
1.0 COMMUNITY PROFILE

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1.0 COMMUNITY PROFILE

Demographic Profile

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



Population Trends

The Town of Winchester has experienced population gains over the last 3 decades as demonstrated in Table 1. Generally, the Town's population has accounted for about 1% of the total county population. However, it should be noted that most of the growth has occurred between 1990 and 2000. Likewise, the Town's share of the total county population has also been increasing.

TABLE 1 HISTORIC POPULATION TRENDS						
Location	1970	1980	1990	2000	Actual Chg 1970-2000	% Change
Town of Winchester	1,209	1,261	1,433	1,676	467	38.6%
Share of County Population	1.0%	.95%	1.02%	1.07%	NA	NA
Winnebago County	129,946	131,772	140,320	156,283	26,337	20.3%

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

To put the population growth rate of the Town of Winchester into context, Table 2 compares the population changes for all towns in Winnebago County. From this table, it is apparent that the Town of Winchester is gaining population at a much faster rate than many other towns in Winnebago County.

TABLE 2 WINNEBAGO COUNTY TOWN POPULATION CHANGES 1990-2000			
Town Name	1990 Population	2000 Population	% Change 1990 - 2000
<i>Town of Winchester</i>	1,433	1,676	17.5%
Town of Algoma	3,942	5,702	47.6%
Town of Black Wolf	2,154	2,330	9.3%
Town of Clayton	2,264	2,974	25.2%
Town of Menasha	13,975	15,858	15.7%
Town of Neenah	2,691	2,657	0%
Town of Nekimi	1,475	1,419	-3.1%
Town of Nepeuskum	647	689	6.5%
Town of Omro	1,616	1,875	17.3%
Town of Oshkosh	4,655	3,234	-40.5%
Town of Poygan	824	1,037	27.9%
Town of Rushford	1,361	1,471	8.2%
Town of Utica	1,046	1,168	14.1%
Town of Vinland	1,688	1,849	9.9%
Town of Winneconne	1,761	2,145	24.7%
Town of Wolf River	1,037	1,223	18.6%
All Towns in Winnebago County	42,569	47,307	11.6%

Source: 1990 and 2000 U.S. Census

Table 3 projects the population of the Town of Winchester 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 Winchester will continue to gain population through 2025. Projections available through the East Central Wisconsin Regional Planning Commission are similar to these state projections and have a 2025 population of 2,092. These projections, however, do not take highway expansion into consideration, which may alter the Town's population projections over time.

TABLE 3 POPULATION PROJECTIONS 2005 - 2025			
Year	Town of Winchester	Winnebago Co.	Wisconsin
2005	1,753	162,076	5,531,025
2010	1,824	166,717	5,700,303
2015	1,895	171,369	5,878,871
2020	1,972	176,614	6,056,186
2025	2,059	182,767	6,216,980
Percent Change 2005- 2025	17.5%	12.8%	12.4%

Source: Wis. Department of Administration Demographic Services Center, 2004

The Town's population is distributed across the township. The largest concentration of residents is in the village center of Winchester, spanning CTH II between USH 45 and CTH M.

