

CHAPTER 3.0: COMMUNITY PROFILE



DEMOGRAPHIC PROFILE

The planning process for the Town and Village of Black Creek begins with a profile of the people who live, work and own property in the communities. The demographic profiles that are presented throughout this chapter analyze the size, composition, and trends of the population. This information is critical to forecasting the need for the development, community facilities, and services necessary to meet the needs of a growing population.

Decennial Census vs. American Community Survey

The information presented under the year ‘2000’ columns in the population tables that appear throughout this chapter is drawn from the 2000 US Census, the last to utilize the long survey census format. Beginning in 2010, the US Census Bureau distributed an abbreviated survey instrument that resulted in the collection of much more limited demographic data. The 2010 Census has since been supplemented with additional information gathered through the annual American Community Survey (ACS).

The ACS is an ongoing statistical survey by the U.S. Census Bureau that is sent to approximately 250,000 addresses monthly. It regularly gathers information previously contained in the long form of the decennial census. The data listed under the ‘2012’ or ‘2013’ columns in this chapter’s tables result from the most recent ACS survey for Wisconsin communities.

POPULATION TRENDS

The Town and Village of Black Creek have experienced slow but steady population gains since 1970, with a minor drop in the Town’s population during the past decade (see Table 3.1). In 2010, the combined populations of the two communities represented about 1.5% of the total population of Outagamie County, down from a high of 1.7% in 1980. The actual 2013 populations of the Town and Village, based upon the ACS, were 1,199 and 1,304, respectively.

Location	1970	1980	1990	2000	2010	Actual Change 1970-2010	% Change 1970-2010
Town of Black Creek	968	1,149	1,169	1,268	1,259	291	30.1%
Village of Black Creek	921	1,097	1,152	1,192	1,316	395	42.9%
Town’s Share of County Population	0.81%	0.89%	0.83%	0.79%	0.71%	NA	NA
Village’s Share of County Population	0.81%	0.85%	0.82%	0.74%	0.74	NA	NA
Outagamie County	119,398	128,730	140,510	160,971	176,695	57,297	50.0%

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

Table 3.2: Population Projections, 2010-2040				
Year	Town of Black Creek		Village of Black Creek	
	Population	Persons Per Household	Population	Persons Per Household
2010	1,259	2.68	1,316	2.57
2015	1,250	2.62	1,325	2.50
2020	1,280	2.58	1,385	2.46
2025	1,300	2.54	1,435	2.43
2030	1,310	2.51	1,480	2.40
2035	1,300	2.48	1,500	2.37
2040	1,275	2.45	1,495	2.34
Actual Change 2010-2040	16	0.23	179	0.23

Source: Wisconsin Department of Administration, 2014.

Table 3.2 presents the projected population of each community through the year 2040. Population projections are developed by the Wisconsin Department of Administration Demographic Services Center (WDOA) and are based upon algorithms that consider past changes in population along with other county, state, and regional demographic and economic trends. WDOA projections tend to be conservative, with the majority of Wisconsin’s communities exceeding projected growth rates. In 2010, the Town and Village had 2.68 and 2.57 persons per household, respectively. This compares with 2.54 for Outagamie County and 2.50 for Wisconsin.

The information presented in Table 3.2 anticipates a steadily growing population for the Town and Village during the next 15-20 years followed by a decline. However, it is important to note that the accuracy of population projections tend to decline over time.

[The Pros and Cons of Growth](#)

Some residents may view growth and development as necessary and beneficial while others see them as threats to the “small town” character of the communities. Finding a balance between the ‘preservationists’ and ‘pro-growth’ advocates is a crucial component of every planning process.

An increasing population can have both positive and negative effects upon a community. Benefits may include an expanded tax base, additional consumer spending at local businesses, employment opportunities related to new home construction, and additional students in local school districts (with resulting increases in state and federal funding). Potential challenges may consist of strains on the current housing supply, increased costs of services (i.e., increased taxes), harmful effects to the natural environment resulting from unplanned or misguided development, and the loss of agricultural lands, among others. Population increases may change the culture of a community, in ways positive or negative depending upon how and where such growth occurs.

