

**Demographic Profile**

The planning process for the Village of Casco and Towns of Carlton, Casco, Lincoln, Montpelier, and West Kewaunee begins with a profile of the people who live, work and own property in the communities. This section analyzes the size, composition and trends of the population. It provides information 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**

Population trends in the six communities have fluctuated wildly during the past twenty years. The Village and Town of Casco have each grown by more than 15% since 1980, while the Town of Carlton has seen its population decline by 12.3% during the same period of time. The Towns of Lincoln, Montpelier, and West Kewaunee, as well as the County as a whole, saw single digit gains or losses in population during the past two decades (see Table 20.0).

The Population projections included in this chapter were developed by the Wisconsin Department of Administration (DOA), based upon historic populations, population trends, and regional and national economic forecasts, among other factors. Table 21.0 shows population projections for each of the six communities and Kewaunee County through the year 2025. As was the case during the past twenty years, the Town of Casco is expected to experience the greatest increase in population on a percentage basis, growing from a 2000 population of 1,153 to a projected population of 1,467 persons by 2025 (a 21.1% increase). The Town of West Kewaunee follows Casco with a projected population increase of 10.3% during the next two decades. The Village of Casco and Towns of Lincoln and Montpelier are expected to experience modest growth during coming years, while the Town of Carlton’s population stabilizes at or near 1,000 people.

*Did You Know?*

The Town of Montpelier is currently the largest of the six communities with a 2000 population of 1,371. The Town of West Kewaunee is the next largest at 1,294.

If DOA population projections hold, however, the Town of Casco will surpass West Kewaunee by six people in the year 2025.

Small rural communities with rapidly expanding populations may face challenges addressing the changes to the landscape that occur from such growth. As the population increases, more homes are constructed to meet growing housing need. The vast majority of these new homes tend to be built in natural areas (particularly along, or within, forests), or on agricultural land. Long-time residents may resent the transition from a rural, pastoral landscape to one dotted with new homes or subdivisions. In addition, conflicts may arise when new residents, unfamiliar with living in an agricultural area, begin to experience the sounds, odors, and traffic issues associated with living in a farming community.

In communities with declining populations, a different set of challenges can arise. Even as the number of residents in a community declines, the cost of providing municipal and governmental services (garbage collection, snow plowing, etc.) remains the same, shifting a greater amount of the tax burden to those who remain. Small businesses, many of which may have been located in the community for decades, will find it more difficult to turn a profit and may relocate or close. Whether the individual plans focus upon preserving rural character, encouraging economic development, or a combination of the two, each of the six communities involved in this plan process will face challenges during coming years.

<b>TABLE 20.0: Historic Population Trends, 1980-2000</b>					
Location	1980	1990	2000	Actual Change 1980-2000	% Change 1980-2000
<b>Kewaunee County</b>	19,539	18,878	20,187	648	3.3%
<b>Village of Casco</b>	484	544	572	88	18.2%
<b>Town of Carlton</b>	1,140	1,041	1,000	140	-12.3%
<b>Town of Casco</b>	1,001	1,010	1,153	152	15.2%
<b>Town of Lincoln</b>	967	996	957	10	-1.0%
<b>Town of Montpelier</b>	1,457	1,369	1,371	86	-5.9%
<b>Town of West Kewaunee</b>	1,294	1,215	1,287	7	-0.5%

<b>TABLE 21.0: Population Projections, 2005-2025</b>						
Location	2005	2010	2015	2020	2025	% Change 2005-2025
<b>Kewaunee County</b>	20,765	21,343	21,909	22,457	22,917	10.4%
<b>Village of Casco</b>	587	601	615	629	640	9.0%
<b>Town of Carlton</b>	1,003	1,006	1,009	1,010	1,007	0.4%
<b>Town of Casco</b>	1,217	1,282	1,346	1,410	1,467	20.1%
<b>Town of Lincoln</b>	974	991	1,007	1,022	1,033	6.1%
<b>Town of Montpelier</b>	1,399	1,427	1,454	1,480	1,501	7.3%
<b>Town of West Kewaunee</b>	1,324	1,361	1,397	1,432	1,461	10.3%

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

**POPULATION DENSITY**

Table 22.0 provides a comparison between current population densities (people per square mile) in the six communities with those projected for 2025. For the purposes of this comparison, the Comprehensive Plan assumes that the Village of Casco borders will remain fixed at their current location. It is anticipated that new residential development will include primarily single-family homes. Since the Village of Casco is smaller than one square mile in size (0.6 sq. mi.) its population density is larger than its actual and projected population.

Location	2000	2005	2010	2015	2020	2025
Village of Casco	953.3	978.3	1,001.7	1025.0	1048.3	1066.7
Town of Carlton	28.1	28.2	28.3	28.3	28.4	28.3
Town of Casco	32.3	34.1	35.9	37.7	39.5	41.1
Town of Lincoln	26.8	27.3	27.8	28.2	28.6	28.9
Town of Montpelier	37.9	38.6	39.4	40.2	40.9	41.5
Town of West Kewaunee	34.8	35.8	36.8	37.8	38.7	39.5

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

**POPULATION CHARACTERISTICS**

Population figures and projections offer basic insights into the characteristics of the residents of the Village of Casco and Towns of Carlton, Casco, Lincoln, Montpelier, and West Kewaunee. To learn more, information about race, gender, and age must be examined. The set of tables on this and the following pages provides a more detailed presentation of the people who live in the six communities. Table 23.0 identifies the gender and race of residents in the participating communities, as well as Kewaunee County and the State of Wisconsin. Tables 24.1 through 24.6 highlight the respective populations by age category.

