

2.0 COMMUNITY PROFILE

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2.0 COMMUNITY PROFILE

Demographic Profile



Planning efforts revolve around the people who live, work and own property in the community. The following pages analyze the size, composition and trends of the population. This information is critical to forecasting the need for community facilities and services. This information will be used to plan for adequate schools, roads, parks, and other public services.

Population Trends

The Town of Nekimi experienced relatively stable population growth between 1950 and 1980, followed by modest population decline between 1980 and 2000. (See Table 1) Winnebago County and the State of Wisconsin, on the other hand, experienced continual population growth over the entire 1950 - 2000 time period. Between 2000 and 2001, the Wisconsin Department of Administration estimates that the town's population increased by 10 residents to 1,429.

TABLE 1: POPULATION TRENDS 1950 – 2000			
Year	Town of Nekimi	Winnebago Co.	Wisconsin
1950	986	91,103	3,434,575
1960	1,073	107,928	3,951,777
1970	1,193	129,946	4,417,821
1980	1,516	131,772	4,705,642
1990	1,475	140,320	4,891,769
2000	1,419	156,763	5,363,675
Percent Change 1990 – 2000	-3.8%	11.7%	9.6%

Sources: U.S. Census: 1950, 1960, 1970, 1980, 1990 and 2000.

To put the population growth rate of the Town of Nekimi into context, Table 2 compares the population changes for all towns in Winnebago County. From this table, it is apparent that the Town of Nekimi is growing at a rate far below most other towns in the county. This may be due to a combination of factors including that:

- The Town of Nekimi has limited infrastructure;
- The town did not have a subdivision ordinance until 2000;
- Growth around Oskosh has been mostly to the north and west;
- The town does not have waterfront areas for residential development; and
- Annexations by City of Oshkosh have taken new development.

TABLE 2: WINNEBAGO COUNTY TOWN POPULATION CHANGES 2000 - 2003				
Town Name	1990 Census	2000 Census	2003 Estimate	Percent Change 2000 – 2003
<i>Town of Nekimi</i>	1,475	1,419	1,441	1.55
Town of Algoma	3,942	5,703	6,034	5.82
Town of Black Wolf	2,154	2,330	2,407	3.30
Town of Clayton	2,264	2,974	3,209	7.90
Town of Menasha	13,975	15,858	16,485	3.95
Town of Neenah	2,691	2,657	2,686	1.09
Town of Nepeuskun	647	689	711	3.19
Town of Omro	1,616	1,875	1,951	4.05
Town of Oshkosh	4,655	3,234	2,770	-14.35
Town of Poygan	824	1,037	1,093	5.40
Town of Rushford	1,361	1,471	1,509	2.58
Town of Utica	1,046	1,168	1,210	3.60
Town of Vinland	1,688	1,849	1,891	2.27
Town of Winchester	1,433	1,676	1,720	2.63
Town of Winneconne	1,761	2,145	2,252	4.99
Town of Wolf River	1,037	1,223	1,252	2.37
All Towns in Winnebago County	42,569	47,307		11.6%

Source: U.S. Census: 1990 and 2000; DOA Population Estimates 2003

Population Projections

Table 3 projects the population of the Town of Nekimi through 2025 and compares this population change to Winnebago County and the State of Wisconsin for the same time period. These projections indicate that the Town of Nekimi's population will grow from 1,508 in 2000 to 1,636 in 2025.

TABLE 3: POPULATION PROJECTIONS, 2000 – 2025			
Year	Town of Nekimi	Winnebago Co.	Wisconsin
2000	1,419	156,763	5,363,575
2005	1,454	162,076	5,531,025
2010	1,500	166,717	5,700,303
2015	1,547	171,369	5,878,871
2020	1,594	176,614	6,056,186
2025	1,636	181,303	6,216,980
Percent Change 2000 - 2025	15.29%	15.65%	15.91%