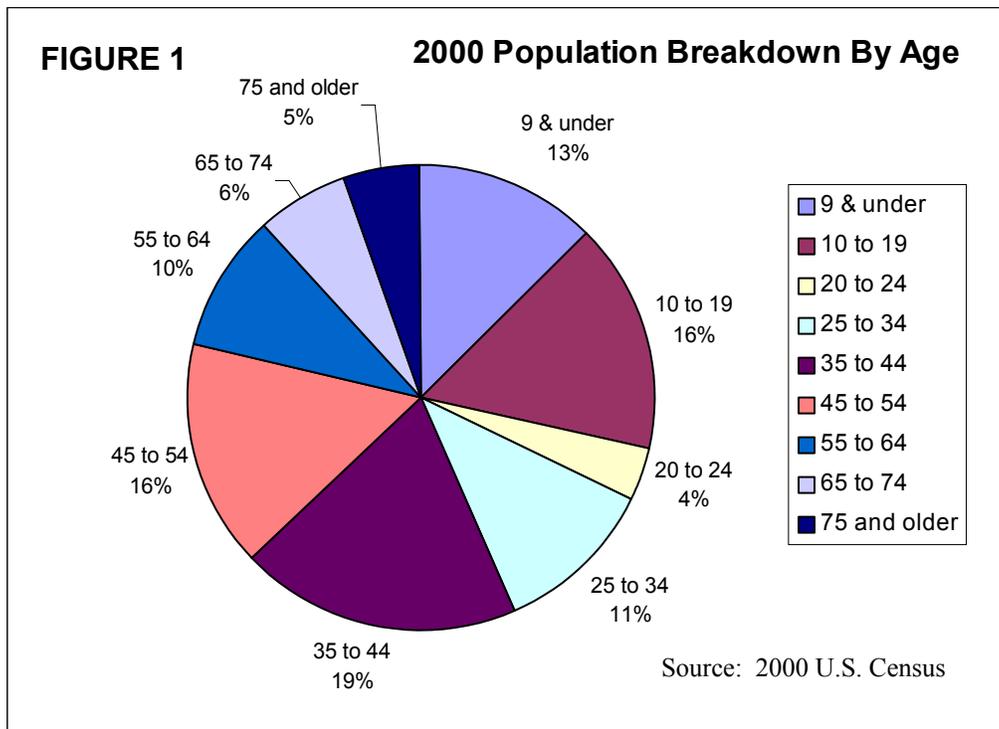
Population Characteristics

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



In 2000, there were 851 males and 825 females living in the Town. Nearly 100% of the residents reported their race as white in the 2000 U.S. Census.

The median age of a Town resident in 2000 was 38.1. This average is higher than the median age of a Winnebago County resident (35.4) and a State of Wisconsin resident (36.0). Figure 1 examines the age distribution of Town residents in 2000. According to the chart, there are a significant number of people between the ages of 35 and 54 and children under the age of 19. This information seems to indicate there are many families living in the Town (see Household Section) with children. There are comparatively few young adults in the Town (between the ages of 20 and 24). It is likely many of the individuals of this age group are living elsewhere while they attend college (College students complete their own census forms in the community in which they are living). 11% of the population is between the ages of 25 and 34. This population group is especially significant because it is the group most likely to have children.



General Household Trends

National and state trends have all moved toward 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.

What is a Household?

A "household" is 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.

The Town of Winchester has not escaped this trend. In 1990, there were 2.83 persons per household in the Town, compared to 2.52 persons per household in Winnebago County, and 2.61 persons on average in the State of Wisconsin. By 2000, the persons per household in the Town of Winchester dropped to 2.74. The persons per household also decreased in Winnebago County as a whole (2.43) and the State of Wisconsin (2.50). Projections done by the East Central Wisconsin Regional Planning Commission indicate that by 2020, the number of persons per household in the Town of Winchester will decrease to 2.54 persons (Larsen - Winchester Sewer Service Area Plan, 2002).

According to the 2000 U.S. Census, there were 620 households in the Town of Winchester, representing an increase of 113 households since 1990. The vast majority of these households (79.2%) were family households (families). Of these family households the most common type was a married-couple family household without children (40.5%) followed closely by married-couple households with children (30.3%). Non-family households represented 20.8% of all households in the Town in 2000 --which included 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 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 the Town of Winchester, it is necessary to look beyond the Town and examine characteristics in Winnebago County. These comparisons provide more information about the local economic situation than would a simple look at conditions only in the Town. Furthermore, these comparisons put economic characteristics into perspective. Given that many residents work beyond the Town in economic centers accessible via USH 10, USH 45 and USH 41 (i.e. Oshkosh, Waupaca, Fox Cities), an understanding of the regional economy is very important. Strong fluctuations in the regional economy will impact the Town.

Labor Force

Table 4 tracks the rate of employment and unemployment in Winnebago County between 1995 and 2000. The 2000 unemployment rate in the Town of Winchester was 1.4% according to the U.S. Census.

As the US 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.

DEFINITIONS

The **labor force** is the sum of employed and unemployed persons who are 16 years of age and older.

Per capita income is the total income divided by the number of residents in an area.

	1995	1996	1997	1998	1999	2000
Labor Force	93,906	96,803	96,906	96,417	94,737	96,034
Employed	91,161	94,181	94,041	93,810	92,635	93,604
Unemployed	2,745	2,622	2,865	2,607	2,102	2,430
Unemployment Rate	2.9%	2.7%	3.0%	2.7%	2.2%	2.5%

Source: WI Department of Workforce Development, Bureau of Workforce Information. Local Area Unemployment Statistics Program, 2000

Winnebago County has a somewhat higher participation rate than the State of Wisconsin and the United States. Winnebago 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%. The participation rate for the Town of Winchester is 71.5% (2000 U.S. Census).

DEFINITION

The term used to describe the relationship between the labor force and population is **participation rate**.

Participation rates are the result of both economic and demographic conditions of an area. Historically, 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 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 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 in certain sectors.

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.