	1990								2000							
	Gender			Race					Gender			Race				
	M	F	Percent M/F	White	Black	Native American	Asian/Pac. Islander	Other	M	F	Percent M/F	White	Black	Native American	Asian/Pac. Islander	Other
Village of Casco	262	282	48.2 / 51.8	544	0	0	0	0	277	295	48.4 / 51.6	558	0	4	0	5
Carlton	549	492	52.7 / 47.3	1,031	6	0	4	0	520	480	52.0 / 48.0	995	0	0	1	2
Casco	533	477	52.8 / 47.2	1,004	1	1	0	4	589	564	51.1 / 48.9	1,133	0	3	2	0
Lincoln	512	484	51.4 / 48.6	993	0	1	2	0	492	465	51.4 / 48.6	947	1	1	2	1
Montpelier	726	643	53.0 / 47.0	1,359	0	3	7	0	718	653	52.4 / 47.6	1,359	0	4	0	3
West Kewaunee	629	586	51.8 / 48.2	1,211	3	0	1	0	664	623	51.6 / 48.4	1,259	4	2	6	5

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

	1990		2000	
	Number	Percent	Number	Percent
Under 5	44	8.1%	41	7.2%
5 to 14	87	16.0%	91	15.9%
15 to 19	35	6.4%	37	6.5%
20 to 44	183	33.6%	202	35.3%
45 to 64	86	15.8%	107	18.7%
65 and Over	109	20.0%	94	16.4%
Median	--	--	35.6	--

	1990		2000	
	Number	Percent	Number	Percent
Under 5	68	6.5%	56	5.6%
5 to 14	180	17.3%	146	14.6%
15 to 19	83	8.0%	77	7.7%
20 to 44	372	35.7%	344	34.4%
45-64	208	20.0%	246	24.6%
65 and Over	130	12.5%	131	13.1%
Median	--	--	38.4	--

	1990		2000	
	Number	Percent	Number	Percent
Under 5	72	7.1%	73	6.3%
5 to 14	200	19.8%	185	16.1%
15 to 19	81	8.0%	107	9.3%
20 to 44	379	37.5%	380	33.0%
45 to 64	172	17.0%	276	23.9%
65 and Over	106	10.5%	132	11.5%
Median	--	--	36.5	--

	1990		2000	
	Number	Percent	Number	Percent
Under 5	88	8.8%	54	5.6%
5 to 14	202	20.3%	158	16.5%
15 to 19	67	6.7%	87	9.1%
20 to 44	370	37.1%	312	32.6%
45 to 64	174	17.5%	220	23.0%
65 and Over	95	9.5%	126	13.2%
Median	--	--	36.1	--

	1990		2000	
	Number	Percent	Number	Percent
Under 5	104	7.6%	90	6.6%
5 to 14	240	17.5%	225	16.4%
15 to 19	120	8.8%	99	7.2%
20 to 44	523	38.2%	488	35.6%
45 to 64	244	17.8%	315	23.0%
65 and Over	138	10.1%	154	11.3%
Median	--	--	35.6	--

	1990		2000	
	Number	Percent	Number	Percent
Under 5	87	7.2%	78	6.1%
5 to 14	205	16.9%	203	15.7%
15 to 19	96	7.9%	98	7.6%
20 to 44	457	37.6%	444	34.5%
45 to 64	219	18.0%	311	24.2%
65 and Over	151	12.4%	153	11.8%
Median	--	n/a	37.0	--

SOURCE (for Tables 24.1-24.6): WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

Tables 24.1 through 24.6 provide a window into the changing demographics of the six communities. These fluctuations in population are important factors in planning for future budgetary expenditures. Declines in the percentage of a community's population under the age of eighteen may result in decreased demand for schools, parks, and other youth-oriented facilities. On the opposite end of the age spectrum, a rapidly aging population should alert local governments to the potential need for additional senior services. By the year 2025 the Baby Boomer generation will have reached retirement age, resulting in considerable challenges to cities, towns, and villages nation-wide. Although increases and declines in the various age groups may appear insignificant at first glance, a more detailed exploration of the figures offers some interesting trends within and between the Village and the five Towns. For example:

- The Village and Town of Casco are the only communities to have experienced increases in the percentage of their residents under the age of twenty (2% and 3%, respectively).
- While the Town of West Kewaunee saw a slight decrease in children and young adults in the community (-2%), the percentage of the population under twenty in the Towns of Carlton, Lincoln, and Montpelier saw dramatic declines (-19%, -12%, and -19%, respectively).
- The population of residents between the ages of 20 and 64 increased in all six communities by an average of 2.9% (the Town of Lincoln had the smallest increase at 2.0%; the Village of Casco the largest at 4.5%).
- The Village of Casco and Town of West Kewaunee experienced declines in their senior populations (-3.6% and -0.6%, respectively).
- The number of people 65 years and older, as a percentage of the population increased in the Towns of Carlton, Casco, Lincoln, and Montpelier by an average of 1.6% (the increase for the Town of Lincoln was the largest at 3.7%).
- From 1990 to 2000, all five of the Towns experienced decreases in the percentage of residents between the ages of 20 and 44, while experiencing significant increases in their population between 45 and 64 years of age (this is significant since those 45 years and older will reach retirement age during the time frame encapsulated by the Comprehensive Plan).
- The average median age for the six communities in 2000 was 36.5 (the Village of Casco and Town of Montpelier were the youngest at 35.6; the Town of Carlton the oldest at 38.4).

### WHAT IS A HOUSEHOLD?

A "household" can be 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 (i.e. nursing homes, halfway houses, etc.).

### GENERAL HOUSEHOLD TRENDS

National and state trends have all moved towards an increase in the number of households, with a corresponding decrease in the average number of people living within each household. Table 25.0 documents this trend as it applies to the Village of Casco and the Towns of Carlton, Casco, Lincoln, Montpelier, and West Kewaunee. 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.

