

## CHAPTER 3.0: COMMUNITY PROFILE



### Demographic Profile

The planning process for the Town and Village of Black Creek begins with a profile of the people who live, work and own property in the community. Specifically, this section analyzes the size, composition and trends of the population. This information is critical to forecasting the need for development and community facilities and services, since it is people who will demand better schools, roads, parks, jobs and other public services.

### POPULATION TRENDS

The Town and Village of Black Creek have experienced steady population gains over the last three decades as shown in Table 1. The Town's growth has outpaced the Village, but both the Town and Village growth have not kept pace with the rate of county growth over the same period. As a result, the Town and Village have seen their share of the total county population decrease slightly over the time period.

<b>Location</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>Actual Chg 1970-2000</b>	<b>% Change 1970-2000</b>
Town of Black Creek	968	1,149	1,169	1,268	300	31.0%
Village of Black Creek	921	1,097	1,152	1,192	271	29.4%
Town's Share of County Population	0.81%	0.89%	0.83%	0.79%	NA	NA
Village's Share of County Population	0.81%	0.85%	0.82%	0.74%	NA	NA
Outagamie County	119,398	128,730	140,510	160,971	41,573	35%

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

To put the population growth rate of the Town into context, Table 2 compares the population changes for all towns in Outagamie County. From this table, it is apparent that the **Town of Black Creek is growing at a slower rate than many other towns** in the county. Of the 20 towns in the county, the Town of Black Creek growth rate ranked 13<sup>th</sup>.

TABLE 2 OUTAGAMIE COUNTY TOWN POPULATION CHANGES 1990-2000				
Town Name	1990 Population	2000 Population	% Change 1990 – 2000	Growth Rank
Town of Black Creek	1,169	1,268	9.0%	13
Town of Bovina	822	1,130	39.0%	3
Town of Buchanan	2,484	5,827	149.0%	1
Town of Center	2,716	3,163	17.3%	12
Town of Cicero	1,126	1,092	-2.8%	19
Town of Dale	1,818	2,288	29.4%	5
Town of Deer Creek	724	682	-6.0%	20
Town of Ellington	2,099	2,535	21.9%	9
Town of Freedom	4,114	5,241	29.0%	7
Town of Grand Chute	14,490	18,392	29.3%	6
Town of Greenville	3,806	6,844	84.4%	2
Town of Hortonia	883	1,063	21.4%	10
Town of Kaukauna	939	1,142	23.4%	8
Town of Liberty	702	834	20.8%	11
Town of Maine	791	831	7.3%	14
Town of Maple Creek	695	687	-1.0%	18
Town of Oneida	3,858	4,001	4.1%	16
Town of Osborn	784	1,029	33.3%	4
Town of Seymour	1,217	1,216	0.4%	17
Town of Vandenbroek	1,291	1,315	5.4%	15
All Towns in Outagamie County	46,528	60,580	32.8%	NA

Source: 1990 and 2000 U.S. Census

To put the population growth rate of the Village into perspective, Table 3 compares the population changes for all villages in Outagamie County. From this table, it is apparent that the **Village of Black Creek is growing at a slower rate than most other villages** in the county. Of the 8 villages in the county, the Village of Black Creek growth rate ranked 7<sup>th</sup>.

TABLE 3 OUTAGAMIE COUNTY VILLAGE POPULATION CHANGES 1990-2000				
Town Name	1990 Population	2000 Population	% Change 1990 – 2000	Growth Rank
Village of Bear Creek	418	415	-0.7%	8
Village of Black Creek	1,152	1,192	3.47%	7
Village of Combined Locks	2,190	2,422	10.59%	5
Village of Hortonville	2,029	2,357	16.17%	2
Village of Kimberly	5,406	6,146	13.69%	4
Village of Little Chute	9,207	10,476	13.78%	3
Village of Nichols	254	307	20.87%	1
Village of Shiocton	913	954	4.49%	6
All Villages in Outagamie County	21,569	24,270	12.52%	NA

Source: 1990 and 2000 U.S. Census

Table 4 projects the population of the Town and Village of Black Creek through 2025. Included in the table is a breakdown of persons per household.