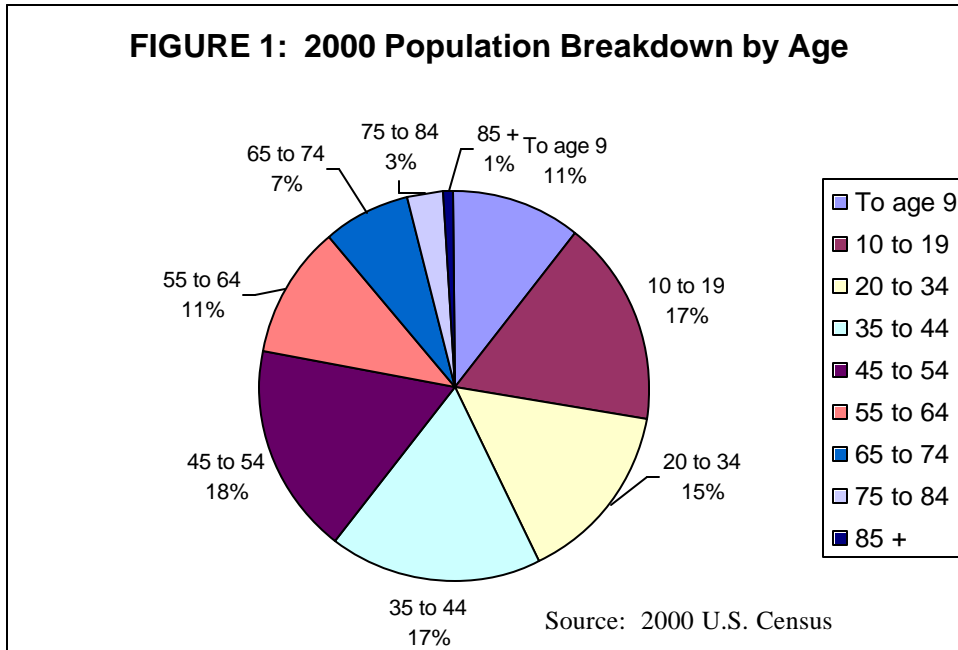
NOTES: Available DOA Projections show decreasing Town population. Projections in Table based on shift-share technique. Assumes Town of Nekimi will maintain its share of the overall Winnebago County Population.

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 Town of Nekimi, information about the race, sex, and age of the population must be examined.

In 2000, there were 726 males and 693 females living in the Town of Nekimi. Nearly 100% of the residents reported their race as white. Of the ancestries reported by town residents in 2000, by far, most residents reported German (64.5%) followed by Irish (7.3%).

The median age of Nekimi's population in 1990 was 32.9 years, slightly higher than the median age in the county 32.5 and the same as the state median age(32.9 years) (1990 U.S. Census). Winnebago County, the State of Wisconsin, and the Town of Nekimi experienced growth in the proportion of elderly persons and losses in the percentage of school age children between 1990 and 2000. As a result, by 2000 the median age of the population in the Town of Nekimi had increased by 6.8 years, the county by 2.9 years and the state by 3.1 years. Figure 1 provides a breakdown of the Town of Nekimi population by Age in 2000.



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, state, and local 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

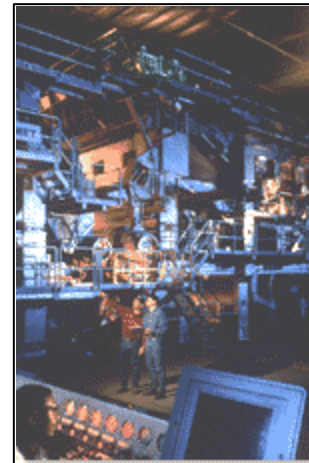
main reasons for this decrease in household size include: a decrease in birth rate, people waiting longer to get married, an increased divorce rate, and an increase in the average life span thereby resulting in more elderly people living either alone or with another family member.

According to the 2000 U.S. Census, there were 526 households in the Town of Nekimi (up from 499 households in 1990). The vast majority of these households (414) were families (i.e. married couples living alone or with children and female-headed households). The second largest category of household was the one-person household (85 up from 56 in 1990). There were nine people living in group quarters in the Town of Nekimi in 2000.

Economic Profile¹

Economic conditions have a direct impact on the supply, demand and costs of housing, infrastructure and services within a community. Therefore, it is necessary to examine the economic situation in the Town of Nekimi, as well as the greater region, to predict additional housing, infrastructure and service needs.

