

**Demographic Profile**

The plan for Winneconne begins with a profile of the people who live, work, and own property in the Village. This chapter analyzes the size, composition, and trends of the population. This information is critical to forecasting the need for community facilities and services, since it is people who will demand better schools, roads, parks, jobs, and other public services.

**POPULATION TRENDS & PROJECTIONS**

The Village has experienced a considerable gain in population over the last fifty years, growing by 122.7% between 1950 and 2000 (see Table 1.0). Of the six communities compared in this chapter, only the Town of Winneconne (193.4%) has exceeded the Village’s growth rate during the past two generations. Of greater significance are projected population increases for the two communities during the next twenty years. The Wisconsin Department of Administration (DOA) develops population projections based upon formulae that include historic population, local and regional trends, and economic forecasts, among other criteria. DOA anticipates an 18% gain in population for the Village during the next twenty years [from 2,510 in 2005 to 2,962 people in 2025]. By 2025, the Town of Winneconne’s population is anticipated to grow by 33.8% to a total of 3,039. This growth rate is almost double that anticipated for the Village and, if true, will put the town’s population above that of the Village. Since Winneconne’s downtown serves the Village and the town, projected population increases in each community will pose considerable challenges to, and provide opportunities for, the commercial sector and infrastructure of the Village.

**TABLE 1.0: Historic Population Trends**

Location	1950	1960	1970	1980	1990	2000	Actual Change 1950-2000	% Change 1950-2000
Village of Winneconne	1,078	1,273	1,611	1,935	2,059	2,401	1,323	122.7%
City of Omro	1,470	1,991	2,341	2,763	2,836	3,177	1,707	116.1%
Town of Omro	1,100	1,221	1,444	1,684	1,616	1,875	775	70.5%
Town of Poygan	566	596	734	898	824	1,037	471	83.2%
Town of Winchester	887	1,009	1,209	1,261	1,433	1,676	789	89.0%
Town of Winneconne	731	914	1,408	1,595	1,761	2,145	1,414	193.4%
Winnebago County	91,103	107,128	129,946	131,772	140,320	156,763	65,660	72.1%
Winneconne Share of County Population	1.18%	1.119%	1.24%	1.47%	1.47%	1.53%	n/a	29.7%

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

**How Much Growth Is Too Much Growth?**

The population of the Village of Winneconne has grown by 24% since the 1980 census and is expected to approach 3,000 by 2025. In fact, the village is growing at a rate faster than that of Winnebago County as a whole. In a community with relatively little undeveloped land, even moderate growth may have a significant impact upon community services and infrastructure. By comparison, the Town of Winneconne is expected to grow by 33.8%, from a 2005 population of 2,270 to 3,039 in 2025. Since the village functions as a “downtown” for the Town of Winneconne, growth in either community must be considered when planning for future commercial and infrastructure needs.

A primary goal of this plan has been to generate a vision for the future of the village and develop a strategy to effectively prepare for the increased residential and commercial development pressures the community will experience in coming decades.

In the community survey, most residents indicated that they favored continued growth in the village. Increased growth at the same rate it occurred over the last 20 years (24%) is desired over the next 20 years. This rate of growth is higher than that predicted by the DOA. The survey results also stressed the importance of protecting natural resources. Accordingly, growth should be in harmony with the village’s natural environment.

Table 2.0 projects the population of the Village through 2025. Comparisons to surrounding communities are provided for an additional understanding of regional growth. Based on the information provided in Table 2.0, Winneconne’s population is expected to steadily increase over the next 20 years. This is important given the village’s available undeveloped land base and ability to accommodate a growing population.

**POPULATION DENSITY**

The Village of Winneconne covers 1.89 square miles with a year 2005 population per square mile of 1,328 persons. Should the projected population for the Village reach anticipated numbers; the year 2025 population density in the Village will only increase to 1,330 persons per square mile. The relatively small amount of undeveloped acreage currently available in the Village is a limiting factor with regard to the Village’s ability to integrate a growing population into the existing supply of land and housing.