Major County Employers

Winnebago County workers are very mobile. Of the 81,109 workers in the county (age 16 and over), 25.5% work beyond the county limits. 27,423 individuals live elsewhere, but commute into the county to work (2000 U.S. Census).

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. A large portion of this inter-county commute around the Fox Cities relates to jobs in the paper industry and its subsidiaries. Health services also draw an increasing share of inbound commuters.

Table 6 provides a more detailed breakdown of commuting patterns in Winnebago County. The main commuter route through the county is USH 41 -- the main corridor running through the Fox Valley. Secondary corridors include USH 10 and USH 45, which converge in the Town of Winchester.

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.

Industrial parks and shopping malls adjacent to the USH 41 corridor have contributed significantly to job growth throughout Winnebago County. Manufacturing industries, while not responsible for job growth, still account for more than a quarter of all non-farm jobs. Service, transportation, communications, and utilities industries have all demonstrated high percentages of job growth.

The Town of Winchester has a minimal amount of non-residential development (Refer to *Existing Land Use Map* in Chapter 9.0). However, the potential for additional development exists, particularly in the sanitary district and near USH 10 and USH 45.

According to the 2000 U.S. Census, most residents from the Town of Winchester were employed in management, professional and related occupations (29.8%). Nearly a quarter of all residents were employed in sales and office occupations (24.7%), followed closely by residents employed in production, transportation, and material moving occupations (23.7%). Other residents were employed in service occupations (9.8%) and construction, extraction and maintenance occupations (11.3%).

How Many Farmers Live in Winchester?
 Less than 1 percent of all Town residents (0.3% or 50 people) classified themselves as farmers in the 2000 U.S. Census. It is important to note though that farming may be a second source of income for many.

Tables 7 and 8 highlight the top 10 industry groups and employers in Winnebago County in 1997¹. There were a total of 3,520 private sector employers in the county. The top 10 private sector employers employed more than 20 percent of all non-farm workers in Winnebago County. 5 of the 10 largest industries are in manufacturing. Paper and allied products is the single largest industry group within Winnebago County. Kimberly Clark, Georgia Pacific and Fort James 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 using 1997 data

¹ 1997 Economic Census Data provides more specific information in some categories than decennial census (i.e. 2000 U.S. Census).

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 using 1997 data

Income & Wages

Average annual wages paid in Winnebago County were 9.9 percent higher than the state average in 1997. The greatest positive difference 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 was 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. According to the 2000 U.S. Census, manufacturing represented only 27.7 percent of total employment, down significantly from the 1997 information. This is a function of area layoffs and closings, which have continued since 2000.

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. Moreover, the difference between manufacturing employment in 1997 and 2000 can be attributed to several layoffs in the paper production industry.

On the other end of the earnings spectrum, retail trade employment represented 14.4 percent of total employment, yet only 6.1 percent of the wages paid in Winnebago County in 1997. The wages in the retail industry represent a significantly smaller portion of total wages because the industry employs a large number of entry-level workers and over 40 percent of the employment is part-time. According to the 2000 U.S. Census, retail trade accounted for 12.4 percent of county resident employment.

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

Table 9 provides a look at income reported in the Town compared to Winnebago County and the State of Wisconsin. In every classification the Town of Winchester compares favorably to Winnebago County.

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

	2000 Per Capita Income	2000 Median Household Income	2000 Median Family Income
Wisconsin	\$21,271	\$43,791	\$52,911
Winnebago Co.	\$21,706	\$44,445	\$57,464
T. Winchester	\$21,182	\$53,400	\$53,932

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

Winnebago County's per capita income ranked 11th highest of Wisconsin's 72 counties in 1997. Table 10 demonstrates that Winnebago County is experiencing a trend of decreasing gains in per capita income as compared to Wisconsin (i.e., average annual percent change/growth not as great). The estimates for Winchester were derived by averaging the annual change between the 1989 and 2000 per capital income. In 1989, the per capita income in the Town of Winchester was \$14,184. The 2000 per capita income in the Town of Winchester has risen dramatically to \$21,182.

