Wisconsin by the Numbers

Small Community Forum
Nekoosa, WI

September 11, 2019

Matt Kures
Community Development Specialist

Center for Community and Economic Development
University of Wisconsin-Madison, Division of Extension
Population Change 1970 to 2017

Percent Change in Population Since 1970

- United States
- Wisconsin
- Wood County
- Portage County
- Marathon County
- Clark County

Data Source: Bureau of Economic Analysis
Population Change 1970 to 2017

Percent Change in Population Since 1970

- United States
- Wisconsin
- Adams County
- Jackson County
- Juneau County

Data Source: Bureau of Economic Analysis
Population Change from Natural Increase: 2000 to 2010 and 2010 to 2018

- Clark County: 6.7% (2000-2010), 5.3% (2010-2018)
- Marathon County: 4.9% (2000-2010), 2.5% (2010-2018)
- State of Wisconsin: 4.5% (2000-2010), 2.3% (2010-2018)
- Portage County: 4.4% (2000-2010), 1.9% (2010-2018)
- Jackson County: 2.4% (2000-2010), 1.4% (2010-2018)
- Wood County: 2.2% (2000-2010), 0.4% (2010-2018)
- Juneau County: 0.4% (2000-2010), -0.4% (2010-2018)
- Adams County: -3.2% (2000-2010), -4.7% (2010-2018)

Data Source: Wisconsin Department of Administration Demographic Services Center
Population Change from Net Migration:
2000 to 2010 and 2010 to 2018

Wood County
Clark County
Portage County
State of Wisconsin
Marathon County
Jackson County
Adams County
Juneau County

Net Migration - 2000 to 2010
Net Migration - 2010 to 2018

Data Source: Wisconsin Department of Administration Demographic Services Center
### Age Distribution (2018 Estimates)

<table>
<thead>
<tr>
<th></th>
<th>Under Age 16</th>
<th>Age 16 to 19</th>
<th>Age 20 to 24</th>
<th>Age 25 to 54</th>
<th>Age 55 to 64</th>
<th>Age 65 and Over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>12.5%</td>
<td>3.5%</td>
<td>4.0%</td>
<td>31.6%</td>
<td>19.3%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Clark</td>
<td>26.3%</td>
<td>5.7%</td>
<td>5.6%</td>
<td>32.1%</td>
<td>13.8%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Jackson</td>
<td>19.1%</td>
<td>4.6%</td>
<td>5.4%</td>
<td>36.9%</td>
<td>15.0%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Juneau</td>
<td>17.9%</td>
<td>4.1%</td>
<td>4.8%</td>
<td>36.9%</td>
<td>16.0%</td>
<td>20.3%</td>
</tr>
<tr>
<td>Marathon</td>
<td>20.2%</td>
<td>4.7%</td>
<td>5.5%</td>
<td>37.4%</td>
<td>14.5%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Portage</td>
<td>16.9%</td>
<td>6.9%</td>
<td>11.8%</td>
<td>34.3%</td>
<td>13.4%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Wood</td>
<td>19.1%</td>
<td>4.5%</td>
<td>5.2%</td>
<td>35.0%</td>
<td>15.7%</td>
<td>20.6%</td>
</tr>
<tr>
<td>United States</td>
<td>19.9%</td>
<td>5.2%</td>
<td>6.7%</td>
<td>39.3%</td>
<td>12.9%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>19.4%</td>
<td>5.2%</td>
<td>6.8%</td>
<td>37.5%</td>
<td>14.1%</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau 2018 Population Estimates
Share of Population Age 65 and Over
2010 Census versus 2020 and 2030 Projections

Data Source: Wisconsin Department of Administration and Author’s Calculations
Projected Change in Population Age 65 and Over - 2010 to 2040

Share of County Population Age 65 or Older - 2010 Census

Share of County Population Age 65 and Over - 2040 Projection

Share of Population Age 65 and Over - 2010 Census
(Number of Counties)

- Less than 15.0% (29)
- 15.0% to 19.9% (28)
- 20.0% to 24.9% (13)
- 25.0% to 29.9% (2)
- 30.0% or More (0)

Share of Population Age 65 and Over - 2040 Projection
(Number of Counties)

- Less than 15.0% (0)
- 15.0% to 19.9% (2)
- 20.0% to 24.9% (25)
- 25.0% to 29.9% (18)
- 30.0% or More (27)

Data Source: Population Projections 2010 to 2040 - WI Department of Administration Demographic Services Center
Map Production: Center for Community and Economic Development, UW-Madison Division of Extension
The graph illustrates the total population aged 65 and over from 2010 to 2040 for various counties in Wisconsin. The data is sourced from the Wisconsin Department of Administration and author's calculations.