A primary purpose of this planning effort is to develop a community-supported strategy for addressing the challenges present today and those that must be faced during the next two decades.

POPULATION CHARACTERISTICS

The percentage of females to males was 47.9% to 52.1% in the Town and 50.1% to 49.9% in the Village as of the 2010 Census. Ninety-seven percent of Town residents identified themselves as white, with 96% of Village residents doing so. A detailed breakdown by race for each community is presented below.

Town of Black Creek

Stated Race	Number	Percent
White (non Hispanic)	1,215	96.5%
White (Hispanic)	5	0.4%
African American	2	0.2%
Asian	7	0.6%
American Indian or Alaska Native	7	0.6%
Native Hawaiian or Pacific Islander	0	--
Other	1	0.1%
Identified by two or more	22	1.7%

Village of Black Creek

Stated Race	Number	Percent
White (non Hispanic)	1,236	93.9%
White (Hispanic)	28	2.1%
African American	0	--
Asian	2	0.2%
American Indian or Alaska Native	19	1.4%
Native Hawaiian or Pacific Islander	0	--
Other	10	0.8%
Identified by two or more	21	1.6%

Figure 3.1a: Town of Black Creek – Population by Age Groups, 2000-2012

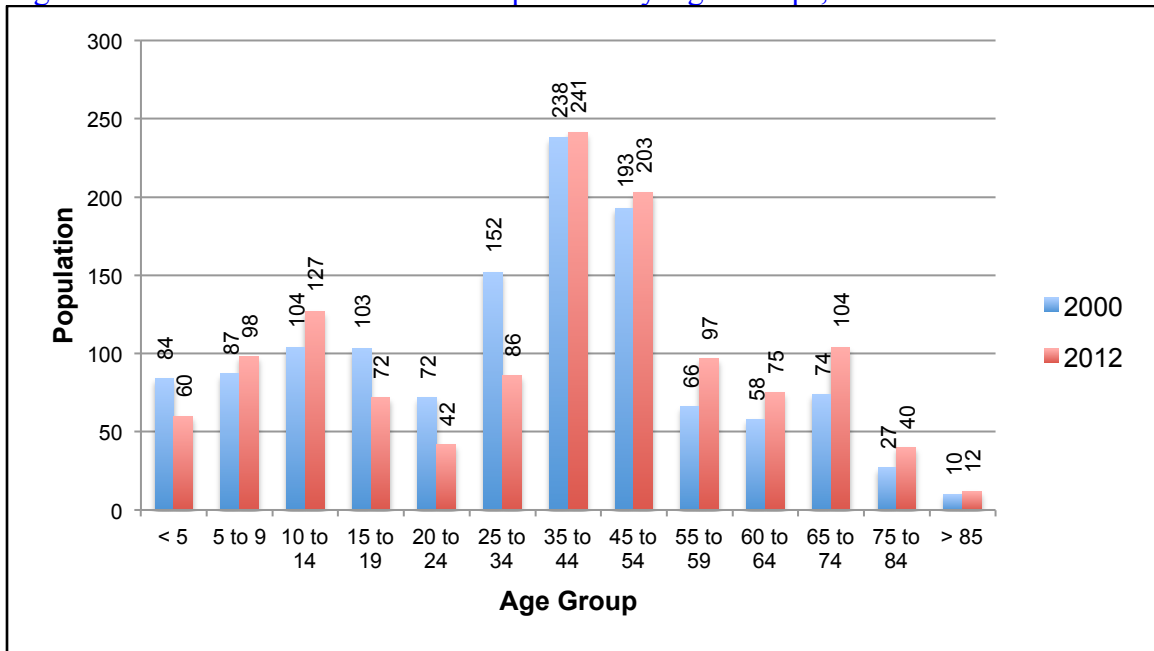


Figure 3.1b: Village of Black Creek – Population by Age Groups, 2000-2012

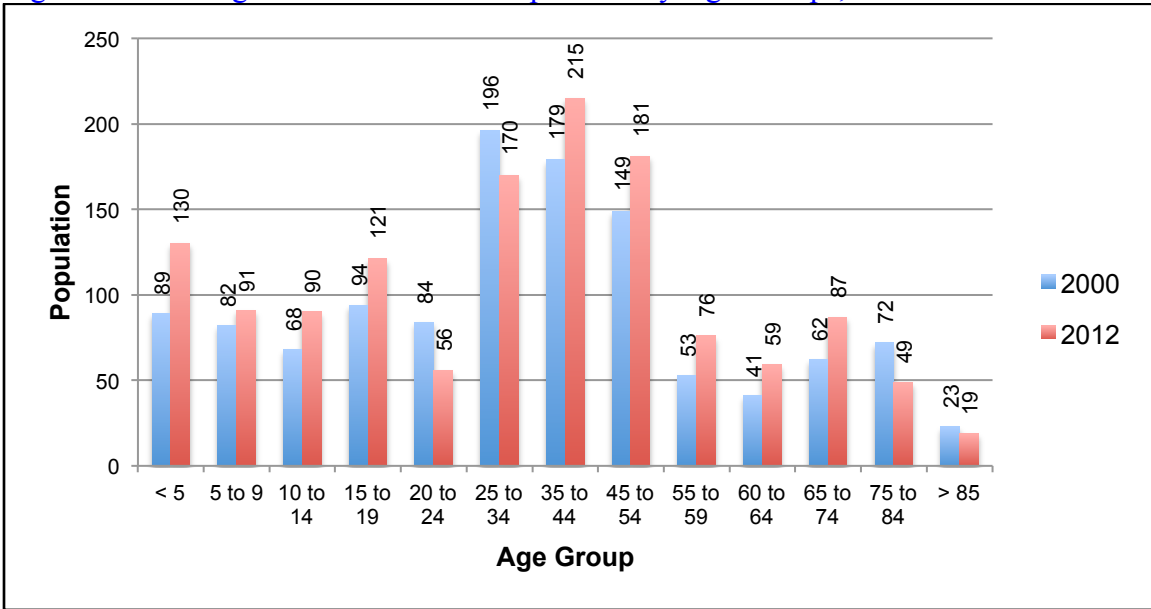


Figure 3.2a: Town of Black Creek – Population by Select Age Groups, 2000-2012

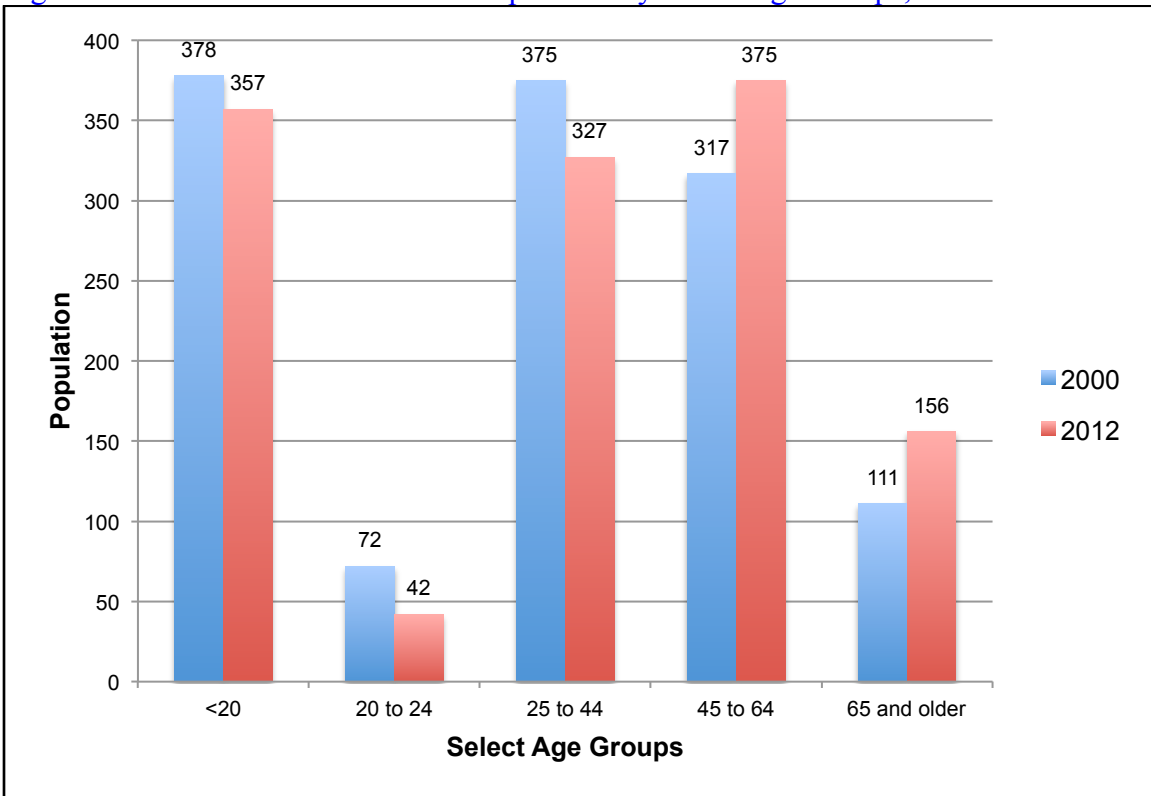
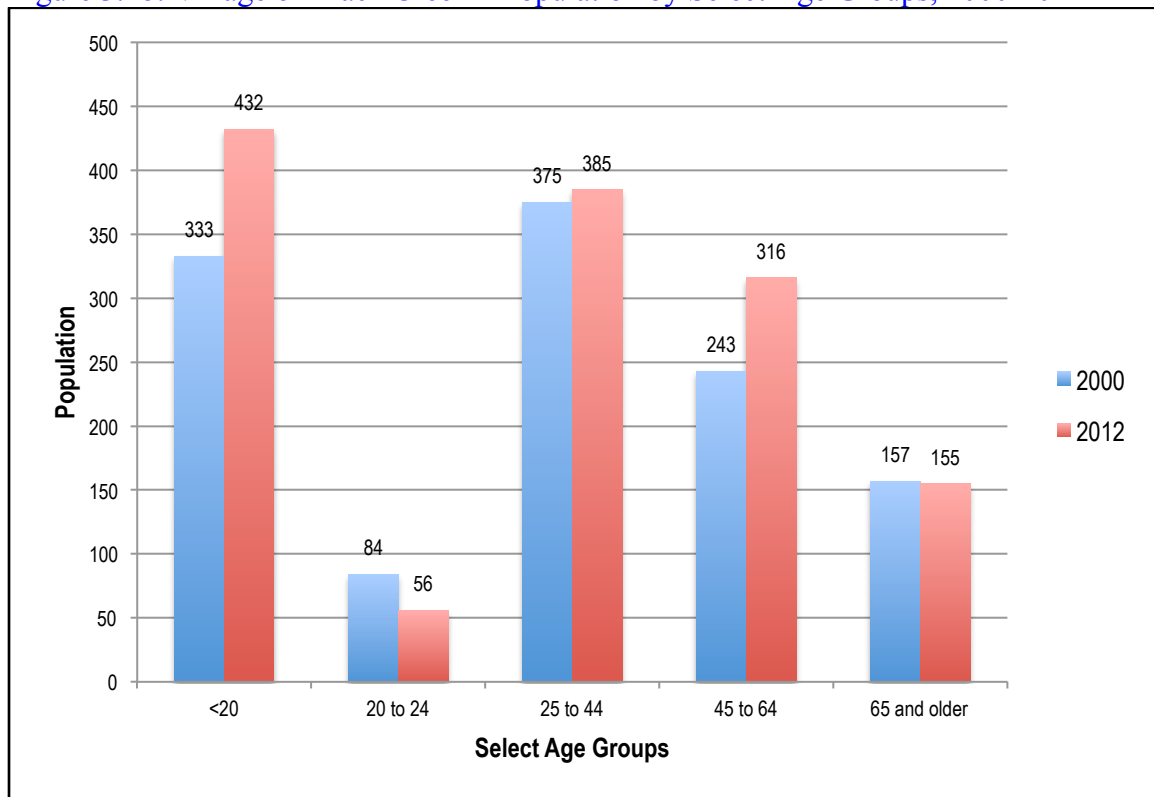