TABLE 25.0: General Household Trends & Projections, 2000-2025						
	2000	2005	2010	2015	2020	2025
<b>Kewaunee County</b>						
Total Households	7,623	7,929	8,315	8,681	9,002	9,280
Population Per Household	2.65	2.62	2.57	2.52	2.49	2.47
<b>Village of Casco</b>						
Total Households	227	236	247	257	266	275
Population Per Household	2.52	2.49	2.43	2.39	2.36	2.33
<b>Town of Carlton</b>						
Total Households	363	369	378	386	391	395
Population Per Household	2.75	2.72	2.66	2.61	2.58	2.55
<b>Town of Casco</b>						
Total Households	385	412	443	474	503	530
Population Per Household	2.99	2.95	2.89	2.84	2.8	2.77
<b>Town of Lincoln</b>						
Total Households	334	345	358	371	381	390
Population Per Household	2.87	2.82	2.77	2.71	2.68	2.65
<b>Town of Montpelier</b>						
Total Households	482	499	519	538	556	570
Population Per Household	2.84	2.8	2.75	2.7	2.66	2.63
<b>Town of West Kewaunee</b>						
Total Households	460	480	503	526	546	565
Population Per Household	2.8	2.76	2.71	2.66	2.62	2.59

SOURCE: 2000 U.S. Census and Wisconsin Department of Administration

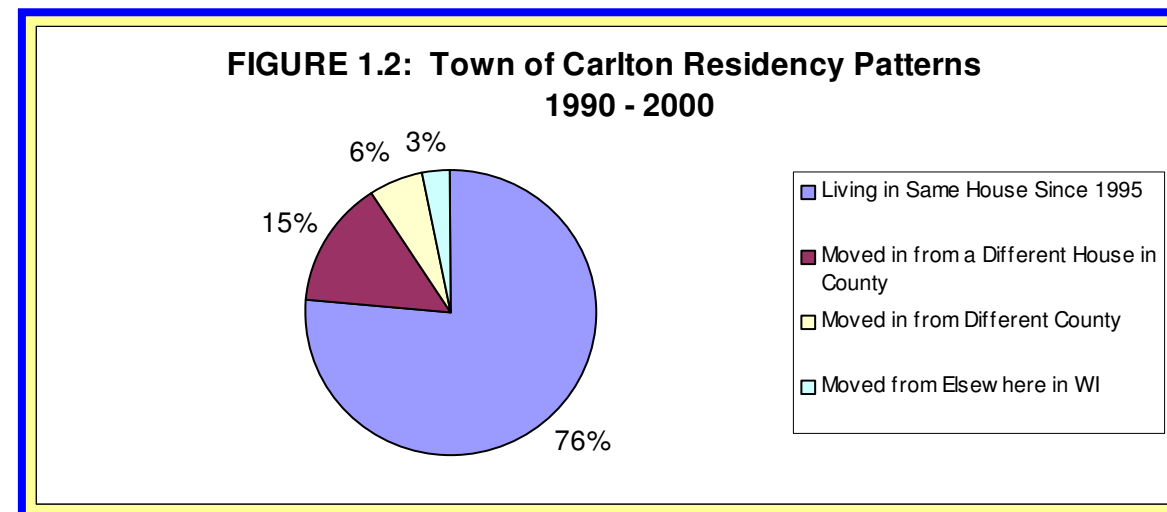
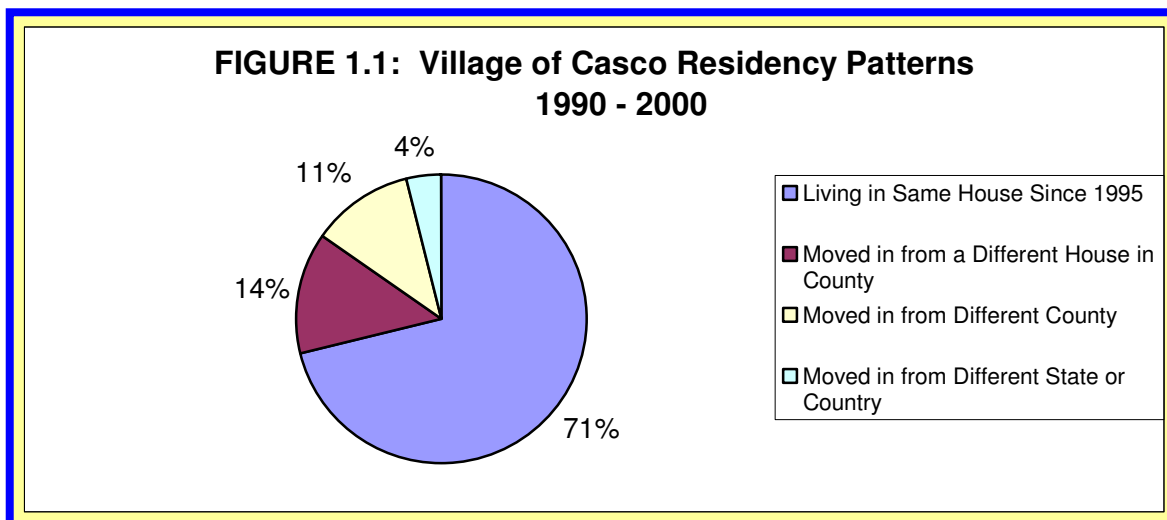
### WHERE ARE RESIDENTS COMING FROM?