- **Clark County:**
  - 2010: 5,413
  - 2020: 12,762
  - 2030: 18,065
  - 2040: 22,020

- **Marathon County:**
  - 2010: 8,955
  - 2020: 18,988
  - 2030: 36,470

- **Adams County:**
  - 2010: 4,899
  - 2020: 12,762
  - 2030: 22,020
  - 2040: 36,470

- **Juneau County:**
  - 2010: 4,677
  - 2020: 9,095
  - 2030: 9,160
  - 2040: 9,410

- **Jackson County:**
  - 2010: 3,303
  - 2020: 6,970
  - 2030: 9,095
  - 2040: 9,410
Per Capita Personal Income (PCPI) 1970 to 2017

Local PCPI as a Percent of the National PCPI

Wisconsin
Clark, WI
Marathon, WI
Portage, WI
Wood, WI

Data Source: Bureau of Economic Analysis
Per Capita Personal Income (PCPI) 1970 to 2017
Local PCPI as a Percent of the National PCPI

Data Source: Bureau of Economic Analysis
Sources of Personal Income - 2017

- Adams County: 49.9% Earnings, 17.5% Dividends, Interest and Rent, 32.6% Personal Current Transfer Receipts
- Clark County: 62.0% Earnings, 17.3% Dividends, Interest and Rent, 20.6% Personal Current Transfer Receipts
- Jackson County: 59.3% Earnings, 20.4% Dividends, Interest and Rent, 20.2% Personal Current Transfer Receipts
- Juneau County: 57.4% Earnings, 15.8% Dividends, Interest and Rent, 26.7% Personal Current Transfer Receipts
- Marathon County: 67.3% Earnings, 16.9% Dividends, Interest and Rent, 15.9% Personal Current Transfer Receipts
- Portage County: 63.9% Earnings, 18.0% Dividends, Interest and Rent, 18.2% Personal Current Transfer Receipts
- Wood County: 61.9% Earnings, 16.6% Dividends, Interest and Rent, 21.5% Personal Current Transfer Receipts

Data Source: Bureau of Economic Analysis
Social Security and Medicare as a Share of Total Personal Income

Data Source: Bureau of Economic Analysis
Convergence of the Population Age 18 & Age 65
Wood County - 2010 to 2040

Data Source: Wisconsin Department of Administration Demographic Services Center
Total Population Prime Working Age Population - 2010 to 2040

Data Source: Wisconsin Department of Administration and Author’s Calculations
**Total Population Working Age Population - 2010 to 2040**

### Total Working Age Population

**Clark County**
- 2010: 20,793
- 2015: 23,350
- 2020: 25,906
- 2025: 28,462
- 2030: 31,018
- 2035: 33,574
- 2040: 36,130

**Marathon County**
- 2010: 49,078
- 2015: 48,206
- 2020: 45,220
- 2025: 42,234
- 2030: 39,248
- 2035: 36,262
- 2040: 33,276

**Portage County**
- 2010: 13,219
- 2015: 13,323
- 2020: 13,323
- 2025: 13,323
- 2030: 13,323
- 2035: 13,323
- 2040: 13,323

**Wood County**
- 2010: 49,078
- 2015: 45,220
- 2020: 41,362
- 2025: 37,504
- 2030: 33,646
- 2035: 29,788
- 2040: 25,930

### Total Population Working Age Population

**Adams County**
- 2010: 17,360
- 2015: 17,219
- 2020: 17,078
- 2025: 16,937
- 2030: 16,796
- 2035: 16,655
- 2040: 16,514

**Jackson County**
- 2010: 16,190
- 2015: 16,049
- 2020: 15,908
- 2025: 15,767
- 2030: 15,626
- 2035: 15,485
- 2040: 15,344

**Juneau County**
- 2010: 12,470
- 2015: 12,470
- 2020: 12,470
- 2025: 12,470
- 2030: 12,470
- 2035: 12,470
- 2040: 12,470

