and USH 151 on the east side. Also important is USH 45 drawing from the southeast part of the county and STH 23 running from Fond du Lac east to Sheboygan County. Many area residents who are commuting out of the county are likely traveling to neighboring Dodge, Winnebago or Washington Counties. Although Fond du Lac is an employment center and classified a Metropolitan Planning Organization (meaning the metro area has a population greater than 50,000), the County is a net loser of workers. A total of 4,938 more workers leave the county than travel to Fond du Lac County to work.

Table 6 below shows specific commuting patterns into and out of Fond du Lac County. Of the total employed people in the work force in Fond du Lac County, 36,585 residents live and work within the County. The *Commute Into* column refers to Fond du Lac County residents working outside of the County. The *Commute From* column refers to residents of other counties working within Fond du Lac County.

TABLE 6 FOND DU LAC COUNTY COMMUTING PATTERNS			
County	Commute Into	Commute From	Net Gain or Loss
Dodge	4,401	1,852	-2549
Winnebago	2,721	2,544	-177
Washington	2,057	541	-1516
Sheboygan	980	530	-450
Green Lake	755	1,803	1048
Calumet	614	494	-120
Milwaukee	594	109	-485
Outagamie	568	215	-353
Waukesha	368	63	-305
Ozaukee	180	90	-90
Brown	132	119	-13
Dane	121	108	-13
Waupaca	82	114	32
Manitowoc	79	73	-6
Columbia	65	53	-12
Walworth	34	-	-34
Cook, IL	34	-	-34
Kenosha	32	-	-32
Elsewhere	330	501	171
Overall	50,732	45,794	-4,938

The Town of Taycheedah has commercial and industrial land uses spread throughout the Town, but primarily concentrated in the communities of Taycheedah, Peebles, St. Peter, Silica, Malone and Johnsborg (refer to *Existing Land Use Map* in Chapter 9). The limited non-residential development patterns are due mainly to a relatively small population base and the Town’s close proximity to Fond du Lac. However, the potential for additional Town development does exist. New growth would be best suited for areas with existing infrastructure and population clusters. This would allow the rural, agricultural and natural areas of the Town to maintain their current character.

According to the 2000 U.S. Census, there were 2,028 workers in the Town. Most Town residents were employed in the following types of occupations:

- ✓ Management, professional and related (34.0%)
- ✓ Sales and office (21.6%)
- ✓ Production, transportation and material moving (17.2%)
- ✓ Service (13.0%)
- ✓ Construction, extraction and maintenance (12.2%)
- ✓ Farming, fishing and forestry (2.0%)

By industry, 22.8% of the Town’s workers were employed in manufacturing trades (455 persons) in 2000. Of the major remaining industry types reported by residents:

- ✓ 446 residents were working in education, health and social service industries (22.4%);
- ✓ 234 were employed in the retail trade (11.7%);
- ✓ 148 were employed in agriculture, forestry, fishing, hunting and mining industries (7.4%).
- ✓ 144 were working in construction related industries (7.2%);
- ✓ 102 residents were working in professional, scientific, management, administrative and waste management services (5.1%);
- ✓ 99 workers were employed in other services (except public administration) (5.0%);
- ✓ 90 were working in the arts, entertainment, recreation, accommodation and food services (4.5%);
- ✓ 86 residents were working in transportation and warehousing, and utilities (4.3%);
- ✓ 77 worked in public administration (3.9%);
- ✓ 45 were employed in information (2.3%);
- ✓ 39 worked in finance, insurance, real estate, and rental and leasing (2.0%); and,
- ✓ 28 residents were working in wholesale trade (1.4%).

Tables 7 and 8 highlight the top 10 industry groups and employers in Fond du Lac County. There were a total of 2,191 employers in the county. Interestingly, although employers with 100 or more employees only make up 3.3% of the of the County’s businesses, they provide 47.5% of the County’s jobs.

Table 8 demonstrates the balance of industry mix in the County. Manufacturing occupies three spots: the first, fifth and tenth spots. Balancing out the list and the economy of Fond du Lac County include the healthcare, education, government, communications and department store industries.

TABLE 7 TOP 10 INDUSTRY GROUPS IN FOND DU LAC COUNTY		
Industry Group	Employers	Employment
Machinery Manufacturing	23	5,047
Educational Services	23	3,797
Food Services and Drinking Places	171	3,649
Food Manufacturing	19	1,926
Exec., Legislative, and Gen. Gov.	34	1,771
Hospitals	*	*
Specialty Trade Contractors	173	1,599
Ambulatory Healthcare Services	98	1,471
Nursing and Residential Care Facilities	24	1,328
Administrative and Support Services	68	1,294

*Data sup employer confidentiality.
Source: Fond du Lac County Workforce Profile. Employment figures from 2001.