The information for this chapter was compiled from the 1997 Economic Census, 1998 County Business Patterns, 2000 U.S. Census and other sources of information from the State of Wisconsin. Although much of the information is available only at the county-wide and state level and is not specific for the town, this information serves as a good indicator of the economic environment of Nekimi. Where available, information specific to the town is included.



Labor Force

The labor force is the sum of employed and unemployed persons who are 16 years of age and older. Table 4 compares the rate of employment and unemployment in Winnebago County, the Town of Nekimi and the State of Wisconsin. This data is based on the 2000 U.S. Census. Generally speaking, Winnebago County has outpaced the State of Wisconsin with respect to employment. The county's strong employment history is linked to the growing local economy and strong manufacturing base.

¹Much of the information for the development of this section was taken from the Winnebago County Workforce Profile. Wisconsin Department of Workforce Development, Division of Workforce Excellence, Bureau of Workforce Information, July 1999.

TABLE 4: 2000 CIVILIAN LABOR FORCE DATA				
	Population Age 16 years and over	Population in Labor Force	Employment Rate	Unemploy- ment Rate
Town of Nekimi	1,149	873	74.4%	1.6%
Winnebago County	123,806	85,874	66.8%	2.5%
State of Wisconsin	4,157,030	2,872,104	65.8%	3.2%

Source: 2000 U.S. Census

The term used to describe the relationship between the labor force and population is participation rate. Based on the information in Table 4, the Town of Nekimi (75.9%) and Winnebago County (69.4%) have a higher participation rate than the State of Wisconsin (69.1%).

Participation rates are the result of both economic and demographic conditions of an area. Rapid job growth in Winnebago County has consistently resulted in lower levels of unemployment than those found in the U.S. or Wisconsin. The high participation rate in Winnebago County and the Town of Nekimi 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 the Winnebago County, there have been some significant labor shifts in the 1990s. For instance, between 1990 and 1997, there was a 33.7 percent increase in the labor force population between the ages of 40 and 54 (refer to Table 5). Also of major significance to employers has been the negative growth in the number of younger workers. The decline in the number of 16-24 year-olds in Winnebago County, combined with an increase in the number of businesses that traditionally hire large numbers of younger workers, has contributed to a labor shortage. Evidence of this labor shortage is visible throughout the county by the number of “help wanted” signs posted in local stores, restaurants, and gas stations (jobs that traditionally attract the 16-24 year-old entry-level labor market).

TABLE 5: WINNEBAGO COUNTY LABOR FORCE BREAKDOWN BY AGE, 1997			
Age Group	1990 Population	1997 Population Estimate	% Change 1990-1997
16-24	20,994	18,709	-10.9%
25-39	35,553	36,754	3.4%
40-54	23,393	31,274	33.7%
55-64	11,689	12,932	10.6%
65+	18,649	19,739	9.5%
Total	109,649	119,408	8.9%

Source: Estimated from WI Dept. of Admin., Demographic Services Center, Official Population Projections 1990-2000 and U.S. Census Bureau.

Where Do People Work?

Winnebago County workers are very mobile. Of the 96,135 residents of the county who have jobs, over 40 percent work outside of the county. Much of the cross county travel is between the Fox Cities, which are located in portions of Winnebago, Outagamie, and Calumet Counties. The majority of the Winnebago County commuters travel to Outagamie County. However, despite the high number of commuters, Winnebago County actually gains approximately 2,500 workers in the exchange with Outagamie County each day. A large portion of this inter-county commute around the Fox Cities relates to jobs in the paper industry and allied industry and its subsidiaries.

Table 6 provides a more detailed breakdown of commuting patterns in Winnebago County. This information is a bit dated. However, it is believed that the general pattern of commuters remains true today. Update information is anticipated in 2003 or 2004.

TABLE 6: WINNEBAGO COUNTY COMMUTING PATTERNS			
County	Commute Into	Commute From	Net Commute
Outagamie	8,942	11,413	2,471
Fond du Lac	1,316	1,925	609
Waupaca	351	931	580
Calumet	375	2,622	2,247
Elsewhere	2,168	3,604	1,436
Total	13,092	21,238	8,146
Work in Winnebago		56,317	

Source: WI DWD, Bureau of Workforce Information. Wisconsin Commuting Patterns, 1994.