### Data Source:
Wisconsin Department of Administration and Author’s Calculations
<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Share of Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Companies and Enterprises</td>
<td>36.7%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>32.5%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>32.4%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>31.3%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>30.7%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>29.9%</td>
</tr>
<tr>
<td>Administrative and Support and Waste...</td>
<td>28.2%</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>27.7%</td>
</tr>
<tr>
<td>All NAICS Sectors</td>
<td>27.7%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>27.4%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>27.1%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>27.0%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>26.9%</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>26.9%</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>26.3%</td>
</tr>
<tr>
<td>Other Services (except Public Administration)</td>
<td>22.9%</td>
</tr>
<tr>
<td>Utilities</td>
<td>22.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>21.5%</td>
</tr>
<tr>
<td>Information</td>
<td>21.2%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>11.3%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau LEHD
Examples of WD Organizations & Stakeholders

• Community Colleges and Technical Schools
• K-12 System
• Universities
• Local, State and Federal Government
• Community & Faith-Based Organizations
• Social Service Agencies
• Economic Development & Workforce Development Organizations
• Employers
• Labor Organizations

Examples of Strategies:

• Talent attraction and retention;
• Assisting in the development of career pathways;
• Identifying opportunities for individuals with particular needs (childcare, dislocated workers, veterans, etc.);
• Developing non-traditional schedules (flexible, seasonal, job sharing, etc.);
• Capital improvement funds;
• Automation/Computerization;
• Placemaking;
• Telecommuting;
• Phased retirement programs;
• Knowledge transfer and reverse mentoring.
Understanding Employment Conditions – Unemployment and Labor Participation

- **Labor Participation Rate** – Percent of the civilian population that is either employed or unemployed *and* actively seeking a job.

- **Unemployment Rate** – Percent of the civilian labor force that is without a job and actively seeking one.

Unemployment rates and participation rates do not include people who are not in the labor force. Individuals not in the labor force can include:

- Discouraged workers (those not actively seeking employment);
- Students;
- Retirees;
- Seasonal workers surveyed in the off-season;
- Institutionalized individuals;
- People doing incidental unpaid family work;
Annual Average Unemployment Rate (U3)
State of Wisconsin 1990 to 2018

Data Source: Bureau of Labor Statistics LAUS
Labor Participation Rates for Males and Females Ages 20 to 64 – 2013 to 2017 5-Year Estimates

**Males Ages 20 to 64**
- Marathon County: 87.9%
- Clark County: 86.6%
- Wood County: 85.6%
- Portage County: 84.6%
- Wisconsin: 84.4%
- United States: 82.1%
- Jackson County: 72.6%
- Juneau County: 70.1%
- Adams County: 59.7%

**Females Ages 20 to 64**
- Marathon County: 81.3%
- Portage County: 79.3%
- Wood County: 78.3%
- Wisconsin: 78.6%
- Jackson County: 77.1%
- Juneau County: 75.1%
- United States: 72.3%
- Clark County: 71.1%
- Adams County: 67.6%

Data Source: U.S. Census Bureau 2013-2017 American Community Survey 5-Year Estimates
Labor Participation Rates for the Population Ages 25 to 54

State of Wisconsin - Men
United States - Men
State of Wisconsin - Women
United States - Women

Total Individuals in the Labor Force Ages 25 to 54
State of Wisconsin 2000 to 2018

Based on Actual Participation Rate
Based on Year 2000 Participation Rate

Child Care as a Workforce Development Strategy

Correlation Female Labor Force Participation Rate and Children Per Prime Age Female
Wisconsin Counties, 2016

Correlation Male Labor Force Participation Rate and Children Per Prime Age Male
Wisconsin Counties, 2016
Child Care as a Workforce Development Strategy

Figure 4 - Number of Children Under Age 5 per Childcare Establishment

Figure 5 - Wisconsin Household Survival Budget
Monthly Child Care for Households with 2 Adults, 1 Infant and 1 Preschooler

Sources: U.S. Census Bureau, 2016 County Business Patterns and 2016 Nonemployer Statistics

Data Source: United Way ALICE https://www.unitedwayalice.org/wisconsin
### Worker Flow for Wood County (Q2 2017)