TABLE 8 TOP 10 EMPLOYERS IN FOND DU LAC COUNTY		
Industry Group	Product or Service	Size
Brunswick Corp.	Other engine equipment mfg.	1000+
Agnesian Healthcare, Inc.	Pharmacies & drug stores	1000+
Fond du Lac School District	Elementary & secondary schools	1000+
County of Fond du Lac	Executive & legislative offices	1000+
Alliance Laundry Systems, LLC.	Commercial laundry & dry-cleaning machinery	500-999
Moraine Park Technical College	Junior colleges	500-999
J.F. Ahern Co.	Nonresidential plumbing & HVAC contractors	500-999
Charter Communications Holding Company LLC.	Cable & other program distribution	250-499
Wal-Mart Associates Inc.	Discount department stores	250-499
Ripon Foods Inc.	Cookie & cracker mfg.	250-499

Source: Fond du Lac County Workforce Profile, January 2004

INCOME & WAGES

Income is another factor that provides an indication of economic health. Average incomes for Fond du Lac County have been consistent with state averages as illustrated in Table 9. Household income includes the income of all people 16 years and older in the household, whether related or not. Family income is the summation of the income of the householder and all members of the family that are 16 years or older. Table 10 (following page) provides a snapshot comparison for Taycheedah. These figures show a favorable comparison for the Town.

There are many different breakdowns of income:

1. **Per capita income** is total income divided by the total number of residents, including children and other groups of individuals who do not actually earn income.
2. **Median household income** is the middle point of household incomes reported in a community (households include families, married couple households and individual households).
3. **Median family income** is the middle income reported by families in the 2000 U.S. Census.

MEDIAN INCOME

The U.S. Census Bureau data related to income is reported as a “median” figure. This represents the middle point of all incomes reported. It is not the same as an “average” income. For example, if 4 people reported their income at \$35,000 and 1 person reported their income at \$95,000, the median income for these 5 people would be \$35,000. In the same scenario, the average income would be \$47,000, which does not accurately depict where the majority (i.e. 4 people vs. only 1) reported their income.

The U.S. Census does not provide an average income figure. Moreover, it is not possible to calculate an average without access to every individual census form from Taycheedah where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Taycheedah’s average income figures would be higher than the median income.

TABLE 9 INCOME TRENDS				
		Fond du Lac County	Wisconsin	Percent of State Income
1990	Median Household	\$29,441	\$29,442	100.00 %
	Median Family	\$34,257	\$35,082	97.6 %
	Per Capita	\$12,574	\$13,276	94.7 %
2000	Median Household	\$45,578	\$43,791	104.1 %
	Median Family	\$53,325	\$52,911	100.8 %
	Per Capita	\$20,022	\$21,271	94.1 %

Source: U.S. Census 1990 – 2000

TABLE 10 TAYCHEEDAH 2000 INCOME COMPARISON			
	2000 Per Capita Income	2000 Median Household Income	2000 Median Family Income
Wisconsin	\$21,271	\$43,791	\$52,911
Fond du Lac Co.	\$20,022	\$45,578	\$53,325
Taycheedah	\$23,423	\$59,231	\$65,050

Source: 2000 U.S. Census

Wages paid by employers in Fond du Lac County are lower than the State by industry on average, with the exception of construction and manufacturing. Average annual wages by industry are shown in Table 11.

TABLE 11 AVERAGE ANNUAL WAGE BY INDUSTRY			
	Fond du Lac County	Wisconsin	Percent of State Average
All Industries*	\$31,765	\$34,749	91.4%
Natural Resources	\$24,687	\$27,399	90.1%
Construction	\$42,245	\$41,258	102.4%
Manufacturing	\$44,732	\$44,145	101.3%
Trade, Trans. & Utilities	\$25,233	\$30,088	83.9%
Information	Suppressed*	\$41,759	-
Financial Activities	\$34,790	\$45,103	77.1%
Professional & Bus. Services	\$29,531	\$39,580	74.6%
Education and Health	\$34,110	\$36,408	93.7%
Leisure and Hospitality	\$9,299	\$12,295	75.6%
Other Services	\$17,804	\$20,207	88.1%
Public Administration	\$33,414	\$36,347	91.9%

* Excluded from table since wages were suppressed to maintain confidentiality.
Source: Wisconsin Department of Workforce Development, 2005

Fond du Lac County is home to 21 towns. Table 12 compares the relative income position of the Town of Taycheedah to the other towns in the county. Based on 1990 U.S. Census data, the Town of Taycheedah ranked 4th in per capita income compared to the other 20 towns in 1990. By 2000, the Town of Taycheedah rank had improved to 2nd.

