

# Community Profile

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## 1. Overview

Community profiles are important to understanding trends that currently have an impact on Winnebago County and those that will inevitably shape its future. The information presented in this chapter has been carefully selected to provide a snapshot of the county and its municipalities, and to highlight important trends that the County will want to address to ensure that its goals and objectives are achieved.

## 2. Population

There are two reasons why population changes over time. One is net migration, which is the difference between the number of people moving out of an area from the number of people moving into an area during a given time period.

The other is natural increase which is the difference between the number of deaths from the number of births in a given time period. Combined, they provide the components to population change in a given area over time.

From 2000 to 2010, Winnebago County grew at a slightly faster rate than the State of Wisconsin. Of the counties bordering Winnebago County, Calumet County experienced the greatest percentage increase (17%) from 2000 to 2010. Green Lake County experienced the least amount of

**Table 1-1. Population; Winnebago County and Selected Counties: 2000-2010**

	2000	2010	Numeric Change 2000-2010	Percent Change 2000-2010
Calumet County	40,631	48,971	8,340	20.5
Fond du Lac County	97,296	101,633	4,337	4.5
Green Lake County	19,105	19,051	-54	-0.3
Outagamie County	160,971	176,695	15,724	9.8
Waupaca County	51,731	52,410	679	1.3
Waushara County	23,154	24,496	1,342	5.8
<b>Winnebago County</b>	156,753	166,994	10,241	6.5
Wisconsin	5,363,672	5,686,986	323,314	6.0

Source: 2000, 2010 Decennial Census

population change with negative growth (Table 1-1). With regard to numeric change, Outagamie County added the most (15,724) and Winnebago County had the second highest number (10,241).

The City of Oshkosh remained the largest incorporated community in Winnebago County with a population of 66,083. The Town of Menasha, with a population of 18,498, remained the most populated town within the County according to the 2010 Census. The Town of Nepeuskun was the least populated community in the County with a population of 710 in 2010 (Table 1-2).

In a span of ten years, the population of Winnebago County increased 6.5 percent from 156,763 residents to 166,994. Despite a national recession in 2001 and a foreclosure crisis in 2008, the county and state maintained growth rates of 6.5 and 6 percent respectively. The decade between 1990 and 2000 was a period of great population growth in Wisconsin and the County, both accruing approximately 12 percent and 10 percent increases respectively (Table 1-2).

**Table 1-2. Population; Winnebago County and Municipalities: 1980-2010**

Location	1980	1990	2000	2010	Percent Change		
					1980-1990	1990-2000	2000-2010
<b>Town</b>							
Algoma	3,249	3,442	5,702	6,822	5.9	65.7	19.6
Black Wolf	2,318	2,154	2,330	2,410	-7.1	8.2	3.4
Clayton	2,353	2,264	2,974	3,951	-3.8	31.4	32.9
Menasha	12,307	13,975	15,643	18,498	13.6	11.9	18.3
Neenah	2,864	2,691	2,657	3,237	-6.0	-1.3	21.8
Nekimi	1,516	1,475	1,419	1,429	-2.7	-3.8	0.7
Nepeuskun	682	647	689	710	-5.1	6.5	3.0
Omro	1,684	1,616	1,875	2,116	-4.0	16.0	12.9
Oshkosh	4,420	4,655	3,234	2,475	5.3	-30.5	-23.5
Poygan	898	824	1,037	1,301	-8.2	25.8	25.5
Rushford	1,420	1,361	1,471	1,561	-4.2	8.1	6.1
Utica	1,038	1,046	1,168	1,299	0.8	11.7	11.2
Vinland	1,632	1,688	1,849	1,765	3.4	9.5	-4.5
Winchester	1,261	1,433	1,676	1,763	13.6	17.0	5.2
Winneconne	1,595	1,761	2,401	2,350	10.4	36.3	-2.1
Wolf River	1,052	1,037	1,223	1,189	-1.4	17.9	-2.8
<b>Village</b>							
Winneconne	1,935	2,059	2,145	2,383	6.4	4.2	11.1
<b>City</b>							
Appleton [1]	5	443	812	1,490	8760.0	83.3	83.5
Menasha [1]	14,728	14,638	15,858	15,144	-0.6	8.3	-4.5
Neenah	22,432	23,219	24,507	25,501	3.5	5.5	4.1
Omro	2,763	2,836	3,177	3,517	2.6	12.0	10.7
Oshkosh	49,620	55,006	62,916	66,083	10.9	14.4	5.0
Winnebago County	131,772	140,320	156,753	166,994	6.5	11.7	6.5
State of Wisconsin	4,705,642	4,891,769	5,363,672	5,686,986	4.0	9.6	6.0

Source: Decennial Census, 1980-2010

Notes:

1. Municipality located in Winnebago County and another county

The United States has increasingly become more urbanized with 81 percent of the population residing in cities and suburbs in 2014. Consistent with this trend, many people have moved to small urban areas in the last two decades. This had a significant impact on the Fox Cities and the Oshkosh urban areas.