The main commuter route through the county is US 41, the main corridor running through the Fox Valley. US 41 is easily accessible to residents of the Town of Nekimi, since US 41 runs the entire length of the town (though a portion of the frontage has been annexed by the City of Oshkosh). According to the 2000 U.S. Census, on average, residents of the Town of Nekimi travel 20.6 minutes to work - ample time to travel to many of the communities in Fox Valley via US 41.

Major Employers

Industrial parks and shopping malls adjacent to the USH 41 corridor have contributed significantly to job growth throughout Winnebago County. Manufacturing industries, while not being the creators of most job growth in the county, still account for nearly 40 percent of all the non-farm jobs. Service, transportation, communications, and utilities industries have all demonstrated high percentages of job growth.

The Town of Nekimi has a minimal amount of commercial and industrial development located within the town limits. This is related to limited infrastructure services (i.e. water and sewer). Nevertheless, manufacturing occupations have provided the greatest number of jobs for residents of the Town of Nekimi.

In 1980, just over 24 percent of the town's residents were employed in manufacturing occupations (1980 U.S. Census). Between 1980 and 1990, the greatest employment growth was seen in the manufacturing sector with an increase of 45 jobs. The 2000 U.S. Census also reveals that most town residents who are working are employed in manufacturing industries (29.4%). Other significant occupations recorded in the 2000 Census were retail trade (12.9%) and educational, health and social services (16.1%).

Of concern is the decrease between 1990 and 2000 of residents who identified their occupation in the agriculture, forestry, fishing, and mining industry. In 1990, 18.62% of residents identified their occupation in this category, by 2000, the figure had dropped to only 6.8%.

Tables 7 and 8 highlight the top 10 industry groups and employers in Winnebago County in 1997. There were a total of 3,520 private sector employers in the county in 1997. The top ten private sector employers employed more than 20 percent of all non-farm workers in Winnebago County. Five of the ten largest industries are in manufacturing. Paper and allied products is the single largest industry group within Winnebago County. Kimberly Clark, Georgia Pacific (formerly Wisconsin Tissue Mills) and Fort James (formerly James River) are major companies producing paper and paper products in the county.

TABLE 7: TOP 10 INDUSTRY GROUPS IN WINNEBAGO COUNTY		
Industry Group	Employers	Employment
Paper and Allied Products	38	12,514
Health Services	218	8,611
Educational Services	13	4,580
Eating and Drinking Places	231	4,528
Printing and Publishing	48	4,240
Transportation Equipment	12	3,003
Electronic and Electrical Equipment	7	2,583
Industrial Machinery and Equipment	62	2,563
Business Services	119	2,469
Social Services	76	2,257

Source: Winnebago County Workforce Profile, 1999

TABLE 8: TOP 10 PRIVATE SECTOR EMPLOYERS IN WINNEBAGO COUNTY		
Industry Group	Product or Service	Size
Kimberly Clark Corp.	Paper Products	1000+
Menasha Corp.	Paper Products, Printing	1000+
Plexus Corp.	Electronic Components	1000+
Curwood, Inc. (Bemis)	Plastic Films for Packaging	1000+
Oshkosh Truck Corp.	Trucks, Utility & Emergency Vehicles	1000+
Georgia Pacific	Tissue Manufacturing	1000+
Banta Corp.	Printing	1000+
Mercy Medical Center	Hospital	1000+
United Health Group, Inc.	Health Care	1000+
Network Health Systems, Inc.	Health Care	1000+

Source: Winnebago County Workforce Profile, 1999

Income & Wages

Average annual wages paid in Winnebago County were 9.9 percent higher than the state average in 1997. The greatest positive differential in average wages between Winnebago County and statewide levels occurred within manufacturing. Manufacturing annual average wages in Winnebago County 1997 were 13.7 percent higher than the state average. The primary reason for the difference is the predominance of the paper industry with its high wages.

Manufacturing employment represented 36.9 percent of total employment and 49.6 percent of wages paid in Winnebago County in 1997. Some of the difference between employment and wages can be attributed to the fact that several large employers have collective bargaining agreements. Overtime wages also influence total earnings of manufacturing workers.