**POPULATION CHARACTERISTICS**

Population figures and projections offer only basic insights into the characteristics of the residents of Winneconne. To learn more, information about the race, sex, and age of the population must be examined. In 2000, there were 1,186 males and 1,215 females living in the Village. Ninety-nine percent of residents reported their race as white. The 2000 median age in Winneconne in was 39.1 - slightly higher than that of Winnebago County (35.4) and the State of Wisconsin (36.0). Median ages in surrounding communities included: City of Omro (37.0), Town of Omro (38.8), Town of Poygan (40.2), Town of Winchester (38.1) and the Town of Winneconne (41.8).

Table 3.0 tracks the population of village residents by age during the decade preceding the 2000 U.S. Census. The most important information in this table is in the far right column. There, information about how the proportion of the population in different age segments has changed over the last decade is shown. The table reveals a slight decrease in the number of children under the age of 5, but significant increases in the population between the ages of 20 and 44 suggests this may be overcome as this age group is of child-bearing age.

Location	2005	2010	2015	2020	2025	# Change, 2005-2025	% Change, 2005-2025
<b>Village of Winneconne</b>	<b>2,514</b>	<b>2,619</b>	<b>2,723</b>	<b>2,835</b>	<b>2,962</b>	<b>448</b>	<b>17.8%</b>
City of Omro	3,223	3,260	3,298	3,350	3,419	196	6.1%
Town of Omro	1,970	2,058	2,146	2,240	2,345	375	19.0%
Town of Poygan	1,104	1,167	1,230	1,295	1,368	264	23.9%
Town of Winchester	1,735	1,824	1,895	1,972	2,059	324	18.7%
Town of Winneconne	2,328	2,501	2,671	2,848	3,039	711	30.5%
Winnebago County	162,076	166,717	171,369	176,614	182,767	20,961	12.9%
<b>Winneconne Share of County Population</b>	<b>1.55%</b>	<b>1.57%</b>	<b>1.59%</b>	<b>1.61%</b>	<b>1.62%</b>	<b>n/a</b>	<b>0.07%</b>

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.  
 \* NOTE: Per the 2005 Wisconsin Department of Administration Population Estimate, the Village of Winneconne's 2005 population is 2,510. This information suggests that the Town is actually growing at a rate slower than these official projections.

	1990		2000		Percent Change 1990-2000
	Number	Percent of Total 1990 Population	Number	Percent of Total 2000 Population	
<b>Under 5</b>	147	7.1%	109	4.5%	-2.6%
<b>5 to 14</b>	339	16.5%	396	16.5%	0
<b>15 to 19</b>	150	7.3%	202	8.4%	1.1%
<b>20 to 44</b>	731	35.5%	1,081	45.0%	9.5%
<b>45 to 64</b>	397	19.3%	692	28.9%	9.6%
<b>65 and Over</b>	295	14.3%	361	15.0%	0.7%
<b>All Ages</b>	2,059	100%	2,401	100%	NA

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.

There were 945 households in Winneconne in 2000. The vast majority of these (688 or 72.8%) were family households. Of these, 561 were married-couple family households (59.4%), just more than a quarter of which (27.3%) had children under the age of 18. Eighty-seven female-headed households represented 9.2 percent of the population. Non-family households accounted 221 (23.4%) of all households in Winneconne in 2000. Two hundred and fifty-three households had individuals age 65 and over and 37.2 % of all households included children under the age of 18.

**GENERAL HOUSEHOLD TRENDS**

National and state trends have moved towards increases in the number of households with decreases in the average number of persons per household. Winneconne has not escaped from this trend (see Table 4.0 on the following page); although, it appears the Village and its neighbors will be less affected by it than other parts of the state and nation. Increases in total population in conjunction with decreased household size means that more housing units will be needed even when the population is relatively stable. The main reasons for this situation include:

- A decrease in birth rate;
- People waiting longer to get married;
- An increased divorce rate; and,
- An increase in the average life span (resulting in more elderly people living alone).