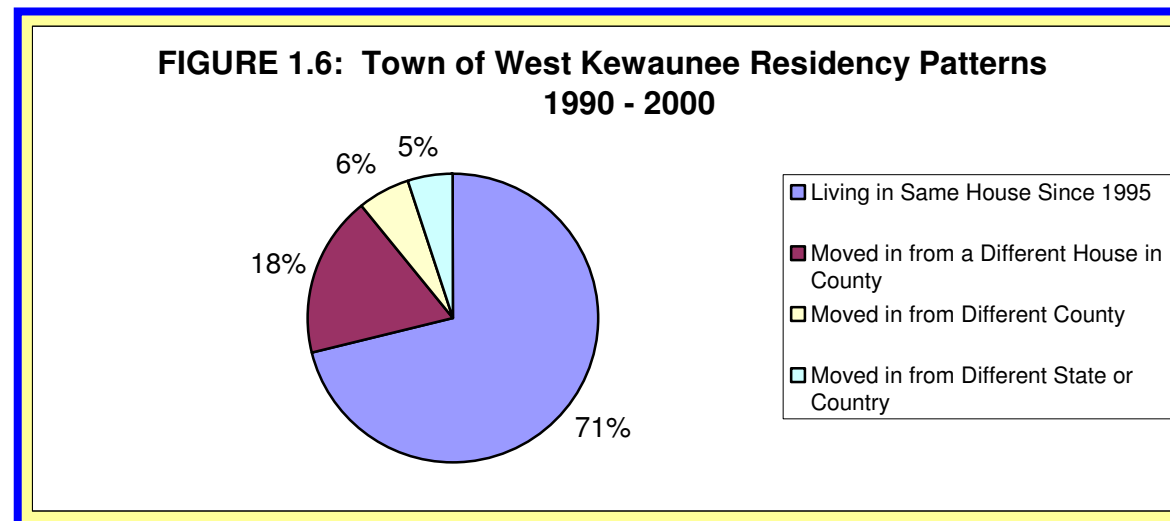
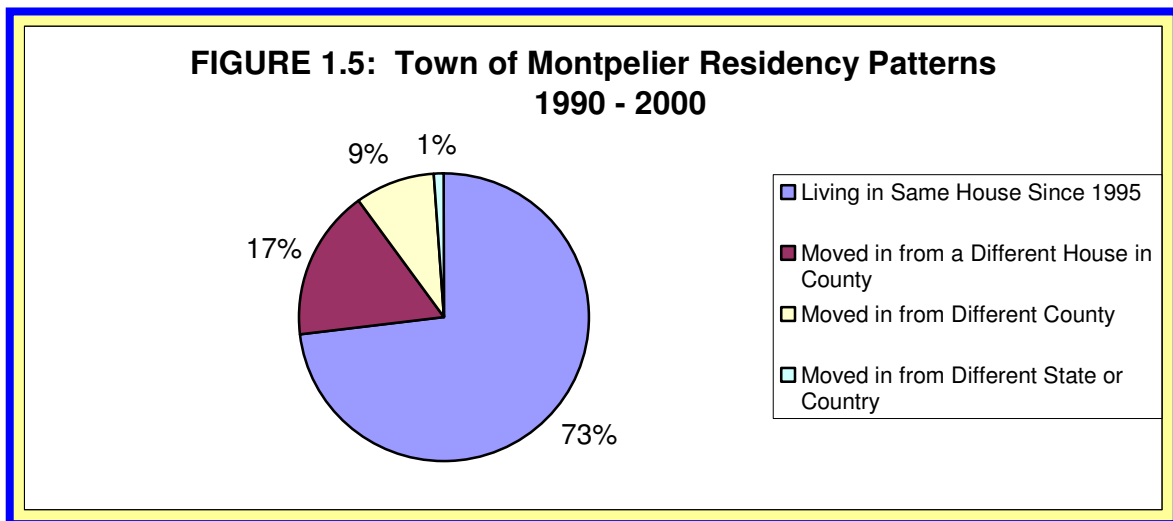
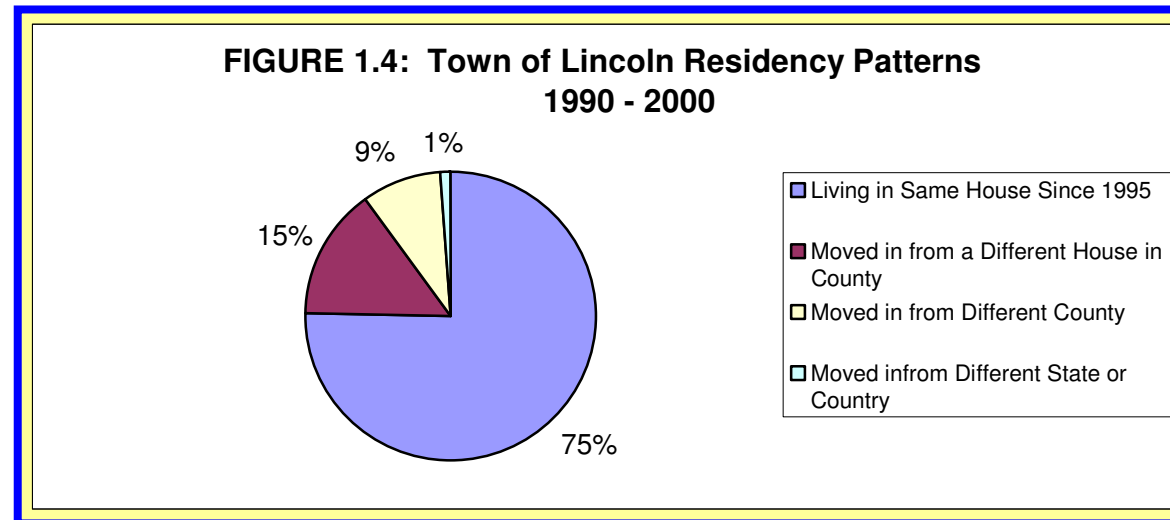
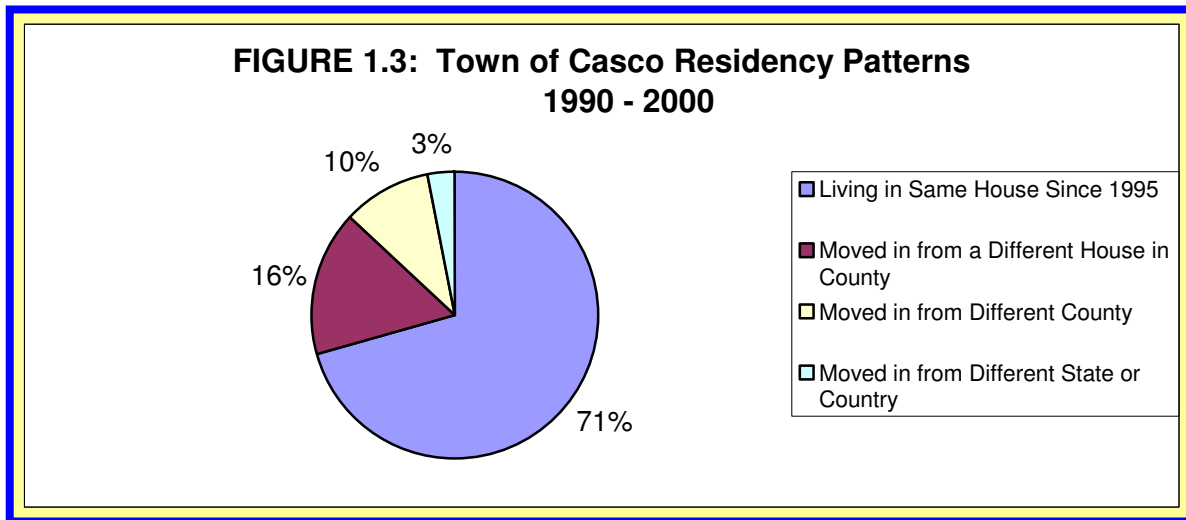
Figures 1.1 through 1.6 provide a breakdown of residency patterns between 1990 and 2000. The vast majority of residents in the six communities (more than 70%) live in the same house now as they did in 1990. Of those who changed residences since the last census, between 14% and 18% relocated within Kewaunee County. The remainder of residents in the Village of Casco and the Towns of Carlton, Casco, Lincoln, Montpelier, and West Kewaunee moved from a different county, different state, or different country.