TABLE 4 POPULATION PROJECTIONS 2000 – 2025					
Year	Town of Black Creek	Persons Per Household, Town of Black Creek	Village of Black Creek	Persons Per Household, Village of Black Creek	
2000	1,268	2.8	1,192	2.5	
2005	1,318	2.8	1,221	2.4	
2010	1,364	2.8	1,247	2.4	
2015	1,411	2.7	1,272	2.3	
2020	1,457	2.7	1,299	2.3	
2025	1,499	2.7	1,320	2.3	
<b>Percent Change 2000-2025</b>	18.2%	-3%	10.7%	-8%	

Source: Wisconsin Department of Administration, January 2005

Based on the information provided in Table 4, the population of the area is expected to steadily increase over the next 20 years. It is also important to understand that while the population will increase, at the same time, the number of persons per household is expected to decrease (see Population Characteristics Section below). This trend is important because it means more housing units will be needed in the town to support the population.

**POPULATION CHARACTERISTICS**

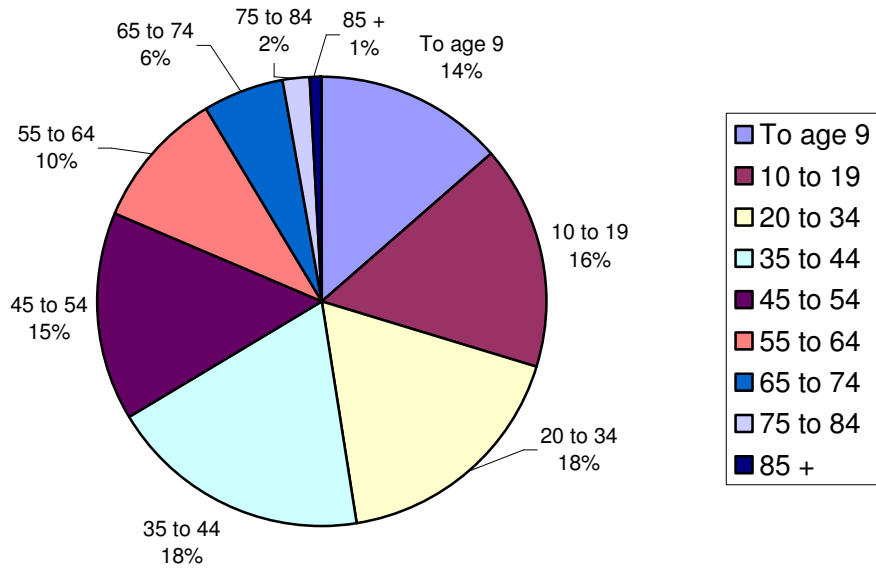
Population figures and growth rates do not provide any insight about the characteristics of the population. To learn more about the people of the Black Creek, information about the race, sex, and age of the population must be examined.



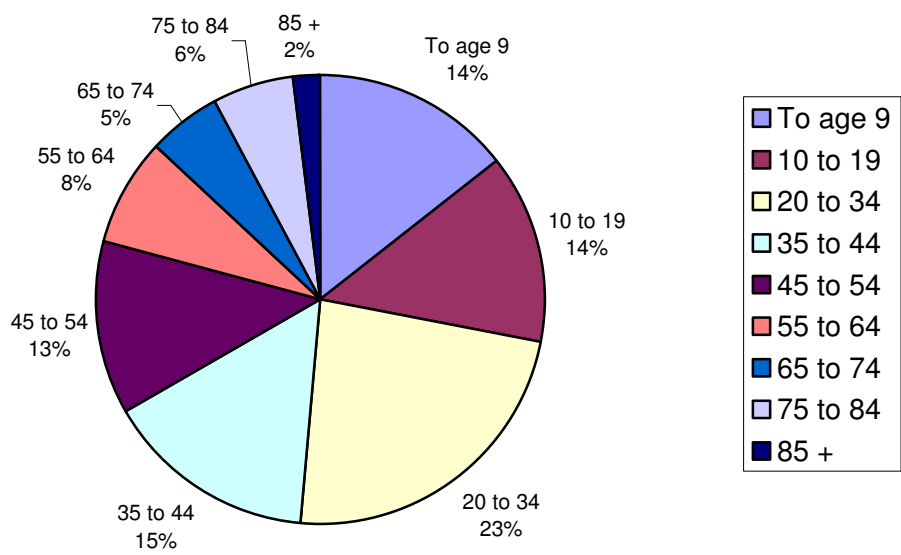
In 2000, there were **668 males and 600 females living in the Town of Black Creek**. Nearly all (97.0%) of the residents reported their race as white in the 2000 U.S. Census. In 2000, there were **562 males and 630 females living in the Village**. Nearly all (97.7%) of the Village residents reported their race as white.