**What Is A Household?**

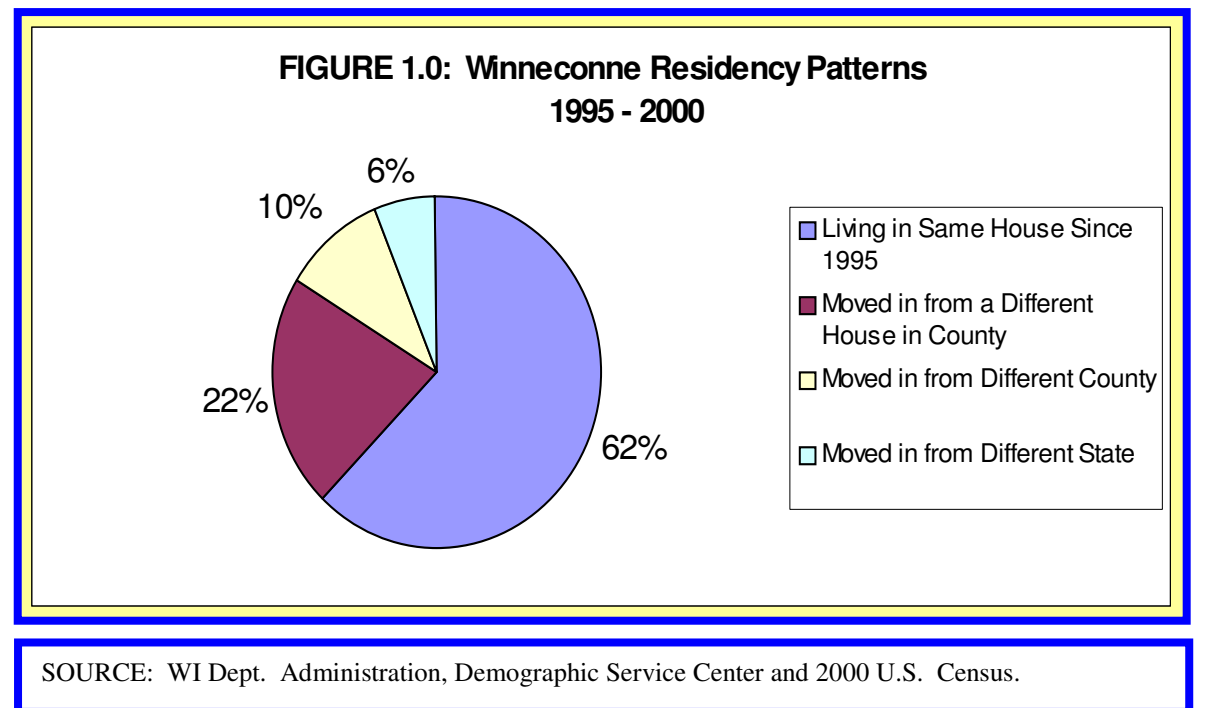
A "household" can be described as an *individual or group of people living together in a single dwelling unit*. This could include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excluding those persons living in group quarters (i.e. nursing homes, halfway houses, dormitories, etc.).

TABLE 4.0: Total Households and Persons Per Household, 2000-2025						
	2000	2005	2010	2015	2020	2025
<b>Village of Winneconne</b>						
Total Households	945	1,007	1,059	1,110	1,162	1,215
Persons Per Household	2.53	2.52	2.51	2.50	2.50	2.49
<b>City of Omro</b>						
Total Households	1,236	1,319	1,386	1,450	1,516	1,574
Persons Per Household						
<b>Town of Omro</b>						
Total Households	706	775	823	871	921	969
Persons Per Household	2.66	2.64	2.60	2.57	2.55	2.55
<b>Town of Poygan</b>						
Total Households	397	441	476	510	546	581
Persons Per Household	2.61	2.59	2.54	2.51	2.48	2.48
<b>Town of Winchester</b>						
Total Households	620	653	686	718	752	784
Persons Per Household	2.7	2.68	2.64	2.61	2.59	2.59
<b>Town of Winneconne</b>						
Total Households	838	802	960	1,017	1,076	1,136
Persons Per Household	2.56	2.54	2.51	2.48	2.47	2.47
<b>Winnebago County</b>						
Total Households	61,157	64,479	67,143	69,632	72,199	74,604
Persons Per Household	2.43	2.41	2.38	2.36	2.34	2.35