TABLE 26.0: Detailed Household Trends, 2000							
	Total	Family	Non-Family	Married Couple	Female-Headed	With Individuals Under 18	With Individuals Over 65
<b>Kewaunee County</b>	7,623	5,548	2,075	4,753	504	2,670	901
<b>Village of Casco</b>	227	163	64	137	16	79	64
<b>Town of Carlton</b>	363	283	80	252	15	127	94
<b>Town of Casco</b>	385	329	56	283	26	159	86
<b>Town of Lincoln</b>	334	264	70	233	19	144	88
<b>Town of Montpelier</b>	482	382	100	339	22	190	116
<b>Town of West Kewaunee</b>	460	353	107	312	22	173	114

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

Family households headed by married couples are the dominant household type; however; non-family households account for nearly 25% of the total in each of the six communities. Households headed by women with no husband present represent between five and eight percent of the total. Although households with individuals under the age of eighteen currently surpass those with individuals over the age of sixty-five, as the population ages it is anticipated that those figures will reverse during the next twenty years.





SOURCE for Tables 1.1 through 1.6: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

## 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 the economic environment of the six communities by examining factors including per capita income, poverty, and unemployment. Additional economic information is provided in the Economic Development Element of this plan.

To understand and appreciate the local economic picture, it is necessary to look beyond the boundaries of the individual community and examine characteristics in neighboring counties and the state. These comparisons provide a more detailed level of information than would be capable should the focus be confined entirely to the Village and the six Towns.

## LABOR FORCE

In Kewaunee County, the unemployment rate has followed state and national trends. During the mid- to late- 1990s, it remained steady at around 2.7%. However, during the first half of this decade unemployment has increased to over 6.0% as the economy struggled through the current recession. Unfortunately, annual employment data is limited to county and metropolitan statistical areas. Unless individual communities conduct independent employment studies, their data is limited to the ten-year U.S. Census.

Table 27.0 provides a comparison of the labor force in the six communities to that of the County as a whole. The 2000 census was undertaken just before the recession began in earnest. As a result, it is believed the unemployment figures are somewhat higher today. By 2002, the unemployment rate in Kewaunee County had more than tripled to 5.7%.<sup>1</sup>

The labor force is the sum of those employed and unemployed that have actively sought work in the last month. A labor force eligible resident must be sixteen years or older and not a member of an institutional population such as a prison or an armed forces member living on a military base. The term “unemployment” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. Another term used when discussing an area’s labor force is the participation rate of the labor force. This is the number in the labor force divided by the total population of the labor force-aged. A higher participation rate may indicate that employment opportunities are abundant, but it also means that an area has fewer reserves to fall back on in the case of business growth.