#### Employees Working in Wood County

<table>
<thead>
<tr>
<th>County of Residence</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood County, WI</td>
<td>20,392</td>
<td>51.5%</td>
</tr>
<tr>
<td>Marathon County, WI</td>
<td>4,685</td>
<td>11.8%</td>
</tr>
<tr>
<td>Portage County, WI</td>
<td>2,894</td>
<td>7.3%</td>
</tr>
<tr>
<td>St. Croix County, WI</td>
<td>703</td>
<td>1.8%</td>
</tr>
<tr>
<td>Adams County, WI</td>
<td>561</td>
<td>1.4%</td>
</tr>
<tr>
<td>Eau Claire County, WI</td>
<td>460</td>
<td>1.2%</td>
</tr>
<tr>
<td>Oneida County, WI</td>
<td>406</td>
<td>1.0%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>397</td>
<td>1.0%</td>
</tr>
<tr>
<td>Polk County, WI</td>
<td>388</td>
<td>1.0%</td>
</tr>
<tr>
<td>Barron County, WI</td>
<td>379</td>
<td>1.0%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>8,328</td>
<td>21.0%</td>
</tr>
</tbody>
</table>

#### Employees Residing in Wood County

<table>
<thead>
<tr>
<th>County of Employment</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood County, WI</td>
<td>20,392</td>
<td>52.9%</td>
</tr>
<tr>
<td>Portage County, WI</td>
<td>3,630</td>
<td>9.4%</td>
</tr>
<tr>
<td>Marathon County, WI</td>
<td>3,034</td>
<td>7.9%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>926</td>
<td>2.4%</td>
</tr>
<tr>
<td>Outagamie County, WI</td>
<td>874</td>
<td>2.3%</td>
</tr>
<tr>
<td>Brown County, WI</td>
<td>842</td>
<td>2.2%</td>
</tr>
<tr>
<td>Eau Claire County, WI</td>
<td>679</td>
<td>1.8%</td>
</tr>
<tr>
<td>Winnebago County, WI</td>
<td>649</td>
<td>1.7%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>619</td>
<td>1.6%</td>
</tr>
<tr>
<td>Clark County, WI</td>
<td>566</td>
<td>1.5%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>6,326</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau OnTheMap LODES Data
## Worker Flow for the City of Nekoosa (Q2 2017)

### Employees Working in the City of Nekoosa (n = 1,258) – Place of Residence

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin Rapids city (Wood)</td>
<td>218</td>
<td>17.3%</td>
</tr>
<tr>
<td>Nekoosa city (Wood)</td>
<td>182</td>
<td>14.5%</td>
</tr>
<tr>
<td>Saratoga town (Wood)</td>
<td>149</td>
<td>11.8%</td>
</tr>
<tr>
<td>Port Edwards village (Wood)</td>
<td>133</td>
<td>10.6%</td>
</tr>
<tr>
<td>Grand Rapids town (Wood)</td>
<td>88</td>
<td>7.0%</td>
</tr>
<tr>
<td>Rome town (Adams)</td>
<td>60</td>
<td>4.8%</td>
</tr>
<tr>
<td>Port Edwards town (Wood)</td>
<td>51</td>
<td>4.1%</td>
</tr>
<tr>
<td>Plover village (Portage)</td>
<td>37</td>
<td>2.9%</td>
</tr>
<tr>
<td>Sigel town (Wood)</td>
<td>23</td>
<td>1.8%</td>
</tr>
<tr>
<td>Seneca town (Wood)</td>
<td>22</td>
<td>1.7%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>295</td>
<td>23.4%</td>
</tr>
</tbody>
</table>

### Employees Residing in the City of Nekoosa (n= 1,277) - Place of Employment

<table>
<thead>
<tr>
<th>Place of Employment</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin Rapids city (Wood)</td>
<td>293</td>
<td>22.9%</td>
</tr>
<tr>
<td>Nekoosa city (Wood)</td>
<td>182</td>
<td>14.3%</td>
</tr>
<tr>
<td>Stevens Point city (Portage)</td>
<td>56</td>
<td>4.4%</td>
</tr>
<tr>
<td>Plover village (Portage)</td>
<td>43</td>
<td>3.4%</td>
</tr>
<tr>
<td>Port Edwards village (Wood)</td>
<td>38</td>
<td>3.0%</td>
</tr>
<tr>
<td>Port Edwards town (Wood)</td>
<td>37</td>
<td>2.9%</td>
</tr>
<tr>
<td>Marshfield city (Wood)</td>
<td>32</td>
<td>2.5%</td>
</tr>
<tr>
<td>Grand Rapids town (Wood)</td>
<td>27</td>
<td>2.1%</td>
</tr>
<tr>
<td>Wausau city (Marathon)</td>
<td>25</td>
<td>2.0%</td>
</tr>
<tr>
<td>Saratoga town (Wood, WI)</td>
<td>24</td>
<td>1.9%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>520</td>
<td>40.7%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau OnTheMap LODES Data
Housing Price Index 1997 to 2018
(2000 = 100)