The **median age of a Town of Black Creek resident in 2000 was 36.3**. The **median age of a Village resident in 2000 was 33.9**. Both averages are slightly higher than the Outagamie County median age (34.4) and slightly higher than the State of Wisconsin median age (36.0). Figure 1 examines the age distribution of Town and Village residents in 2000. According to the charts, there are more seniors living in the Village than in the Town. Both communities have a significant amount of the population below the age of 18. This information is significant because these age groups demand particular services.

**FIGURE 1A: 2000 Town Population Breakdown**



**FIGURE 1B: Village 2000 Population Breakdown**



Source: 2000 U.S. Census

### GENERAL HOUSEHOLD TRENDS

A “household” can be basically described as a 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.

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 for this decrease in household size 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 either alone or with another family member.

The Town and Village of Black Creek have not escaped from this trend. The Town has experienced an increase of 105 households since 1990 and the Village has experienced an increase of 62 households. However, during this same period the number of persons per housing unit has decreased. In 1990, there were 3.25 persons per household in the Town of Black Creek, compared to 2.90 persons per household in 2000. In 1990 there were 2.71 persons per household in the Village compared to 2.64 persons per household in 2000. Outagamie 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 indicate that by 2025, the number of persons per household in the Town of Black Creek will decrease from 2.90 (2000) to 2.65 persons. Likewise, the Village's population per household will drop from 2.64 (2000) to 2.28 (2025)

According to the 2000 U.S. Census, there were **445 households** (413 owner occupied; 32 renter occupied) in the Town and **485 households** (338 owner occupied; 147 renter occupied in the Village).

In the **Town**, the vast majority of households (80.0%) are family households (families). Of these family households the most common type was married-couple family households (70.6%). Most of the married couple households did not include children (i.e. empty nesters). There are also a significant number of non-family households (20%) in the Town that include mostly people living alone.

In the **Village**, the vast majority of households (69.1%) are also family households. Of these family households, the most common type was married couple families (55.1%). Most of the married couple households did not have children under the age of 18. There are also a significant number of non-family households in the Village (23.9%) that consist mainly of individuals living alone.

## 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 in the Town and Village to predict additional housing, infrastructure, and service needs. This section profiles the local economic environment by examining factors, including per capita income, poverty rate, and unemployment rate.



To understand and appreciate the local economic picture in Black Creek, it is necessary to look beyond the Town and Village and examine characteristics of Outagamie County. These comparisons provide much more information about the local economic situation than would a simple look at conditions only in the Town and Village. Furthermore, these comparisons put economic characteristics into perspective. Given that economy of the Town and Village depends heavily on the regional economy (i.e. Fox Cities), an understanding of the regional economy is very important. Strong fluctuations in the regional economy will impact the Town and Village of Black Creek.

The remaining portion of this chapter is primarily specific to Outagamie County and the Village of Black Creek. The information presented is based on 1990 U.S. Census, 1992 U.S. Economic Census, 1997 U.S. Economic Census, 2000 U.S. Census and other reliable sources. Specific information available for the Town of Black Creek is incorporated where available and appropriate.

**LABOR FORCE**

The labor force is the sum of employed and unemployed persons who are 16 years of age and older. Table 5 tracks the rate of employment and unemployment in Outagamie County between 1995 and 2000.



TABLE 5 CIVILIAN LABOR FORCE DATA FOR OUTAGAMIE COUNTY						
	1995	1996	1997	1998	1999	2000
Labor Force	96,200	100,000	100,800	101,500	99,800	102,105
Employed	93,400	97,100	97,800	98,700	97,300	99,393
Unemployed	2,830	2,850	3,070	2,800	2,490	2,712
Unemployment Rate	2.9%	2.9%	3.0%	2.8%	2.5%	2.7%

Source: WI DWD, Bureau of Workforce Information. Local Area Unemployment Statistics Program, 1999 & 2000 U.S. Census

In October 2001, the unemployment rate in Outagamie County was 3.3%, which represented an increase from October 2000 (2.8%). (WI Dept of Workforce Development, 2001). As the U.S. economy continues to struggle, after what has been the longest period of sustained economic growth in modern history, the unemployment rate will likely continue to increase. Local economic indicators support the predicted recession-like economic cycle as local factories and retailers continue to reduce staff and close facilities.