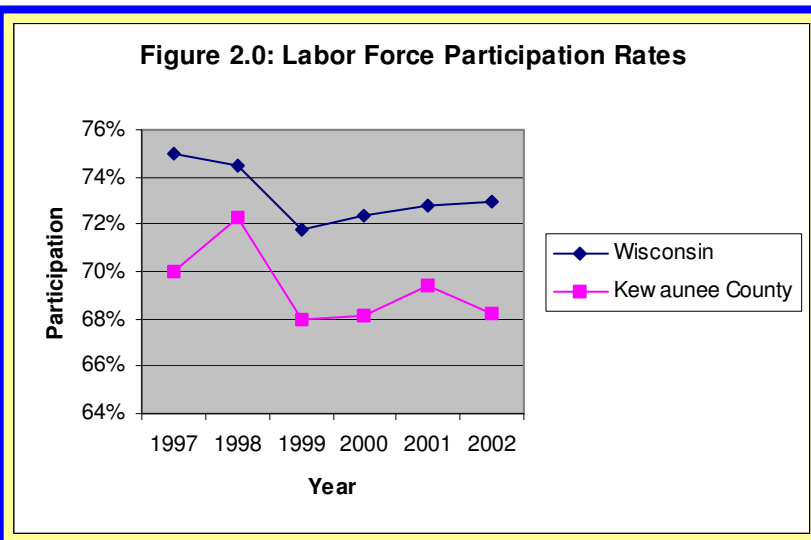
The State of Wisconsin historically has ranked in the top five states with high participation rates. Currently, 73% of the labor force age population is in the labor force. This compares with 66.8% for the nation. The participation rate in Kewaunee County (see Figure 2.0 below) lies somewhere between the national and state rates with 68.2% of the labor force-aged population participating in the labor market.<sup>2</sup>

### *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.

	<b>Kewaunee County</b>	<b>Village of Casco</b>	<b>Town of Carlton</b>	<b>Town of Casco</b>	<b>Town of Lincoln</b>	<b>Town of Montpelier</b>	<b>Town of West Kewaunee</b>
<b>Labor Force</b>	15,591	437	812	881	706	968	995
<b>Employed</b>	10,984	293	628	604	503	753	707
<b>Unemployed</b>	281	3	24	17	13	15	22
<b>Percent of County Labor Force</b>	NA	2.8%	5.21%	5.65%	4.53%	6.21%	6.38%
<b>Unemployment Rate</b>	1.8%	0.7%	3.0%	1.9%	1.8%	1.5%	2.2%

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



SOURCE: Department of Workforce Development, 2004

## COMMUTING PATTERNS

Residents of the six communities benefit from ready access to State Highways 29, 42, and 54 to commute for employment in Algoma, Green Bay, Kewaunee, and Sturgeon Bay, among other places. Although egress exceeds ingress, a significant portion of the county workforce commutes from elsewhere to jobs in Kewaunee County. Residents from Brown County provide the largest portion of the external work force, with Door and Manitowoc Counties the next largest contributors. Although detailed data is not available regarding the commuting patterns of people at the village and town scale, it is assumed that they would reflect those of the County at large. Table 28.0 (on the following page) provides a detailed analysis of commuting patterns in Kewaunee County.

<sup>1</sup> SOURCE: *Kewaunee County Workforce Profile*, Department of Work Force Development, Office of Economic Advisors, January 2004

<sup>2</sup> SOURCE: *Kewaunee County Workforce Profile*, Department of Work Force Development, Office of Economic Advisors, January 2004

	<b>Kewaunee County Residents Commuting to Listed County</b>	<b>Residents of Listed Community Commuting into Kewaunee County</b>	<b>Net Gain or Loss of Workers</b>
<b>Brown</b>	3,448	876	-2,572
<b>Door</b>	548	460	-118
<b>Manitowoc</b>	427	292	-135
<b>Outagamie</b>	75	3	-73
<b>Oconto</b>	60	29	-31
<b>Calumet</b>	23	7	-16
<b>Shawano</b>	15	73	58
<b>Winnebago</b>	14	13	-1
<b>Ozaukee</b>	13	Not available	Not available
<b>Sheboygan</b>	11	16	5
<b>Elsewhere</b>	88	59	-29
<b>Total</b>			

SOURCE: Department of Workforce Development, 2004

#### MAJOR COUNTY EMPLOYERS

During the past twenty years, the nation's economic base has transitioned from manufacturing to services. Although this trend is occurring in Kewaunee County (and throughout the state), five of Kewaunee County's ten largest employers remain in the manufacturing sector. The ten largest employers in Kewaunee County, as of January 2004, were:

<u>Company</u>	<u>Product or Service</u>	<u>Number of Employees</u>
Wisconsin Label Corp.	Commercial flexographic printing	250-499
Algoma Hardwoods	Wood window and door manufacturing	250-499
Nuclear Management Co. LLC	Fossil fuel electric power generation	250-499
Luxemburg-Casco Public School	Elementary and secondary schools	250-499
Floral Plant Growers LLC	Floricultural production	250-499
Kewaunee Fabrications LLC	General purpose machinery manufacturing	250-499
Kewaunee School District	Elementary and secondary school	100-249
County of Kewaunee	Executive and legislative offices, combined	100-249
The Vollrath Co. LLC	Kitchen utensil, pot, and pan manufacturing	100-249
NEW Plastics Corp.	Plastic bottle manufacturing	100-249

#### INDUSTRY SECTORS

Table 29.0 provides a breakdown of employment as reported by residents in the 2000 U.S. Census.