TABLE 12 FOND DU LAC COUNTY TOWN INCOME CHARACTERISTICS, 2000					
Town Name	1990 Median Household Income	1990 Rank	2000 Median Household Income	Difference Between 1990 & 2000	2000 Rank
Town of Alto	\$33,403	12	\$53,235	\$19,832	10
Town of Ashford	\$31,927	13	\$50,708	\$18,781	13
Town of Auburn	\$36,473	5	\$57,986	\$21,513	4
Town of Byron	\$36,875	2	\$56,667	\$19,792	5
Town of Calumet	\$31,250	17	\$45,789	\$14,539	20
Town of Eden	\$33,875	9	\$52,417	\$18,542	11
Town of Eldorado	\$36,019	6	\$54,706	\$18,687	8
Town of Empire	\$42,143	1	\$67,330	\$25,187	1
Town of Fond du Lac	\$33,707	10	\$58,281	\$24,574	3
Town of Forest	\$34,750	8	\$49,583	\$14,833	15

Town of Friendship	\$31,604	14	\$46,953	\$15,349	19
Town of Lamartine	\$35,655	7	\$54,400	\$18,745	9
Town of Marshfield	\$33,500	11	\$56,250	\$22,750	6
Town of Metomen	\$31,375	15	\$44,722	\$13,347	21
Town of Oakfield	\$31,339	16	\$51,917	\$20,578	12
Town of Osceola	\$29,556	20	\$47,672	\$18,116	17
Town of Ripon	\$36,563	3	\$49,323	\$12,760	16
Town of Rosendale	\$29,792	19	\$50,272	\$20,480	14
Town of Springvale	\$27,098	21	\$47,604	\$20,506	18
Town of Taycheedah	\$36,542	4	\$59,231	\$22,689	2
Waupun	\$30,000	18	\$55,071	\$25,071	7
All Towns in County	\$36,015	NA	\$52,863	\$16,848	NA

Source: 1990 and 2000 U.S. Census

POVERTY STATUS

According to the 2000 U.S. Census:

- ✓ 96 individuals living in Taycheedah were living below the poverty line in 2000.
- ✓ 14 of these individuals were age 65 or over and 26 were under the age of 18.
- ✓ There were 29 families living below the poverty line in the Town of Taycheedah in 2000.

In total, 2.6% of the Town’s population was living in poverty in 2000. This figure is significantly lower than the 5.8% of all county residents living below the poverty line at the time of the last census.

Poverty guidelines are a base-level figure. They do not take into account the costs of housing, transportation, goods and services at the local level. Although the poverty level for a family of four in New York City or Chicago is the same as that of a family of four in Taycheedah, the cost-of-living differences between the communities would indicate a greater ability to “make ends meet” in Taycheedah.

EDUCATION ATTAINMENT

A good indicator of the quality of life in a community is the educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earning potential. Table 13 demonstrates that Taycheedah has a high level of education attainment, with over 23% of the Town population earning at least a Bachelor’s Degree.

COMMUNITY	Percent Who Have Completed High School or Higher Education	Percent Who Have Completed a Bachelor’s Degree or Higher
Town of Taycheedah	86.4%	23.5%
Town of Calumet	79.8%	11.7%
Town of Marshfield	84.7%	11.2%
Town of Forest	83.3%	11.4%
Town of Empire	92.6%	30.9%
Town of Fond du Lac	89.6%	18.3%
Fond du Lac County	84.2%	16.9%
City of Fond du Lac	83.9%	19.0%
Wisconsin	85.1%	22.4%
United States	80.4%	24.4%

Source: U.S. Census Bureau

GENERAL ECONOMIC FORECASTS¹

Historically, Fond du Lac County and the nearby Fox Cities areas have had strong local economies with employment rates that were equal to or higher than the comparable state and national figures. The local Fond du Lac economy supports a variety of manufacturing, education and service industries, with the Fox Cities specializing in the pulp and paper industry and a growing healthcare economy. Low-interest mortgage loan rates in the 1990s spurred housing construction and commercial development in select areas.