Figure 3.2b: Village of Black Creek – Population by Select Age Groups, 2000-2012



Figures 3.1a and 3.1b compare the population by census age group in the Town and Village for the years 2000 and 2012. Figures 3.2a and 3.2b present the same information combined into a select set of age groups beneficial for community planning:

- **<20** – School aged children and young adults; residents dependent upon others for lodging, food, education, and most other needs; community needs include schools, play apparatus and sports fields/courts, safe pedestrian and bicycle facilities.
- **20 to 24** – Post high school young adults; job and career training (college, trades, military, etc.); somewhat dependent upon others for some needs; community needs include affordable housing, part- and full-time employment opportunities, multi-modal transportation systems, entertainment, coffee shops, high-speed/broadband internet access.
- **24 to 44** – Established adults; prime earning and spending years; traditional child-raising years; community needs include diversity in housing choices, safety, healthcare, dining alternatives, diverse retail, childcare services, career opportunities, banking and insurance.
- **45 to 64** – Mature adults; often “empty nesters”; community needs are similar to the 24 to 44 group with less emphasis on programs, facilities, and services for youth.
- **65 and older** – Retirement-age; decreased earning; community needs include healthcare, multi-modal transportation opportunities, recreation, senior housing options.

HOUSEHOLD TRENDS

National, regional, and state trends have all shifted toward an increase in the number of households with a corresponding decrease in the average number of persons per household. The main reasons for decreases in household size include:

- A decrease in birth rate
- People waiting longer to get married
- An increased divorce rate
- An increase in the average life span (resulting in more elderly people living either alone or with a family member).

The number of persons per household in each community is decreasing (see Table 2). This is significant since a decrease in household size means that more housing units will be needed to support the population even if the overall population were to remain the same. While the populations of the town and Village during the next twenty years are projected to increase by 3.2% and 14%, respectively, the number of total households is projected to increase from 469 to 525 (11.9%) in the Town and 513 to 634 (24.0%) in the Village. Additional information related to total housing units, particularly with respect to those added since the last ACS survey, are presented in Chapter 4: Housing.

EDUCATIONAL ATTAINMENT

The level of educational attainment in a community serves as a good indicator of the quality of life. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. It also allows a community to more effectively compete for the most sought-after industries, including technology and healthcare, among others.

Figures 3.3a and 3.3B on the following page provide a comparison of educational attainment in the Town and Village of Black Creek. Each column represents the percentage of the community that has reached its highest level of educational attainment within a given category for the years 2000 and 2012. For example, the educational attainment for 51.9% of the residents of the Town older than the age of 25 climaxed at a high school diploma (or its equivalency), whereas 91.8% of achieved *at least* a high school diploma.

As the charts demonstrate, both communities are becoming more highly educated. The percentage of residents with a 2-year, 4-year, or graduate degree each rose between 2000 and 2012, while the percentage of those without a high school diploma fell from 13.3% to 8.4% in the Town and 17.1% to 9.1% in the Village.

Figure 3.3a: Town of Black Creek – Educational Attainment for Percentage of Population Age 25 Years and Older, 2000-2012