SOURCE: 1990 and 2000 U.S. Census; ECWRPC.

#### 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 Village, 62% live in the same residence they occupied in 1995. 22% percent either changed residences in Winneconne or moved from another community in Winnebago County. The remainder of the population moved into the community from a different county or another state. These percentages are interesting because they demonstrate a stable population base (62%) and significant growth from other areas of Wisconsin (32%). The latter is especially important as a testament to the quality of living (i.e. schools, accessibility, and natural resources) available in Winneconne. It is also significant to see 6% of residents who moved to Winneconne between 1995 and 2000 were from outside the state. While the survey does not reveal which state these residents have moved from, it is widely believed that the majority are from Illinois based on historic marketing efforts in the Chicagoland area with respect to Winneconne’s recreational opportunities. These efforts resulted in many Illinois residents purchasing summer homes in the Village. Now, more and more of these summer cottages are being converted into year-round retirement residences.



#### Economic Profile

Economic conditions have a direct impact on the supply, demand, and costs for housing, infrastructure, and services within a community. Therefore, it is necessary to examine the economic situation to predict additional housing, infrastructure, and service needs. This section profiles Winneconne’s economic environment by examining factors, including per capita income, poverty rates, and unemployment rates. Additional economic information is provided in the Economic Development Element.

To understand and appreciate the full economic picture, it is necessary to look beyond the Village and examine characteristics in surrounding communities because many residents work outside the Village limits and the regional economy has an impact on the local economy. These comparisons provide much more information about the local economic situation than would a simple look at conditions only in Winneconne. They also allow for a comparison of the economic environments between neighboring municipalities.

## LABOR FORCE

The percentage of unemployed persons in the Village following the 2000 Census was 2.2% (see Table 6.0). This compares favorably to unemployment rates for Winnebago County (2.5%), the State of Wisconsin (3.2%), and the country as a whole (3.7%) in the same year. Unfortunately, annual employment data is limited to county and metropolitan statistical areas. Unless communities conduct independent employment studies, individual community data is released every 10 years following the census. Table 5.0 highlights civilian labor force data for Winnebago County from 1999 to 2004 (most current year available). The data reveals county unemployment rates have nearly doubled over the time period shown. The rates reflect layoffs and changes at several major manufacturing employers in the county.

### 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, who are willing and actively seeking work. Institutionalized populations are not included in the labor force.

	1999	2000	2001	2002	2003	2004
<b>Labor Force</b>	96,324	89,875	91,915	92,644	92,522	92,788
<b>Employed</b>	94,150	97,427	88,504	88,129	87,653	88,585
<b>Unemployed</b>	2,171	2,448	3,411	4,515	4,869	4,203
<b>Unemployment Rate</b>	2.3%	2.7%	3.7%	4.9%	5.3%	4.5%

SOURCE: WI Dept. of Workforce Development, January 2006.

Table 6.0 provides a comparison of the labor force in Winneconne to neighboring communities and the county. This snapshot was taken just before the tragic events of 9/11 and the economic slowdown thereafter. As a result, it does not reflect the economic changes that have occurred in the last five years. Specific community economic information of this sort is not available.

## COMMUTING PATTERNS<sup>1</sup>

Winnebago County is part of the Appleton/Oshkosh/Neenah Metropolitan Statistical Area (MSA). Generally, large metropolitan areas attract workers from outside of their boundaries for a variety of reasons such as: more employment opportunities, a greater diversity of occupations, and usually higher average wages than non-metropolitan areas. Many of these commuting patterns have been in existence for decades and do not typically change a great deal over time.