The term used to describe the relationship between the labor force and population is “participation rate”. Outagamie County has a somewhat higher participation rate than the State of Wisconsin and the United States. Outagamie County’s labor force participation rate is over 80 percent. The United States’ participation rate is only around 70 percent, while the overall State of Wisconsin participation rate is approximately 75 percent.

Participation rates are the result of both economic and demographic conditions of an area. Rapid job growth in Outagamie County has consistently resulted in lower levels of unemployment than those found in the U.S. or Wisconsin. The high participation rate in Outagamie County indicates that the county has a diverse mix of employment opportunities and a population willing to work at those industries that are located in the county.

Looking more closely at the labor force in Outagamie County, there are some significant trends to be aware of. Specifically, over the last decade there has been nearly a 50 percent increase in labor force aged population between the ages of 40 and 54, which is the result of the aging baby-boomers. Of major significance to employers has been the slow growth in the number of younger workers. Slow growth in the number of 16 to 24 year olds and an increase in the number of businesses which traditionally hire large numbers of young workers, has contributed to the current labor shortage. This tight market for young workers is expected to continue over the next several years. It is still unclear how the overall economic slowdown will impact this shortage.

### MAJOR EMPLOYERS

Outagamie County **workers are very mobile**. Almost 45 percent of all employed county residents work outside of the county. Winnebago County is the destination for two-thirds of outbound commuters. The majority of those commuting to Winnebago County work in the paper industry in the Neenah/Menasha area. Nearly 3,000 Outagamie County residents commute to jobs in Brown County. Most of these workers go to the Green Bay area, and are usually professional, technical and skilled workers. They commute to jobs in the Green Bay’s paper, health care and insurance industries.

**Major manufacturing employers in the Village of Black Creek include:** Alto Dairy, Precision Forest Products (pallet manufacturer), Fiberland, Inc. (recycling), Black Creek Elementary, Ralph’s Hardwood Floors, and Great Lakes Marine Contracting, Inc. **The Village also has industrial development space available in the Village Industrial Park.**

**Table 6** provides a more detailed breakdown of commuting patterns in Outagamie County. The main commuter route through the county is USH 41. USH 41 is easily accessible to residents of the area via STH 47 and STH 54. Many area residents who are commuting out of the county are likely traveling to Brown County. Like most major metropolitan counties, Outagamie County is a net gainer of workers. The county has a net gain of 8,249 workers coming from other counties.

TABLE 6 OUTAGAMIE COUNTY COMMUTING PATTERNS			
County	Commute Into	Commute From	Net Gain or Loss
Winnebago	15,233	14,300	-933
Brown	5,573	4,074	-1,499
Calumet	1,611	6,739	5,128
Waupaca	1,340	4,612	3,272
Fond du Lac	215	568	353
Shawano	183	812	629
Manitowoc	100	281	181
Milwaukee	84	51	-33
Sheboygan	80	68	-12
Dane	74	62	-12
Elsewhere	654	1,829	1,175

Source: WI DWD, Bureau of Workforce Information. Wisconsin Commuting Patterns, 2000.

The Town of Black Creek has a minimal amount of commercial and industrial development (Refer to Existing Land Use Map in Chapter 9). **Farming operations are important contributors to the Town's economy.** There is limited non-residential development due to:

- Limited available infrastructure services (i.e. water and sewer)
- A small population base; and
- The Town's close proximity to nearby cities and villages.

However, the potential for additional **Town** development exists, particularly adjacent to CTH A and STH 47. The Town would like to maintain its rural, largely undeveloped character. Accordingly, the Town does not want to see a great deal of development along these corridors. The Town encourages business development in the Village of Black Creek and other nearby cities.

The greatest potential for additional development in the **Village** exists primarily to the west, toward the proposed STH 47 bypass. This additional development will likely include a mix of residential, commercial and industrial endeavors.

According to the 2000 U.S. Census, there were **744 workers in the Town.** Most Town residents were employed in the following **types of occupations:**

- Production, transportation and material moving (29.6%)
- Management, professional and related (22.8%)
- Sales and office (22.5%)
- Construction, extraction and maintenance (16.4%)
- Service (7.2%)

According to the 2000 U.S. Census, there were **939 workers in the Village.** Most Village residents were employed in the following **types of occupations:**

- Production, transportation and material moving (30.6%)
- Sales and office (24.0%)
- Management, professional and related (21.1%)
- Construction, extraction and maintenance (12.4%)
- Service (11.9%)

By industry, most of the **Town's** workers were **employed in manufacturing trades** (226 persons) in 2000. Of the major remaining industry types reported by residents:

- 81 residents were working in education, health and social service industries;
- 85 were employed in construction related industries;
- 64 were employed in agriculture, forestry, fishing, hunting and mining industries.
- 60 were employed in the retail trade; and
- 42 residents were working in finance, insurance and real estate industries.