On the other end of the earnings spectrum, retail trade employment represents 14.4 percent of employment, yet only 6.1 percent of the wages paid in Winnebago County. The wages in the retail industry represent a significantly smaller portion of total wages because the industry employs a large number of entry-level works and over 40 percent of the employment is part-time.

Per capita income is total income divided by the total number of residents. Winnebago County's per capita income ranked 11th highest of Wisconsin's 72 Counties in 1997. Per capita income in Winnebago County during this period was 2.5 percent higher than the state's average, but 2.5 percent lower than the national average.

The last column in Table 9 demonstrates that Winnebago County is experiencing a trend of decreasing gains in per capita income as compared to Wisconsin and the nation. The estimates for the Town of Nekimi provided in Table 10 were derived by applying the average annual per capita income percent change for Winnebago County (4.2%) to the

1990 Census data available for the Town of Nekimi. As a result, the town also shows a trend of decreasing gains in per capita income. In 1989, the per capita income in the Town of Nekimi was \$7,118. Applying the county average annual percentage growth in income to this figure, the 2000 estimate of per capita income in the Town of Nekimi is \$21,915.

TABLE 9: PER CAPITA PERSONAL INCOME COMPARISON							
	1992	1993	1994	1995	1996	1997	Avg. Annual Percent Change
U.S.	\$20,547	\$21,220	\$22,056	\$23,059	\$24,164	\$25,288	4.7%
Wisconsin	\$19,331	\$20,009	\$21,012	\$21,960	\$22,987	\$24,048	4.6%
Winnebago Co.	\$21,615	\$20,487	\$21,615	\$22,779	\$23,666	\$24,659	4.2%
T. of Nekimi (Estimate)	\$15,769	\$16,431	\$17,121	\$17,840	\$18,590	\$19,371	4.2%

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System

Within Winnebago County there are 16 towns. Table 10 compares the median income position of the Town of Nekimi to the other towns in the county. The information indicates that residents of the Town of Nekimi have not increased their income at the same rate as other communities in the county. As a result, the town's rank decreased from 2nd in 1990 to 11th in 2000.

One additional measure of income is the adjusted gross income reported to the Wisconsin Department of Revenue on income tax returns. This information reveals that the Town of Nekimi's income per return (\$40,079) was slightly less than the Winnebago County average (\$41,945) (WDOR, 2000). An important distinction between income generated by the Census Bureau (i.e. median 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 10
WINNEBAGO COUNTY TOWN INCOME CHARACTERISTICS

Town Name	1990 Median Household Income	2000 Median Household Income	Difference Between 1990 & 2000	1990 Rank	2000 Rank
<i>Town of Nekimi</i>	\$42,083	\$50,547	\$8,464	2	11
Town of Algoma	\$37,276	\$71,792	\$34,516	6	1
Town of Black Wolf	\$40,750	\$53,405	\$12,655	3	8
Town of Clayton	\$37,049	\$62,551	\$25,502	7	3
Town of Menasha	\$45,650	\$50,887	\$ 5,237	1	10
Town of Neenah	\$37,286	\$57,083	\$19,797	5	5
Town of Nepeuskun	\$32,083	\$47,344	\$15,261	13	13
Town of Oshkosh	\$33,867	\$43,570	\$9,703	11	6
Town of Omro	\$32,500	\$56,274	\$23,774	12	16
Town of Poygan	\$27,222	\$53,947	\$26,725	15	7
Town of Rushford	\$26,500	\$45,990	\$19,490	16	14
Town of Utica	\$35,313	\$49,800	\$14,487	10	12
Town of Vinland	\$40,223	\$64,338	\$24,115	4	2
Town of Winchester	\$36,172	\$53,400	\$17,228	9	9
Town of Winneconne	\$36,964	\$60,385	\$23,421	8	4
Town of Wolf River	\$30,054	\$44,922	\$14,868	14	15
All Towns in County	\$35,687	\$54,151	\$18,464	NA	NA