Population growth by age group remained fairly consistent in Winnebago County between 2000 and 2010 (Table 1-3). There was a 5 percent decrease in people aged 25-44 years from 2000 to 2010, and a

5 percent increase in people aged 45-64 years during those years. Percentage rates between Winnebago County and the State of Wisconsin are nearly identical.

**Table 1-3. Population by Age: Winnebago County and Wisconsin: 2000 and 2010**

Age Group	Winnebago County				Wisconsin			
	2000		2010		2000		2010	
	Number	Percent [1]	Number	Percent [1]	Number	Percent [1]	Number	Percent [1]
Under 5	9,364	6.0	9,866	5.9	342,340	6.4	358,443	6.3
5 to 14	21,396	13.6	19,916	11.9	782,558	14.6	744,544	13.1
25 to 44	25,076	16.0	26,220	15.7	764,487	14.3	785,761	13.8
45 to 54	47,595	30.4	43,349	26.0	1,581,690	29.5	1,447,360	25.5
55 to 64	33,669	21.5	45,307	27.1	1,190,047	22.2	1,573,564	27.7
65 and Over	19,663	12.5	22,336	13.4	702,553	13.1	777,314	13.7
Total	156,763	100	166,994	100	5,363,675	100	5,686,986	100

Source: 2000 and 2010 Decennial Census

Notes:

1. Values may not total 100 due to rounding

Analyzing the data above further into Winnebago County municipalities, we can see the communities that had the largest percentage of elderly people aged 65 and over typically had the lowest populations such as the City of Appleton, and the towns of Wolf River, Poygan, and Oshkosh. Strangely enough, the City of Appleton had a much higher percentage of children aged 0-4 than any other municipality in both 2000 and 2010 (Table 1-7 and 1-8).

### 3. Race and Ethnicity

The race and ethnic origin analysis in Table 1-4 provides insights to the cultural and social structure of a community. Various ethnic groups have differences in age structure, language capabilities, education, and health conditions. Also new immigrants are more likely to settle in areas where there are existing populations from their country of origin.

The region experienced slight increases in its non-white population, while whites continue to be the largest majority of the population. In 2010, Winnebago County's population was 93 percent White, 2 percent African American, 1 percent American Indian, 2 percent Asian, 4 percent Hispanic or Latino, and 1 percent categorized as "some other race". In comparison, the State of Wisconsin was 86 percent White, 6 percent African American, 6 percent Hispanic or Latino, 1 percent American Indian, 2 percent Asian, and 2 percent defined as "other races". This distribution of population by race is also consistent for the municipalities within Winnebago County. As seen throughout most parts of the country, minority groups are growing at a faster rate than whites. Winnebago County's population will likely become more diversified in the future (Table 1-4).

**Table 1-4. Population by Race and Ethnicity, Winnebago County and Municipalities: 2010**

	Number	(Percent of Total)						
		Not Hispanic or Latino						Hispanic or Latino
		White	Black or African American	American Indian	Asian	Native Hawaiian /Pacific	Some other race	
<b>Town</b>								
Algoma	6,822	96	0	0	3	0	0	1
Black Wolf	2,410	97	0	0	1	0	0	1
Clayton	3,951	98	0	0	1	0	0	1
Menasha	18,498	91	1	1	3	0	3	6
Neenah	3,237	97	0	0	1	0	0	2
Nekimi	1,429	98	0	0	1	0	0	2
Nepeuskun	710	97	0	0	0	0	0	2
Omro	2,116	99	0	0	0	0	0	2
Oshkosh	2,475	96	0	0	2	0	0	1
Poygan	1,301	99	0	0	0	0	0	0
Rushford	1,561	99	0	0	0	0	0	1
Utica	1,299	98	0	0	1	0	1	2
Vinland	1,765	99	0	1	0	0	0	1
Winchester	1,763	99	0	0	0	0	0	1
Winneconne	2,350	99	0	0	0	0	0	1
Wolf River	1,189	98	0	1	0	0	1	1
<b>Village</b>								
Winneconne	2,383	98	0	0	0	0	1	1
<b>City</b>								
Appleton [1]	1,490	71	6	1	7	0	10	17
Menasha [1]	15,144	91	1	1	2	0	3	7
Neenah	25,501	94	1	1	1	0	1	4
Omro	3,517	97	1	1	0	0	2	3
Oshkosh	66,083	91	3	1	3	0	1	3
Winnebago County	166,994	93	2	1	2	0	1	4
Wisconsin	5,686,986	86	6	1	2	0	2	6