By industry, most of the **Village's** workers were **employed in manufacturing trades** (206 persons) in 2000. Of the major remaining industry types reported by residents:

- 77 residents were working in education, health and social service industries;
- 70 were employed in construction related industries;
- 73 were employed in the retail trade; and
- 41 residents were working in finance, insurance and real estate industries.
- 41 residents were working in transportation and warehousing

- 30 residents were employed in professional, scientific, management, administrative and waste management services
- 30 residents were employed in arts, entertainment, recreation accommodation and food services

**Tables 7 and 8** highlight the top 10 industry groups and employers in Outagamie County. There were a total of 4,451 employers in the county in 2000. The top ten employers employed 15 percent of all non-farm workers in Outagamie County. Four of the ten largest employers are in manufacturing. However, only three of the ten largest industry groups are in manufacturing.

Educational services (schools) represent the largest industry employment in Outagamie County. Business Services is the largest private industrial sector in the county. Business services include services such as personnel services (temporary help agencies), and a host of consulting services in the areas of accounting and auditing, legal services, engineering, and training services.

<b>TABLE 7 TOP 10 INDUSTRY GROUPS IN OUTAGAMIE COUNTY</b>		
<b>Industry Group</b>	<b>Employers</b>	<b>Employment</b>
Educational Services	29	6,293
Business Services	214	6,061
Paper and Allied Products	26	5,832
Health Services	212	5,786
Eating and Drinking Places	250	5,559
Special Trade Contractors	376	5,378
Food and Kindred Products	27	4,892
Industrial Machinery and Equipment	72	4,113
Wholesale Trade-Durable Goods	227	3,490
General Merchandise Stores	16	2,742

Source: Outagamie County Workforce Profile. Employment Figures from March 2000.

<b>TABLE 8 TOP 10 EMPLOYERS IN OUTAGAMIE COUNTY</b>		
<b>Industry Group</b>	<b>Product or Service</b>	<b>Size</b>
Thedacare Inc.	Health Care Services	1000+
Appleton Area School District	Education	1000+
Thrivent Financial	Direct Life Insurance	1000+
Appleton Papers, Inc.	Coated Paper Production	1000+
Sara Lee Corp.	Meat Processing	1000+
Fox Valley Technical College	Junior College	1000+
Wal-mart Associates, Inc.	Discount Department Store	1000+
Outagamie County	Executive & Legislative Offices	1000+
Miller Electric Mfg. Co.	Welding Machine Manuf.	1000+
St. Elizabeth Hospital Inc.	Health Care Services	500-999

Source: Outagamie County Workforce Profile, January 2004

## EMPLOYMENT FORECASTS

In the long-term, it is believed that local employment opportunities within the **Town** will be very limited. The vast majority of residents will continue to travel out of the Town to places of employment. Local employment opportunities will be limited to a few small businesses and farming operations.

**In the Village**, long-term it is believed that local employment opportunities will increase. This is due to the fact that the Village has room to expand in its industrial park and other areas. Moreover, the STH 47 bypass will provide additional development opportunities.

Current businesses located in the “downtown” area of the Village will face challenges associated with the bypass. Their survival will depend on successful marketing to area residents and tourists. The “downtown” must continue to provide a mix of businesses that cater to local needs (i.e. grocery store, video rental, restaurants, etc.) and businesses catering to tourist travel (i.e. gift shops, restaurants, etc.).

The service sector is the fastest growing segment of the national and local economies. Selected industries within the service sector, such as computer and data processing, management and consulting services, security and commodity brokers, engineering, printing, business services and advertising are gaps in the local economy and may provide opportunities for job growth. All indications are the service sector is where growth is now and will be in the future.<sup>1</sup>

It is not anticipated that the local businesses opportunities will sustain most workers. As a result, travel to nearby employment centers (i.e. Appleton and Green Bay) will continue to be important.