	<b>Village of Casco</b>		<b>Town of Carlton</b>		<b>Town of Casco</b>		<b>Town of Lincoln</b>		<b>Town of Montpelier</b>		<b>Town of West Kewaunee</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>Agriculture, forestry, fishing, hunting &amp; mining</b>	10	3.4	106	17.5	112	18.5	118	23.5	112	15.2	94	13.3
<b>Construction</b>	40	13.7	61	10.1	69	11.4	51	10.1	61	8.3	48	6.8
<b>Manufacturing</b>	72	24.6	176	29.1	133	22.0	164	32.6	226	30.6	252	35.6
<b>Wholesale trade</b>	5	1.7	22	3.6	14	2.3	12	2.4	21	2.8	18	2.5
<b>Retail trade</b>	39	13.3	48	7.9	62	10.3	35	7.0	75	10.2	45	6.4
<b>Transportation and warehousing and utilities</b>	14	4.8	29	4.8	35	5.8	19	3.8	23	3.1	39	5.5
<b>Information</b>	4	1.4	-	-	7	1.2	8	1.6	5	0.7	1	0.1
<b>Finance, insurance, real estate and leasing</b>	16	5.5	19	3.1	17	2.8	12	2.4	34	4.6	16	2.3
<b>Professional, scientific, management, administrative, and waste management services</b>	22	7.5	21	3.5	26	4.3	10	2.0	25	3.4	29	4.1
<b>Educational, health and social services</b>	34	11.6	72	11.9	81	13.4	47	9.3	86	11.7	103	14.6
<b>Arts, entertainment, recreation, accommodation and food services</b>	22	7.5	25	4.1	25	4.1	9	1.8	25	3.4	23	3.3
<b>Other services (except public administration)</b>	14	4.8	15	2.5	18	3.0	12	2.4	33	4.5	17	2.4
<b>Public administration</b>	1	0.3	10	1.7	5	0.8	6	1.2	12	1.6	22	3.1

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

## INCOME & WAGES

Income can be defined in numerous ways:

- **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 (an important distinction between median family income and the Wisconsin Department of Revenue **adjusted gross income** data is that the latter does not include social security and other types of transfer payments)

Table 30.0 (below) provides an income comparison between the six communities, Kewaunee County, the State of Wisconsin, and the nation. Although per capita income in the communities is below the state and national average, five of the six communities exceed both the state and federal median household income (at \$42,188, the Town of Lincoln surpassed the federal median household income but fell \$1,603 below the state number).

Table 31.0 (below to the right), offers a comparison of annual wages by industry division for Kewaunee County and the State of Wisconsin. With the exception of *Trade, Transportation, and Utilities*, Kewaunee County's wages for each sector fall below the state average. Data under the *Information* and *Other Services* categories at the local level was suppressed by the Wisconsin Department of Workforce Development to maintain confidentiality.

*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 the communities where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access.

	Per Capita	Median Household	Median Family
Village of Casco	\$18,168	\$44,583	\$50,000
Town of Carlton	\$20,660	\$50,227	\$56,094
Town of Casco	\$17,605	\$46,250	\$48,036
Town of Lincoln	\$16,183	\$42,188	\$45,714
Town of Montpelier	\$19,812	\$51,000	\$54,545
Town of West Kewaunee	\$17,621	\$47,059	\$49,916
Kewaunee County	\$18,456	\$43,824	\$50,216
Wisconsin	\$21,271	\$43,791	\$52,911
Unites States	\$29,760	\$41,994	\$50,046

SOURCES: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census; U.S. Department of Commerce, Bureau of Economic Analysis, Economic Information System

	Average Annual Wage		Percent of Wisconsin
	Wisconsin	Kewaunee County	
All Industries	\$32,422	\$27,789	86%
Natural Resources	\$25,481	\$23,987	94%
Construction	\$36,649	\$33,530	85%
Manufacturing	\$40,584	\$31,942	79%
Trade, Transportation, Utilities	\$28,422	\$33,789	119%
Information	\$38,871	suppressed	suppressed
Financial activities	\$40,337	\$28,112	70%
Professional & Business Services	\$36,324	\$36,062	99%
Education & Health	\$33,768	\$26,120	77%
Leisure & Hospitality	\$11,837	\$6,298	53%
Other Services	\$19,500	suppressed	suppressed
Public Administration	\$33,769	\$22,229	66%