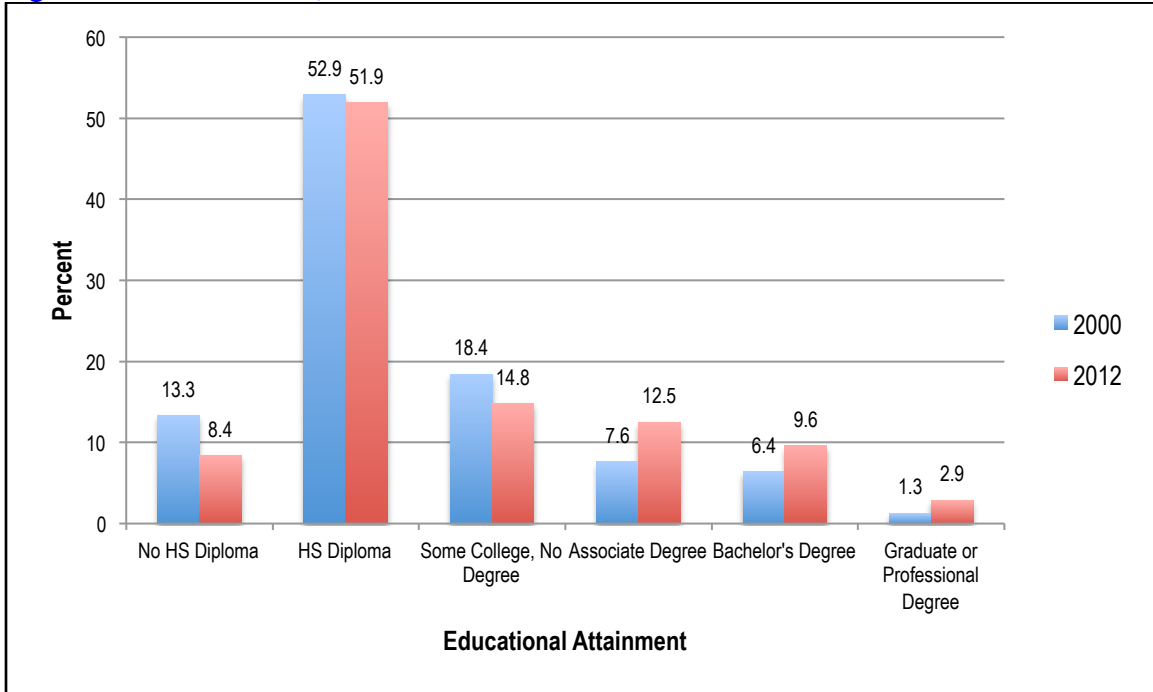
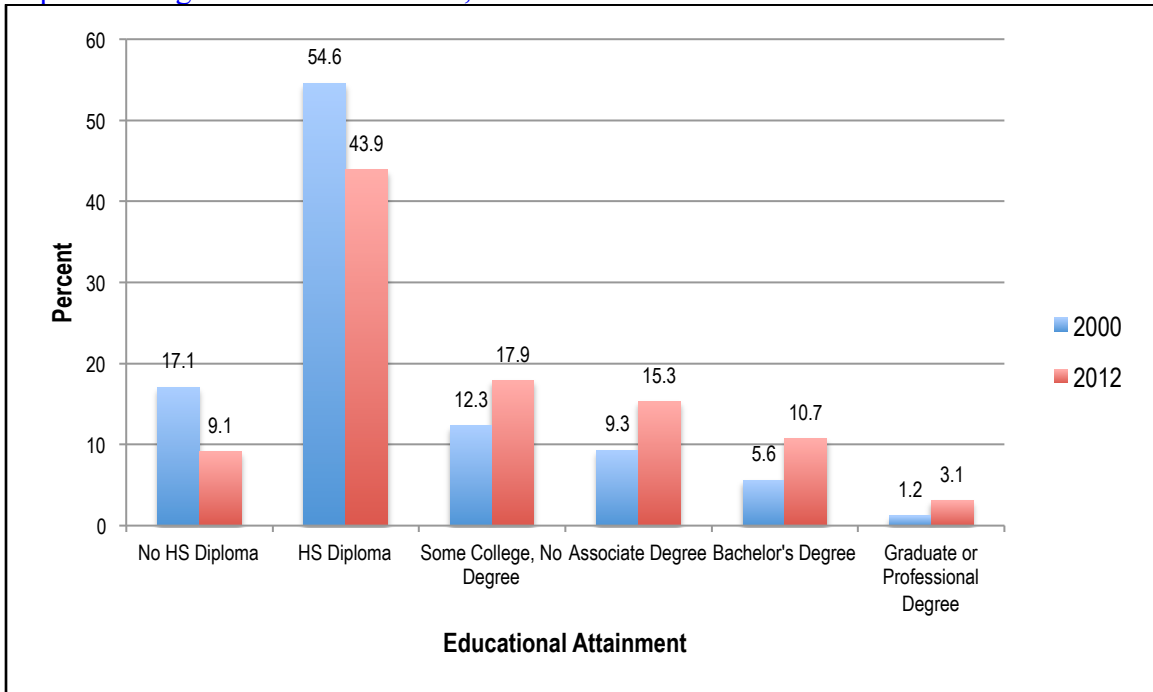