Winnebago County is a net importer of workers. The 20,700 workers that leave the county each day for jobs in other counties is offset by the approximately 27,400 people who commute into Winnebago County for employment. Most county residents travel to work in Outagamie County, with smaller numbers working in Fond Du Lac, Brown, Calumet, Green Lake, and Waupaca Counties, among others.

	Village of Winneconne	City of Omro	Town of Omro	Town of Poygan	Town of Winchester	Town of Winneconne	Winnebago County
<b>Labor Force</b>	1,851	2,490	1,396	558	914	1,265	85,874
<b>Employed</b>	1,228	1,693	972	516	896	1,246	3,154
<b>Unemployed</b>	30	90	37	42	18	19	3,154
<b>Percent of County Labor Force</b>	2.2%	2.9%	1.6%	0.6%	1.1%	1.5%	100%
<b>Unemployment Rate</b>	1.6%	3.6%	2.7%	5.1%	1.4%	1.1%	2.5%

SOURCE: WI Dept. of Workforce Development, January 2006.

## ECONOMIC BASE

For a community of less than 3,000 people, Winneconne has a surprisingly diverse economic base. Commercial and industrial development represents 3.5% of all parcels in the Village. By comparison, residential development represents 23.3%, institutional represents 3.7%, and agricultural lands account for 9.9% of assessed property in Winneconne. Undeveloped lands represent another 13.9% of the land base. [A more complete breakdown of land uses is provided in the Existing Land Use Chapter and a detailed description of local businesses is provided in the Economic Development Chapter.]

<sup>1</sup> Much of the following text was excerpted from the *Winnebago County Workforce Profile*; Office of Economic Advisors, Wisconsin Department of Administration, Demographic Services Center and the U.S. Census Bureau, November 2004.

## INDUSTRY SECTORS

Table 7.0 provides a breakdown of employment as reported by Winneconne residents in the 2000 U.S. Census. The table reflects the importance of manufacturing jobs to Winneconne residents. However, the breakdown does not reflect changes that have occurred as a result of layoffs and plant closings over the last five years. Updated information will be available in the 2010 census. In spite of age of the data, the information does relay the importance of tourism in Winneconne as reflected in the employment of many residents in arts, entertainment, recreation, and accommodation and food service fields. Moreover, the strong employment in the educational, health and social service fields is expected to remain strong given the continued quality of public schools and expanded hospital facilities in the county.

## INCOME & WAGES

There are multiple categories of income used in the planning process:

- **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.
- **Median household income** is the middle point of household incomes reported in a community (households include families, married couple households, and individual households).
- **Median family income** is the middle income reported by families in the 2000 U.S. Census.

Table 8.0 provides a comparison of incomes in Winneconne, neighboring communities, Winnebago County, and the State of Wisconsin. In 2000, Winneconne's per capita income was about \$1,400 lower than that of the county as a whole. This is due, in part, to the fact that the village has a higher percentage of school-aged (or non-working) residents than the county and the rural towns. The median income for village residents (\$44,886) was also higher than that of the county (\$44,445) and the state (\$43,791). The median family income in Winneconne was \$53,477 in 2000. Information about median wages is reflected in Table 9.0.

### Median & Average Income What's the Difference?

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 \$30,000 and 1 person reported their income at \$100,000, the median income for these 5 people would be \$30,000. In the same scenario, the average income would be \$44,000, 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 Winneconne. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Winneconne's average income figures would be higher than the median income.

Sector	Number	Percent
Agriculture, forestry, fishing, hunting & mining	5	0.4%
Construction	91	7.4%
Manufacturing	338	27.5%
Wholesale trade	21	1.7%
Retail trade	119	9.7%
Transportation and warehousing and utilities	56	4.6%
Information	11	0.9%
Finance, insurance, real estate and leasing	29	2.4%
Professional, scientific, management, administrative, and waste management services	70	5.7%
Educational, health and social services	257	20.9%
Arts, entertainment, recreation, accommodation and food services	138	11.2%
Other services (except public administration)	52	4.2%
Public administration	41	3.3%

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.