Demographic factors are a key driving force in developing long-term economic projections. The growth rate of the population and changes in its composition have considerable impacts on the labor force, the unemployment rate, housing demand, and other spending categories. The population projections used in the U.S. economic forecast comes from the Census Bureau's "middle" projection for the U.S. population. This projection is based on specific assumptions about immigration, fertility, and mortality rates. The national fertility rate (the average number of births per woman upon completion of childbearing) is expected to rise from its current level of 2.0 to about 2.2 in 2025. Life expectancy for men and women will rise steadily from 74.1 and 79.8 years in 1999 to 77.6 and 83.6 years in 2025, respectively. Net immigration (including undocumented immigration) is estimated to fall from 960,000 persons in 1999 to 918,000 in 2025.

The age distribution of the population is also an important part of the long-term outlook. As baby boomers begin to retire, the share of the U.S. population aged 65 and over will jump from 13% in 2010 to nearly 19% by 2025, pushing outlays for Social Security, Medicare, and Medicaid higher. In addition, the growth rate of the working-age population will slow by more than that of the overall population.

Wisconsin's total population growth is expected to average 0.4% annually from 2001 to 2025, a rate slightly below the 0.6% average from 1975-2000. Compared to the U.S. projected growth of 0.8% over the same period, Wisconsin is expected to continue the long-term trend of slower population growth than the nation as a whole. The adult population (those over the age of 17) in Wisconsin grew at an average annual rate of 1% over the past 25 years, but is expected to grow by 0.5% per year from 2001 to 2025. Also, similar to U.S. demographic trends, the aging population in Wisconsin (those 65 and over) is projected to grow at an average annual rate of 2% for the next 25 years, including 3% per year after 2010. The aging population in Wisconsin grew at an annual rate of 1.3% per year from 1975 to 2000.

A key feature of the population projection problematic for growth of the Wisconsin economy and the local economy in Fond du Lac County is the prospect for a decline in the working age population after 2011. Statewide, the population aged 16 to 64 is projected to grow at an annual rate of 0.6% from 2000 to 2011, but will then decline at an annual rate of 0.4% from 2012 to 2025. The working age population grew at an annual rate of 0.9% from 1974 to 1999. The growth of the working age population has a profound effect on the growth of the labor force and employment.

Due to demographic shifts that will play out as baby boomers age and reach retirement, labor-force growth is expected to slow sharply over the next 20 years. First, increases in female participation will taper off, if only because the participation rates for many female age groups are approaching those of males. Also, over time, a growing share of the population will reach retirement age, when the participation rate falls to about 12%. As a result, the Wisconsin labor force is expected to expand by 1.3% per year between 2000 and 2005, 0.8% per year from 2005 to 2014, and by only 0.4% per year from 2015

¹ Source: Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

to 2025. Overall labor-force participation is expected to fall as the population progressively moves into age groups with lower participation rates.

The overall dependency ratio (the ratio of those not in the labor force to those who are) will continue to decline for most of the next quarter-century, falling from 1.00 in 1989 to 0.91 by 2010, before rising to 1.01 by 2025. This ratio peaked at 1.65 in 1962, just after the crest of the baby boom. Clearly, the working population will *not* have to support proportionately more non-workers in the next 25 years than it has in the past. However, this assessment does not account for workers who support elderly parents and other retired workers.

There will be a change in the mix of non-workers, however, especially towards 2025. While the share of the population aged 65 and over has risen dramatically over the last two decades, the ratio of the number of elderly to the number of workers has so far remained stable. There were 24.4 persons aged 65 and over for every 100 persons in the labor force in 1971, versus 24.8 in 2000. This ratio should decline to 24.3 by 2006, but then jump to 27.9 in 2014 and to 37.6 by 2025, by which time most baby boomers will be of retirement age.

In summary, the United States, Wisconsin and Fond du Lac County are expected to post markedly slower economic growth over the next 25 years than during the past quarter-century. The prime causal factors for this slowdown are already in place: labor force growth constrained by demographic forces that cannot be quickly reversed and relatively moderate growth of the capital stock.

For the Town of Taycheedah, these indicators are important because they may impact the quality of life for residents living in the area. Furthermore, these key economic indicators provide a gauge for the Town's ability to support additional commercial and industrial development over the next 20 years.

REGIONAL EMPLOYMENT FORECASTS

To further consider employment forecasts for Taycheedah residents, an effort was made to review the economic outlook as analyzed by the State of Wisconsin². The State makes regional employment projections for Wisconsin Metropolitan Statistical Areas (MSAs). The nearest MSA's to Taycheedah are the Fond du Lac, Sheboygan, Oshkosh-Neenah, and Appleton MSAs. Given that many residents of Taycheedah commute to employers within these MSAs, employment forecasts for these areas are very relevant to the workforce living in Taycheedah.