## INCOME & WAGES

Average annual wages paid in Outagamie County were 99 percent of the average state wages in 2002. The greatest differential in average wages between Outagamie County and statewide levels was in professional and business services (79 percent of the state average). Close to the professional and business services sector, was the lower than state average wages in hospitality & leisure (86 percent of the state average). Trade, transportation and utilities industries account for the largest number of workers in any industrial sector in Outagamie County, but manufacturing industries accounted for the largest share of all wages paid in the county.

In service industries, Outagamie County has a lot of business services employing lower wage workers, such as custodial and unskilled temporary workers. Clerical workers are also a large part of the local service sector. Statewide, there are more professional workers in health care, law practices and higher education, all of which are dominated by higher pay levels. As a result, when compared to Outagamie County, the percentage of state income is less.

Manufacturing industries in the county pay an annual average wage of \$40,584 (104 percent of the state average for manufacturing wages in 2002). This is due to the large number of jobs in the paper industry, as well as the large number of skilled workers in machine and equipment manufacturing industries. The recent job losses in the paper industry, if continued, could impact the high annual average manufacturing wages in the county.

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<sup>1</sup> Muench, David and Deller, Steven. *The Economic Structure of the Fox Valley: A Study of Economic Opportunity*. UW-Madison Agricultural and Applied Economics Staff Paper Series, September 2001.

**MEDIAN INCOME  
vs. AVERAGE 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 \$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 Black Creek where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Black Creek’s average income figures would be higher than the median income.

There are many different breakdowns of income:

- **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.

With the exception of the per capita classification, the Town of Black Creek compares favorably to Outagamie County and the County compares favorably with the State. The County’s favorable comparison to the State is also reflected in unemployment and other key economic indicators. This same situation is not true for the Village, which lags slightly behind the State, County and Town income statistics.

<b>TABLE 9 INCOME COMPARISON</b>			
	<b>2000 Per Capita Income</b>	<b>2000 Median Household Income</b>	<b>2000 Median Family Income</b>
Wisconsin	\$21,271	\$43,791	\$52,911
Outagamie Co.	\$21,943	\$49,613	\$57,464
Town of Black Creek	\$20,481	\$53,472	\$59,196
Village of Black Creek	\$18,226	\$42,946	\$49,896

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, 2000 U.S. Census, and Wisconsin Department of Revenue.

Within Outagamie County there are 8 villages. **Table 10** compares the relative income position of the Village of Black Creek to the other villages in the county.

<b>TABLE 10 OUTAGAMIE COUNTY VILLAGE INCOME COMPARISON</b>				
<b>Town Name</b>	<b>1990 Median Household Income</b>	<b>1990 Rank</b>	<b>2000 Median Household Income</b>	<b>2000 Rank</b>
Village of Bear Creek	23,214	7	39,375	6
Village of Black Creek	30,506	5	42,946	5
Village of Combined Locks	39,350	1	53,125	1
Village of Hortonville	32,394	4	51,635	2
Village of Kimberly	33,148	3	46,370	4
Village of Little Chute	33,964	2	49,500	3
Village of Nichols	23,000	8	36,042	8
Village of Shiocton	25,500	6	36,528	7
All Villages in Outagamie County	30,135	NA	44,440	NA

Source: 1990 and 2000 U.S. Census

Within Outagamie County there are 20 towns. **Table 11** compares the relative income position of the Town of Black Creek to the other towns in the county. Based on 1990 U.S. Census data, the Town of Black Creek ranked 11<sup>th</sup> in per capita income compared to the other 19 towns in 1990. By 2000, the Town of Black Creek rank had fallen to 13<sup>th</sup>.