	1995	1996	1997	1998	1999	2000	Avg. Annual Percent Change
Wisconsin	\$21,960	\$22,987	\$24,048	\$26,227	\$27,370	\$27,653	4.4%
Winnebago Co.	\$22,779	\$23,666	\$24,659	\$26,825	\$27,759	\$21,706	3.5%
T. of Winchester	\$17,684	\$18,384	\$19,084	\$19,784	\$20,484	\$21,182	3.4%

Source: U.S. Dept Commerce, Bureau Economic Analysis, Regional Economic Info System & 2000 U.S. Census

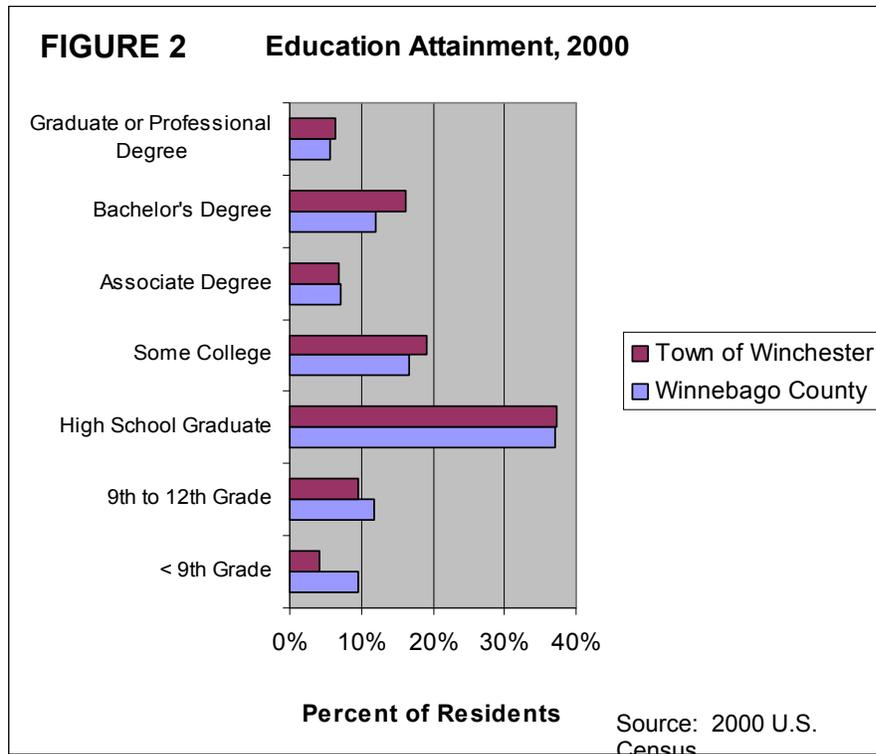
Within Winnebago County there are 16 towns. Table 11 compares the relative income position of Winchester to the other towns in the county. The Town of Winchester ranked 9th in per capita income compared to the other 16 towns in 1990 and in 2000.

Town Name	1990 Median Household Income	2000 Median Household Income	Difference Between 1990 & 2000	1990 Rank	2000 Rank
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 Nekimi	\$42,083	\$50,547	\$8,464	2	11
Town of Omro	\$32,500	\$43,750	\$11,250	12	16
Town of Oshkosh	\$33,867	\$43,570	\$9,703	11	6
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: Wisconsin Town Land Use Databook, Winnebago County Town Level Farming and Land Use Trends 1990-1998, University of Wisconsin-Madison, September 1999.

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. Figure 2 illustrates the level of educational attainment for persons age 25 and over in Winnebago County and the Town of Winchester. It is apparent that the population is very well educated. In both the Town and County, nearly half of the population over age 25 has some college education.



Employment and Economic Forecasts²

Historically, Winnebago County has had a strong economy with employment rates that were higher than the comparable state and national figures. The long period of national economic prosperity 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 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. Net immigration (including undocumented immigration) is estimated to fall from 960,000 persons in 1999 to 918,000 in 2025.

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

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 age 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 Winnebago County is the prospect of 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 to 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. Second, growth of the adult population will be slower. Third, 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.

There will be a change in the mix of non-workers, however, especially towards 2025. While the share of the population age 65 and over has risen dramatically over the last 2 decades, the ratio of the number of elderly to the number of workers has so far remained stable. There were 24.4 persons age 65 and over for every 100 persons in the labor force in 1971, versus 24.8 in 2000. This ratio should decline to 24.3 by 2006, but then jump to 27.9 in 2014 and to 37.6 by 2025, by which time most baby boomers will be of retirement age.

In summary, the United States, Wisconsin and Winnebago County are expected to post markedly slower economic growth over the next 25 years than during the past quarter-century. The prime 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 of Winchester, these indicators are important because they may impact the quality of life for residents living in the Town. Furthermore, these economic indicators provide a gauge for the Town's ability to support additional commercial and industrial development over the next 20 years.

In the future it is anticipated that the vast majority of Town residents will continue to find employment beyond the Town. This situation emphasizes the importance of the regional economy for Town residents. However, with the new highway realignment, some additional employers are expected to locate in the Town in the future.