Overall, only three MSAs across Wisconsin showed accelerated growth for 2005 with the nearest being Appleton. The rest showed no growth or negative figures over the previous year. In contrast, for the period 2005-2010, the state is predicted to grow by 0.9-1.7%. Growth in the Fond du Lac, Oshkosh-Neenah and Sheboygan areas is expected to be about the state average.

Manufacturing in the Fond du Lac area is expected to fall by 0.5% in 2006. With manufacturing totaling almost 23% of all jobs in the County, this downturn will have a significant impact on the area. After slumping in 2005, all non-farm employment is expected to increase with growth rates near 1% for 2006-2010. Personal income is also forecast to increase by at least 5% for all years 2005-2010.

Employment in all sectors of the Oshkosh-Neenah MSA is set to increase steadily through 2007. Although manufacturing is predicted to increase only slightly (0.7% per year), it should be balanced by

² Source: Wisconsin Department of Revenue, *Wisconsin Economic Outlook*, 2005.

rapid growth in the education and health sectors (4.3% for 2005-2010). Personal income is set to grow by between 5.7%-5.8% for the years 2006-2010.

Manufacturing is very critical to the health of the Sheboygan MSA economy, employing about 38% of the workforce. The sector has declined the past four years, but is predicted to turn around in the upcoming years. As with the Oshkosh-Neenah MSA, the education and health sectors are poised to balance the local economy. Overall, personal income is expected to rise by about 5.5% for 2006-2010.

The Appleton MSA economy has been growing steadily and will continue to do so in the future, with manufacturing growth expected to be 0.1%-0.7% for 2006-2009. Personal income growth is predicted to increase between 5.9%-6.7% for the period 2006-2010.

CHAMBER EMPLOYMENT FORECASTS

The Fond du Lac County Economic Development Corporation, Fond du Lac Area Association of Commerce and Fox Cities Chamber of Commerce provide additional employment information for their respective markets. This information can be useful for understanding employment forecasts or for researching the economy of the area. Again, this information is important to understanding employment impacting the Taycheedah community, as many residents of the Taycheedah commute to these areas to work.

The Fond du Lac County Economic Development Corporation does not make actual employment forecasts, but does monitor trends in employment for the City of Fond du Lac, the Fond du Lac MSA, and the State of Wisconsin. The site also offers a link to the County Profile by the Department of Workforce Development.

The Fond du Lac Area Association of Commerce does not provide forecast information either, but does provide a profile of the area, demographic information, program and committee information, employment opportunities, and community and partnership links.

The Fox Cities Chamber of Commerce conducts an annual survey of its members to understand their staffing changes in the previous year and make predictions for the next. The most recent results from that survey reveal:

- ✓ In 2004, 51% of businesses predicted their staff size would increase during the coming year. According to the 2005 survey, 43% did indeed increase employment during 2004.
- ✓ With respect to the health of the Fox Cities' economy, 56% of businesses surveyed rated the economic vitality as excellent to good while 35% believe it to be average. Only 8% of this year's respondents characterized the economy as below average to poor. In comparison to other U. S. cities of similar size, 73% indicated the Fox Cities as a better place to conduct business.
- ✓ Fifty-three percent of participating businesses predicted staff size to grow during 2005 with another 45% anticipating that it would remain the same.
- ✓ The 2005 Economic Outlook Survey suggested a confidence in the Fox Cities' business community that had not been present for the past few years. In general, survey respondents were optimistic about the local economy and their own individual businesses ability to grow and prosper. Sales, profits and employments levels were all expected to increase during the coming year for a significant percentage of the survey respondents. This is not only true for the retail and service sectors that have experienced solid growth over the last three years, but manufacturing as well which bore the brunt of the recent soft economy.

LOCAL EMPLOYMENT FORECAST

Based on available data described in this section, the assessment of community strengths and weaknesses for attracting economic development (refer to the Economic Development Chapter), and the anticipated impact associated with the successful implementation of the Smart Growth plan, employment forecasts for Taycheedah residents are for slow but consistent job growth. The recovering manufacturing economy will bode well for Taycheedah given such a large percentage of residents are employed in this particular sector. Historically, unemployment rates have compared favorably to state and national figures. This trend is expected to continue. It must be noted, though, that the share of Taycheedah residents out of the labor force (i.e. retired) will increase steadily through 2025.