Town Name	1990 Median Household Income	1990 Rank	2000 Median Household Income	Difference Between 1990 & 2000	2000 Rank
Town of Black Creek	\$35,431	11	\$53,472	\$18,041	13
Town of Bovina	\$36,298	8	\$54,453	\$18,155	11
Town of Buchanan	\$41,790	2	\$65,410	\$23,620	1
Town of Center	\$39,650	5	\$58,092	\$18,442	9
Town of Cicero	\$32,794	16	\$49,625	\$16,831	16
Town of Dale	\$35,000	13	\$60,152	\$25,152	7
Town of Deer Creek	\$30,833	19	\$44,853	\$14,020	19
Town of Ellington	\$34,890	14	\$53,750	\$18,860	12
Town of Freedom	\$37,576	7	\$57,868	\$20,292	10
Town of Grand Chute	\$39,683	4	\$50,772	\$11,089	15
Town of Greenville	\$40,608	3	\$61,381	\$20,773	5
Town of Hortonia	\$36,187	9	\$59,904	\$23,717	8
Town of Kaukauna	\$38,187	6	\$61,696	\$23,509	3
Town of Liberty	\$34,531	15	\$60,167	\$25,636	6
Town of Maine	\$29,286	20	\$46,058	\$16,772	18
Town of Maple Creek	\$32,639	17	\$43,472	\$10,833	20
Town of Oneida	\$31,316	18	\$51,275	\$19,959	14
Town of Osborn	\$35,893	10	\$64,375	\$28,482	2
Town of Seymour	\$35,417	12	\$48,264	\$12,847	17
Town of Vandebroek	\$41,875	1	\$61,845	\$19,970	4
All Towns in County	\$35,994	NA	\$55,344	\$19,350	NA

Source: 1990 and 2000 U.S. Census

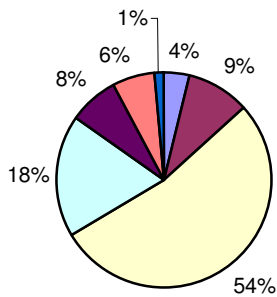
## POVERTY STATUS

According to the 2000 U.S. Census, 77 individuals living in the Town and 83 individuals in the Village were living below the poverty line in 2000. This equates to only 6.1% of the Town's population and 7.0% of the Village's population. There were 21 families living below the poverty line in the Town of Black Creek in 2000 and 18 families in the Village. These figures are significantly higher than the statistics for Outagamie County that indicate 4.7 percent of all county residents were living below the poverty line in 2000.

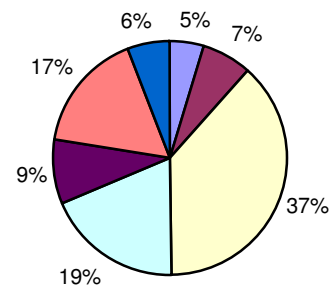
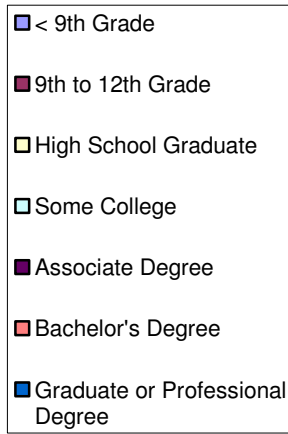
## EDUCATION ATTAINMENT

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 a higher earnings potential. Figure 2 illustrates the level of educational attainment for persons age 25 and over in Outagamie County and the Town and Village of Black Creek in 2000. **The tables reveal that far fewer Town and Village residents continued their education beyond high school compared to the overall County figures.**

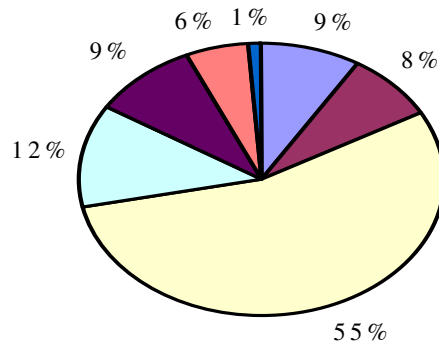
**FIGURE 2  
Town of Black Creek  
2000 Education Attainment**



**FIGURE 2A  
Outagamie County Residents  
2000 Education Attainment**



**Village Resident  
2000 Education Attainment**



## ECONOMIC FORECASTS<sup>2</sup>

Historically, Outagamie County and the Fox Cities area have had a strong local economy with employment rates that were higher than the comparable state and national figures. The long period of national economic prosperity has only enhanced Outagamie County's performance. The economy supports a variety of manufacturing and service industries, including pulp and paper and tourism. Low-interest mortgage loan rates have also spurred housing construction and commercial development.

The labor force is the primary beneficiary of the strong economy. Unemployment rates in Outagamie County are very low, but they have started to rise as the economy has slowed.

Demographic factors are a key driving force in any long-term projection. 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 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, 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. 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 very problematic for growth of the Wisconsin economy and the local economy in Outagamie 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.

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<sup>2</sup> Much of the information used to develop this section was from the Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

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 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 Outagamie 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 and Village of Black Creek**, 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 and Village's ability to support additional commercial and industrial development over the next 20 years.