	2000 Per Capita Income	2000 Median Household Income	2000 Median Family Income
Village of Winneconne	\$20,316	\$44,886	\$53,477
City of Omro	\$18,332	\$45,208	\$52,143
Town of Omro	\$19,702	\$43,750	\$48,988
Town of Poygan	\$23,679	\$53,947	\$58,864
Town of Winchester	\$21,182	\$53,400	\$56,164
Town of Winneconne	\$27,274	\$60,385	\$65,893
Winnebago County	\$21,706	\$44,445	\$53,932
Wisconsin	\$21,271	\$43,791	\$52,911

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.

Table 9.0: Average Annual Wage by Industry Division in 2004		
	Average Annual Wage	
	Winnebago County	Wisconsin
All Industries	\$36,253	\$33,423
Natural Resources	\$21,650	\$25,723
Construction	\$39,866	\$40,228
Manufacturing	\$46,480	\$42,013
Trade, Transportation, Utilities	\$28,522	\$28,896
Information	Suppressed	\$39,175
Financial Activities	\$33,607	\$42,946
Professional & Business Services	\$48,113	\$38,076
Education & Health	\$34,945	\$35,045
Leisure & Hospitality	\$10,101	\$12,002
Other Services	\$15,338	\$19,710
Public Administration	\$35,161	\$35,689

SOURCE: WI Dept. of Workforce Development, January 2006.

TABLE 10.0: 2005 HHS Poverty Guidelines			
Size of Family Unit	48 Contiguous States and Washington D.C.	Alaska	Hawaii
1	\$9,570	\$11,950	\$11,010
2	\$12,830	\$16,030	\$14,760
3	\$16,090	\$20,110	\$18,510
4	\$19,350	\$24,190	\$22,260
5	\$22,610	\$28,270	\$26,010
6	\$25,870	\$32,350	\$29,760
7	\$29,130	\$36,430	\$33,510
8	\$32,390	\$40,510	\$37,260
Each Additional	\$3,260	\$4,080	\$3,750

SOURCE: 2005 Health and Human Services Poverty Guidelines *Federal Register*, Vol. 70, No. 33, February 18, 2005, pp. 8373-8375o.

## POVERTY STATUS

The federal government evaluates national poverty levels using two similar measures: *poverty thresholds* and *poverty guidelines* (see Table 9.0). The poverty thresholds are the original (and more complex) version of the federal poverty measure. They are updated each year by the Census Bureau and are used mainly for statistical purposes. Poverty guidelines, the other version, are issued each year by the Department of Health and Human Services and are a simplification of the poverty thresholds used for administrative purposes.<sup>2</sup> Planners typically utilize poverty guidelines in Comprehensive Plans.

In 1989, 6.5% of Winneconne's residents, or 133 people, fell below the national poverty line. By the 2000 Census, that number had fallen to 4.6% (111 persons), well below that of Winnebago County (6.7%) and the State of Wisconsin (8.7%).

The 2000 US Census provides poverty level statistics for a variety of household types. In Winneconne:

- Twenty-four families reported living below the poverty level (3.4% of all families);
- Eleven families *with children under the age of eighteen* were living below the poverty level (3.3% of all families with children under 18);
- Eight families *with children under 5 years of age* were living below the poverty level (9.9% of all families with children under 5 years of age);
- Seven female-headed households (with no husband present) reported living below the poverty level in 2000 (7.1% of all female-headed households); and,
- Thirty-seven persons over the age of 65 were living below the poverty level (9.8% of all persons over the age of 65).