SOURCE: Department of Workforce Development, 2004

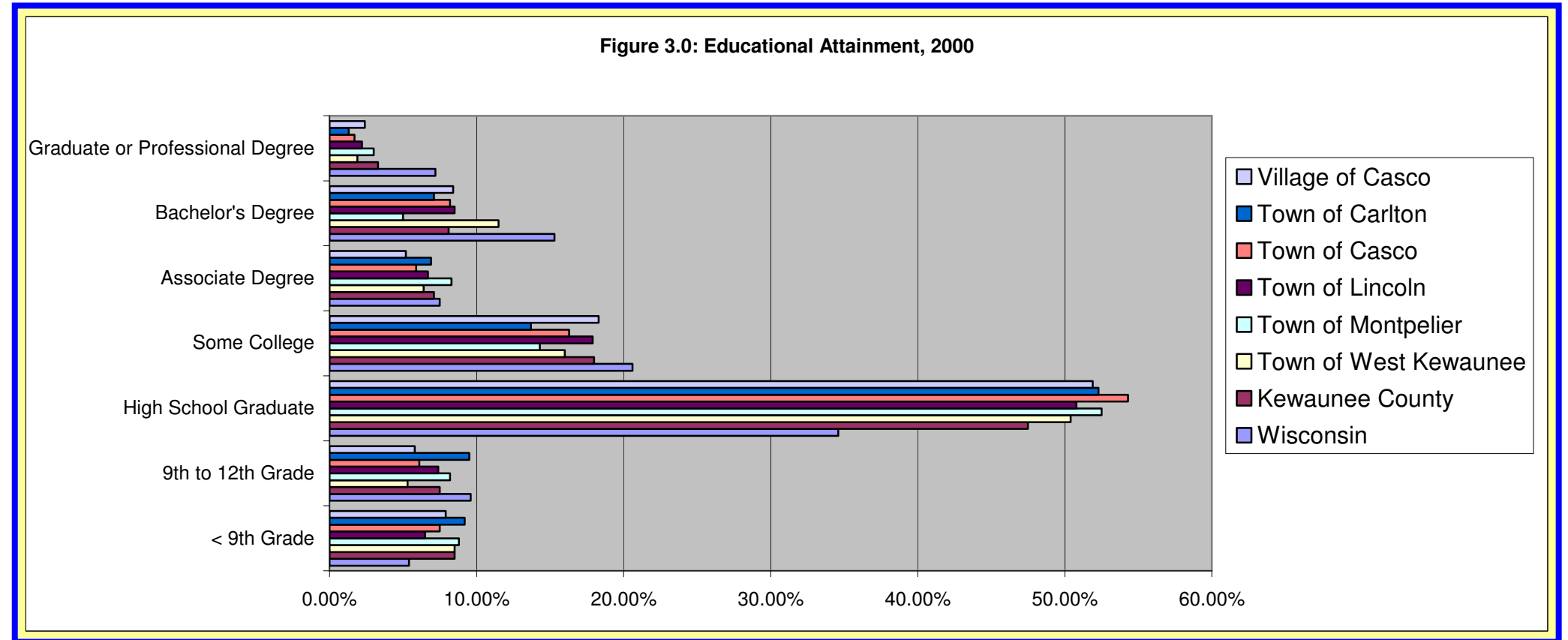
## EDUCATIONAL ATTAINMENT

A good indicator of the quality of life in a community can be found in the educational attainment levels of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. Based upon the mean scores reported in the nation, Wisconsin students scored highest on the American College Test (ACT) in 2000-2001 and again in 2001-2002. The latest report, provided in September 2004, again listed Wisconsin students as the highest scoring nationally on the popular college-entrance examination.

Figure 3.0 illustrates the level of educational attainment for persons age 25 and over. It is apparent that the population is very well educated. Each of the six communities exceeded national standards for high school graduation. In 2000, 80.4% of Americans over the age of 25 had received a high school diploma or its equivalency. Data for the six communities, Kewaunee County, and the State of Wisconsin include:

- Village of Casco, 86.2%
- Town of Carlton, 83.0%
- Town of Casco, 82.6%
- Town of Lincoln, 81.3%
- Town of Montpelier, 86.4%
- Town of West Kewaunee, 84%
- Kewaunee County, 86.3%
- Wisconsin, 84%

In addition, significant percentages of the population of the Village and the five Towns have gone on to attain Associate, Bachelor's, Graduate, or Professional degrees.



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

## POVERTY STATUS

The federal government evaluates national poverty levels using two similar measures: *poverty thresholds* and *poverty guidelines* (see Table 34.0). 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>3</sup> Planners typically utilize poverty guidelines when developing comprehensive plans.

In 2000, the percentage of Americans with incomes falling below the nation poverty level was 12.4%. Poverty rates following the 2000 Census for all six communities, Kewaunee County, and the State of Wisconsin fell well below the national level. A comparison of poverty status for the Village of Casco, Towns of Carlton, Casco, Lincoln, Montpelier, West Kewaunee, Kewaunee County, the State of Wisconsin, and the nation is included in Table 33.0 on the following page.

<sup>3</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.

	Village of Casco		Town of Carlton		Town of Casco		Town of Lincoln		Town of Montpelier		Town of West Kewaunee		Kewaunee County		Wisconsin		United States	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>Families, total</b>	5	2.8	8	2.7	14	4.4	16	5.9	6	1.7	14	3.8	246	4.4	78,188	5.6	6,620,945	8.2
<b>Families, with children</b>	2	2.3	2	1.6	2	1.4	14	9.6	4	2.5	12	6.6	147	5.5	61,837	8.8	5,155,866	13.6
<b>Families, female householder</b>	1	5.9	--	--	4	18.2	7	36.8	4	17.4	6	22.2	72	14.3	41,608	21.7	3,315,916	26.5
<b>Individuals, total</b>	23	4.0	30	3.0	46	4.1	83	8.9	47	3.8	83	6.1	1,165	5.8	451,538	8.7	33,899,812	12.4
<b>Individuals, children</b>	3	1.9	4	1.7	7	2.4	25	9.7	7	2.3	35	8.7	290	5.7	143,963	10.8	11,386,031	16.1
<b>Individuals, 65 and over</b>	8	9.6	5	3.8	17	11.6	10	7.7	16	10.4	14	8.8	293	9.9	49,245	7.4	3,287,774	9.9

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

For a family of four, the average poverty threshold in 2003 was \$18,400. 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 Kewaunee County, the costs-of-living differences between the two communities would indicate a greater ability to “make ends meet” in a primarily rural community.

#### EMPLOYMENT AND ECONOMIC FORECASTS<sup>4</sup>

Historically, Kewaunee County has had a stable local economy with employment rates that were comparable to state and national figures. Demographic factors are a key driving force in long-term employment projections. The population growth rate 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'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

<sup>4</sup> Much of the information used to develop this section was from the Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

Size of Family Unit	48 Contiguous States and D.C.	Alaska	Hawaii
1	\$8,980	\$11,210	\$10,330
2	\$12,120	\$15,140	\$13,940
3	\$15,260	\$19,070	\$17,550
4	\$18,400	\$23,000	\$21,160
5	\$21,540	\$26,930	\$24,770
6	\$24,680	\$30,860	\$28,380
7	\$27,820	\$34,790	\$31,990
8	\$30,960	\$38,720	\$35,600
Each Additional	\$3,140	\$3,930	\$3,610

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.

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 Kewaunee 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.

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, a growing share of the population will reach retirement age. 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 Kewaunee 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 Village of Casco and Towns of Carlton, Casco, Lincoln, Montpelier, and West Kewaunee these indicators are important because they may impact the quality of life for residents living in each community. Furthermore, these key economic indicators provide a gauge for a community's ability to support additional commercial and industrial development. To support economic prosperity, implementation strategies are provided in the Economic Development Element of this Plan.