Source: 1990 and 2000 U.S. Census

Poverty Status

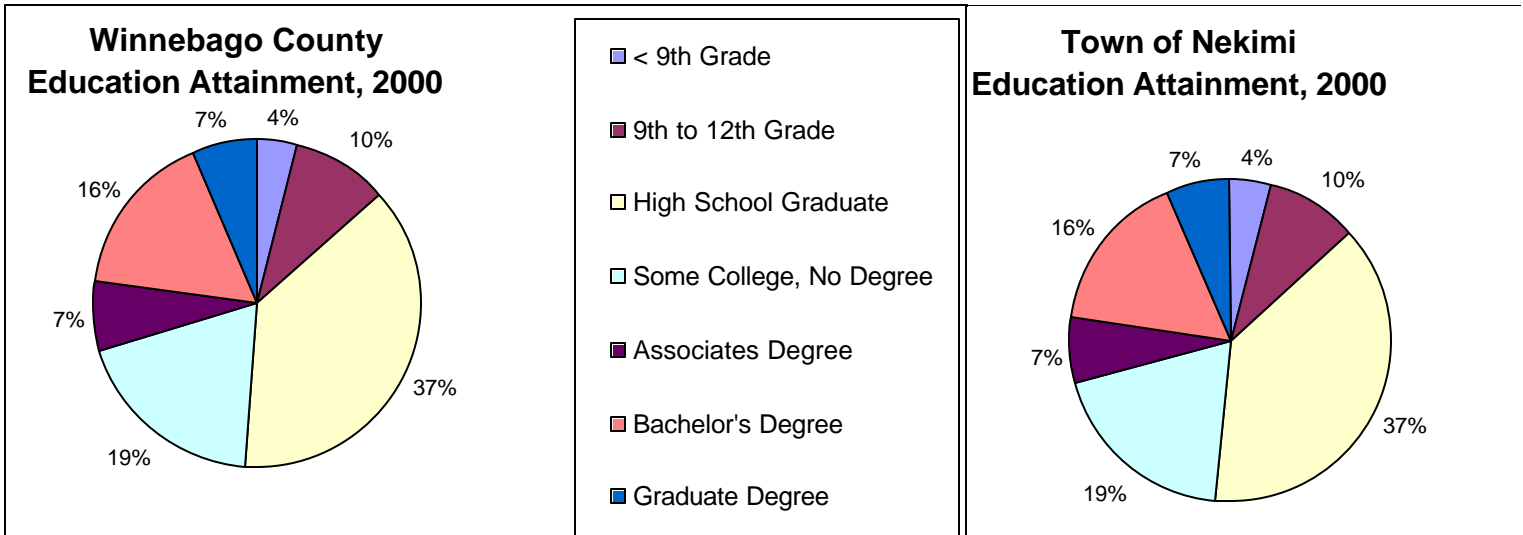
According to the 2000 Census, less than 3% of all families (12) and 3.5% of all individuals in the Town of Nekimi were living below the poverty line in 1999. These figures compare favorably to the figures for the county with 3.8% of all families and 6.7% of all individuals living below the poverty level.

Looking more closely at the poverty information for the Town of Nekimi, it is of much concern that 11.2% of all seniors (age 65 and over) reported their income as below the poverty level in 1999. Nekimi has a disproportionate share of the 6.6% of all county residents age 65 and over living below the poverty level.

Education Levels

A good indicator of the quality of life in a community is the educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. Figures 4A and 4B illustrate the level of educational attainment for persons age 25 and over in Winnebago County and the Town of Nekimi in 2000. From the information it is apparent that the population is well educated. In both

the town and county, a significant portion of the population has some college education. Most residents of the Town of Nekimi have a high school diploma. Fewer town residents have advanced degrees when compared to the county figures.



Employment Forecast for Winnebago County

Historically, Winnebago 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 strong national economy has only enhanced Winnebago 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 Winnebago County are very low. Workers are finding employment faster and getting paid more. Employers that have normally laid workers off on a seasonal basis, are keeping the workers rather than risk losing them to competitors.

As is now evident, a national recession started in 2001. The result of this recession has been a marked slowdown in regional economic development. Likewise, several large manufacturing operations in the region have closed their doors. Because residents of the Town of Nekimi are largely employed beyond the town limits, the town depends on regional economic success to sustain local workers. The town will seek to improve local employment opportunities by providing areas for new development and marketing the town to prospective employers. Given the cyclical nature of the economy, the recession will end in the 20-year planning period and employment opportunities will improve.