For a family of four, the average poverty threshold in 2005 was \$19,350. For individuals, the poverty level was \$8,980. It must be acknowledged that poverty figures, whether thresholds or guidelines, are developed at the national level and are based upon national averages. Poverty guidelines are a base-level figure. They do not take into account, at the local level, the costs of housing, transportation, or goods and services. Although the poverty level for a family of four in Chicago is the same as that of a similarly sized family in Winneconne, the cost-of-living differences between the two communities would indicate a greater ability to "make ends meet" in the rural community.

<sup>2</sup> SOURCE: 2003 Health and Human Services Poverty Guidelines, *One Version of the Federal Poverty Measure*, Federal Register, Vol. 68, No. 26, February 2, 2003, pp. 5456-6458.

**EDUCATIONAL ATTAINMENT**

A good indicator of the quality of life in a community can be found in the level of resident educational attainment. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. Figure 2.0 shows the level of educational attainment for persons age 25 and over in Winneconne and surrounding communities in 2000. It is apparent that the population is very well educated. Nine out of ten (87.3%) village residents have earned a high school diploma, and one in four (24.5%) have received associate, bachelor, or graduate degrees.

The quality school system is a major asset in Winneconne that draws residents to the Village. Moreover, the Village's near proximity to universities in Oshkosh, Green Bay, and Stevens Point has a positive impact on education attainment. More information about local education choices is provided in the Utilities and Community Facilities Element of this Plan.