Figure 3.3b: Village of Black Creek – Educational Attainment for Percentage of Population Age 25 Years and Older, 2000-2012



ECONOMIC PROFILE

This section of the chapter profiles the local economic environment by presenting data and examining factors related to income, poverty rate, and employment. Economic conditions have a direct impact on the supply, demand, and costs of housing, infrastructure, and other services within a community. The information presented below and on the following pages offers a general description of key economic indicators as they exist today. For a more comprehensive look at the economy of the Town and Village please refer to Chapter 8: Economic Development.

Median vs. Mean Income

Census 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 a mean (or average) income. For example, if four people reported their income at \$30,000 and one person reported their income at \$100,000, the median income would be \$30,000. In the same scenario, the mean income would be \$44,000, which does not accurately depict where the majority (i.e. four people versus only one) reported their income.

INCOME

The three most common categories of income used by demographers and economists to assess municipalities are per capita, median household, and median family. *Per capita income* is the sum of annual 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.

	Per Capita Income		Median Household Income		Median Family Income	
	2000	2013	2000	2013	2000	2013
Town of Black Creek	\$20,481	\$24,787	\$53,472	\$60,556	\$59,196	\$62,344
Village of Black Creek	\$18,226	\$19,823	\$42,946	\$48,472	\$49,896	\$55,078
Outagamie County	\$21,943	\$27,396	\$49,613	\$56,433	\$57,464	\$71,327
Wisconsin	\$21,271	\$27,448	\$43,791	\$51,467	\$52,911	\$65,618

Source: 2000 U.S. Census; US Census American Community Survey, 2012.

Median household income (MHI) is the most widely used local income indicator. In contrast to per capita income, MHI accounts for the total income earned within occupied housing units in a community. Unlike median family income, the residents of the household do not have to be related to the head of the household for their earnings to be considered part of the household's income. The MHI for the Town of Black Creek exceeded that of Outagamie County and the State of Wisconsin in both 2000 and 2013. MHI for the Village during both years were slightly below the County average

POVERTY STATUS

Each year, the US Department of Health & Human Services (HHS) sets poverty guidelines for the nation (see Table 3.4 on the following page). The formula used to create the guidelines was originally developed in the early 1960s. It took the US Department of Agriculture's economy food plan for families of three or more persons and multiplied the costs by a factor of three. Different procedures were used to calculate thresholds for one and two-person households in order to allow for the relatively larger fixed costs that small family units face. Since its original

creation, the HHS prepares annual poverty guidelines based upon the previous year and updated for price changes using the Consumer Price Index.¹

[Town of Black Creek](#)

In 2000, 5.9% of families and 6.1% of individuals in the Town failed to breach the poverty guideline as defined by HHS. By the 2013 American Community Survey, those numbers had decreased to 4.4% for families but increased to 8.1% for individuals. Poverty levels in the Town of Black Creek as of 2013 include:

Category	Percent
All families	4.4%
Families with related children under 18 years	7.4%
All people	8.1%
Under 18 years	16.0%
18 years to 64 years	5.0%
64 years and older	7.3%

Table 3.4: Poverty Guidelines for the 48 Contiguous States and the District of Columbia, 2014	
Persons in Family / Household	Poverty Guideline
1	\$11,670
2	\$15,730
3	\$19,790
4	\$23,850
5	\$27,910
6	\$31,970
7	\$36,030
8	\$40,090
For families/households with more than 8 persons, add \$4,060 for each additional person.	
Source: US Department of Health & Human Services, 2014.	