Source: 2010 Decennial Census

Notes:

1. Municipality in Winnebago County and another county
2. Values may not total 100 due to rounding

## 4. Education

Education is intrinsically associated with a person's access to full-time year round employment and their earning power. Among all workers in 2009, those with a bachelor's degree on average earned about \$20,000 more per year than workers with a high school diploma or a General Educational Development (GED) certificate.

According to the 2010 American Community Survey 5-Year Estimates, Winnebago County had only 10 percent of its population that identified as having a "less than high school" education and 54 percent that identified as having "some college" and an associates degree. These are numbers are both the lowest and highest respectively in comparison with the nation, state, and other counties in the region (Table 1-5).

**Table 1-5. Percentage of Educational Attainment; Winnebago County and Selected Counties: 2010**

Location	Less than High School	High School Graduate	Some College or Associate Degree	Bachelor's Degree or Higher
Calumet County	16	44	34	6
Fond du Lac County	12	35	45	8
Green Lake County	13	36	46	6
Outagamie County	14	37	40	10
Waupaca County	19	48	30	3
Waushara County	21	50	25	4
<b>Winnebago County</b>	<b>10</b>	<b>30</b>	<b>54</b>	<b>6</b>
Wisconsin	13	33	45	9
United States	17	31	43	9

Source: 2010 American Community Survey 5-Year Estimates

Notes:

1. Values may not total 100 due to rounding

## 5. Income Levels

The median household income in Winnebago County rose from \$44,445 in 2000 to \$48,177 in 2010, an increase of 8.4 percent (Table 1-6). The counties bordering Winnebago County all increased at or above the state level of 11.9 percent. Across the U.S., the median household income increased nearly 24 percent over this period.

## 6. Poverty Status

The poverty level is determined by the U.S. Census Bureau, and is based on current cost of living estimates, as adjusted for household size. In 2000, the poverty threshold for a family of four with two children was a household income of \$17,463. By 2012, that number had increased to \$23,492.

**Table 1-6. Median Household Income; Winnebago County and Selected Counties: 2000-2010**

Location	2000	2010	Percent Change 2000-2010
Calumet County	\$52,569	\$61,685	17.3
Fond du Lac County	\$45,578	\$51,549	13.1
Green Lake County	\$39,462	\$47,624	20.7
Outagamie County	\$49,613	\$55,914	12.7
Waupaca County	\$40,910	\$46,876	14.6
Waushara County	\$37,000	\$42,540	15.0
<b>Winnebago County</b>	<b>\$44,445</b>	<b>\$48,177</b>	<b>8.4</b>
Wisconsin	\$43,791	\$49,001	11.9
United States	\$41,994	\$51,914	23.6

Source: 2000 Decennial Census, 2010 American Community Survey 5-Year Estimates

Like many communities, Winnebago County did not fare well after the economic recession of 2008. Compared to the nation, state, and the county's surrounding municipalities, Winnebago County had the highest percentage of individuals living below the Federal Poverty Line (13 percent), and increased at a faster rate than the other regions (Table 1-7).

**Table 1-7. Percent of Individuals Under the Federal Poverty Level; Winnebago County and Selected Counties: 2000-2010**

Location	2000	2010	Difference
Calumet County	3	4	+1
Fond du Lac County	4	6	+2
Green Lake County	4	7	+3
Outagamie County	3	6	+3
Waupaca County	5	7	+2
Waushara County	5	10	+5
<b>Winnebago County</b>	6	13	+7
Wisconsin	8	12	+4
United States	9	10	+1

Source: 2000 Decennial Census, 2010 American Community Survey 5-Year estimates