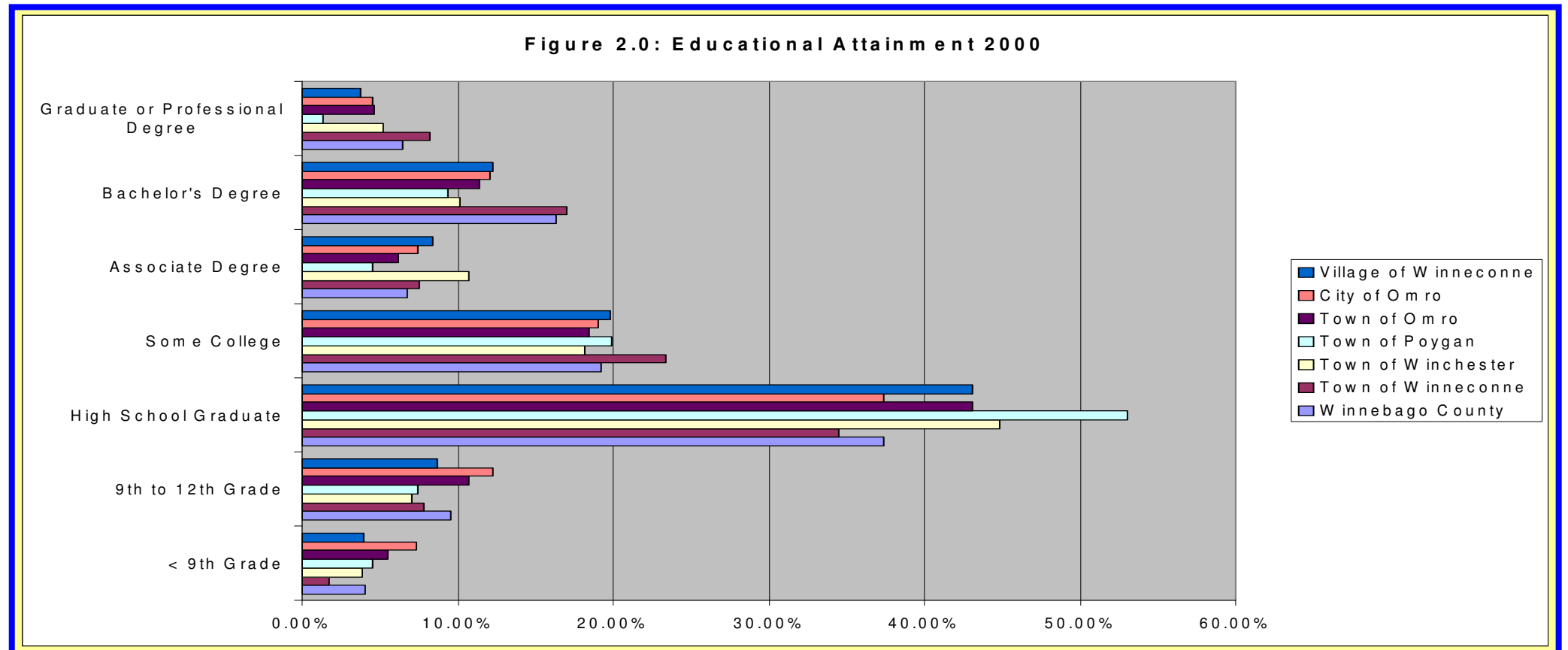
**EMPLOYMENT AND ECONOMIC FORECASTS**

Demographic factors are a key driving force in long-term economic projections. The population growth rate and changes in its composition have considerable affects on the labor force, unemployment rate, housing demand, and other spending categories. The population projections used in the U.S. economic forecast are based on the U.S. 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. 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. After increasing 1.1% annually over the past 25 years, the population aged 16 to 64 will grow 0.8% per year during 1999-2014 and just 0.2% per year thereafter. Wisconsin 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 that is problematic for growth of the Wisconsin economy and the local economy in Winnebago County is the prospect of a decline in the working-age population after 2011. State wide, 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. In Winneconne, this is especially of concern given the Village's desire to maintain a healthy balanced population, included young adults.

Because of 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



SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.

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 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 Winnebago County are expected to post markedly slower economic growth over the next 25 years than during the past quarter-century. The prime 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 (houses, businesses, etc.).

For the Village of Winneconne, these national and state economic indicators are important because they serve as a precursor to issues that may affect economy and quality of life for residents living in the Village. Over the 20-year planning period, a limited amount of new industrial and commercial expansion and associated support infrastructure is anticipated in the Winneconne, particularly in the form of downtown redevelopment and industrial park infill. To combat these trends the Village is committed to economic development, particularly on the east side of the Village near STH 45. Economic prosperity over the next 20 years will be closely linked to local demand, historic development patterns, and highway access. As has been the case, most residents will commute beyond the Village to work in the Fox Cities, Green Bay and Oshkosh. Local shopping choices will be reflect the size of the local population. As the population of Winneconne and surrounding towns increases, there will be associated growth in business services, but this growth will never compete with the larger regional services available along the USH 41 corridor. Rather, the businesses in Winneconne will be locally owned, hometown businesses, which cater to the basic retail and service needs of area residents. To support economic prosperity, implementation strategies are provided in the Economic Development Element of this Plan with a particular emphasis on tourism to take advantage of the “up north” flavor in this “near north” community.

## Summary – Key Demographic Assumptions

Winneconne is growing. Growth of nearly 20% is projected over the next 20 years. Since the 2000 U.S. Census the Village’s population has grown by 4.45%.

Winneconne residents are earning more today than they did a decade ago. In fact, between 1990 and 2000 there was a 70% increase in per capita income.

Poverty is of concern, particularly among seniors. Nearly ten percent (9.8%) of all Winneconne residents over the age of 65 were living below poverty in 2000. This has direct implications on housing, transportation, and other services needed by seniors.

As a community, Winneconne is very well educated. This is an asset that provides a positive benefit with respect to economic development opportunities.

Housing has become considerably more expensive in the last decade. Between 1990 and 2000, the median home value increased by 65%. More information about housing is provided in the Housing Element of this Plan.

The primary challenge facing the Village, as expressed by elected and appointed officials, is the retaining the resident population between the ages of 20 and 35. Over the years, the Village has watched as its children excel through the quality school system, go away to college, but then decide not to return to Winneconne. Finding ways to retain its younger population segment after graduating from college is an important priority for Winneconne. The key to attracting youth to the community is to provide a high quality of life, with a variety of quality housing choices, abundant recreational choices and quality local employment opportunities. This plan seeks to identify strategies aimed at achieving this goal.