Data Source: Federal Reserve Bank of St. Louis, Federal Reserve Economic Data (FRED)
Housing Price Index 1997 to 2018
(2000 = 100)

- United States
- State of Wisconsin
- Adams County
- Jackson County
- Juneau County

Data Source: Federal Reserve Bank of St. Louis, Federal Reserve Economic Data (FRED)
Share of Owner-Occupied Housing Units with Monthly Housing Costs Greater than 35 Percent of Household Income (2011 to 2015 5-Year Estimates)

Share of Owner-Occupied Housing Units with Monthly Housing Costs Greater than 35% of Household Income

- 11.9% or Less
- 12.0% to 15.9%
- 16.0% to 19.9%
- 20.0% to 23.9%
- 24.0% or More**
- No Data

* U.S. Average is 19.9%
** Maximum value is 43.6% (Dukes County, MA)

Numbers are subject to a margin of error.
Ratio of Median Owner Occupied Home Value to Median Household Income (2011 to 2015 5-Year Estimates)

Ratio of Median Owner Occupied Home Value to Median Household Income

- 2.00 or Less
- 2.01 to 2.50
- 2.51 to 3.00
- 3.01 to 3.50*
- 3.51 to 4.00
- 4.00 or More**
- No Data

* U.S. Average is 3.31
** Maximum value is 11.83% (Kings County, NY)

Data Source: U.S. Census Bureau 2011-2015 American Community Survey. Numbers are subject to a margin of error.
Residential Building Permits

Single Unit Structures – 2000 to 2017

Data Source: U.S Census Bureau
Distribution of Employment by Probability of Automation/Computerization

Source: Bureau of Labor Statistics, Frey and Osborne (2017) and Author’s Calculations
Wisconsin’s Manufacturing Sector – 15 Most Common Occupations and Probability of Automation/Computerization

<table>
<thead>
<tr>
<th>NAICS and Industry Description</th>
<th>Number of Employees in WI Manufacturing</th>
<th>Automation Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Assemblers</td>
<td>32,310</td>
<td>97.0%</td>
</tr>
<tr>
<td>First-Line Supervisors of Production and Operating Workers</td>
<td>19,760</td>
<td>1.6%</td>
</tr>
<tr>
<td>Laborers and Freight, Stock, and Material Movers, Hand</td>
<td>14,770</td>
<td>85.0%</td>
</tr>
<tr>
<td>Machinists</td>
<td>13,080</td>
<td>65.0%</td>
</tr>
<tr>
<td>Welders, Cutters, Solderers, and Brazers</td>
<td>13,010</td>
<td>94.0%</td>
</tr>
<tr>
<td>Packaging and Filling Machine Operators and Tenders</td>
<td>11,860</td>
<td>98.0%</td>
</tr>
<tr>
<td>Inspectors, Testers, Sorters, Samplers, and Weighers</td>
<td>11,340</td>
<td>98.0%</td>
</tr>
<tr>
<td>Computer-Controlled Machine Tool Operators,</td>
<td>10,220</td>
<td>86.0%</td>
</tr>
<tr>
<td>Sales Representatives, Wholesale and Manufacturing</td>
<td>10,180</td>
<td>85.0%</td>
</tr>
<tr>
<td>Maintenance and Repair Workers, General</td>
<td>8,920</td>
<td>64.0%</td>
</tr>
<tr>
<td>Cutting, Punching, and Press Machine Setters, Operators, etc.</td>
<td>8,790</td>
<td>78.0%</td>
</tr>
<tr>
<td>Paper Goods Machine Setters, Operators, and Tenders</td>
<td>8,580</td>
<td>67.0%</td>
</tr>
<tr>
<td>Electrical and Electronic Equipment Assemblers</td>
<td>8,360</td>
<td>95.0%</td>
</tr>
<tr>
<td>Food Batchmakers</td>
<td>8,240</td>
<td>70.0%</td>
</tr>
<tr>
<td>Office Clerks, General</td>
<td>7,810</td>
<td>96.0%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics OES, Frey and Osborne (2017) and Author’s Calculations
Contact Information

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