[Village of Black Creek](#)

In 2000, 5.2% of families and 7.1% of individuals in the Village failed to breach the poverty guideline as defined by HHS. By the 2013 American Community Survey, those numbers had increased to 9.4% for families and 13.2% for individuals. Poverty levels in the Village of Black Creek as of 2013 include:

Category	Percent
All families	9.4%
Families with related children under 18 years	16.2%
All people	13.2%
Under 18 years	18.2%
18 years to 64 years	10.9%
64 years and older	11.7%

[Outagamie County and State of Wisconsin](#)

Category	County Percent	State Percent
All families	5.8%	8.8%
Families with related children under 18 years	9.2%	15.1%
All people	8.7%	13.0%
Under 18 years	11.1%	18.1%
18 years to 64 years	8.0%	12.3%
64 years and older	7.7%	7.8%

¹ Source: US Department of Health & Human Services, <http://aspe.hhs.gov/poverty/index.cfm>, 2014.

LABOR FORCE

Table 3.5 presents the rate of employment and unemployment in Outagamie County from 2006 through 2013. In October 2013, the unemployment rate in Outagamie County was 6.4%, a 1.8% increase from 2006 but a decrease of 2.1% in the midst of the Great Recession. As of 2013, 90,571 residents of Outagamie County were employed out of a labor force of 96,713. This represents a *participation rate* of 93.7%. The participation rate indicates the number of people within the labor force who are actively employed (see Definitions at right).

Participation rates are the result of both economic and demographic conditions of an area. Job growth in Outagamie County during the past twenty years has consistently resulted in lower levels of unemployment than those found in the U.S. or Wisconsin. The high participation rate in the County indicates a diverse mix of employment opportunities and a population willing to work at those industries located in the county.

Definitions

Labor Force: The labor force is the sum of employed and unemployed persons who are 16 years of age and older and who are willing and actively seeking work. Institutionalized populations are not included in the labor force.

Unemployment: The actual unemployment rate is calculated by dividing the sum of the Labor Force by the total number of unemployed. The unemployment rate does not count those who have stopped looking for work.

	2006	2007	2008	2009	2010	2011	2012	2013
Labor Force	96,534	97,447	97,845	99,894	97,605	96,726	96,308	96,713
Employed	92,093	93,031	93,335	91,441	89,643	89,846	90,001	90,571
Unemployed	4,441	4,416	4,510	8,453	7,962	6,880	6,307	6,142
Unemployment Rate	4.6%	4.5%	4.6%	8.5%	8.2%	7.1%	6.5%	6.4%

Source: WI DWD, Bureau of Workforce Information. Local Area Unemployment Statistics Program, 2014.

EMPLOYMENT BY INDUSTRY SECTOR

Sector	2000		2012		Change, 2000-2012	
	Number	Percent	Number	Percent	Number	Percent
Manufacturing	226	31.4%	217	28.0%	-9	-4.0%
Construction	85	11.8%	32	4.1%	-53	-62.4%
Educational services, health care, and social assistance	81	11.3%	130	16.8%	49	60.5%
Agriculture, forestry, fishing and hunting, mining	64	8.9%	106	13.7%	41	65.6%
Retail trade	60	8.3%	54	7.0%	-6	-10.0%
Finance, insurance, and real estate	42	5.8%	28	3.6%	-14	-33.3%
Transportation, warehousing, and utilities	36	5.0%	61	7.9%	25	69.4%
Other service, except public administration	33	4.6%	44	5.7%	11	33.3%
Professional, scientific, and management	32	4.4%	37	4.8%	5	15.6%
Arts, entertainment, and recreation	28	3.9%	51	6.6%	23	82.1%
Wholesale trade	19	2.6%	5	0.6%	-14	-73.7%
Public administration	10	1.4%	11	1.4%	1	10.0%
Information	4	0.6%	0	--	-4	-100%

Source: US Census Bureau, 2000; US Census Bureau-American Community Survey, 2013

Sector	2000		2012		Change, 2000-2012	
	Number	Percent	Number	Percent	Number	Percent
Manufacturing	206	31.5%	139	23.8%	-67	-32.5%
Educational services, health care, and social assistance	77	11.8%	95	16.3%	18	23.4%
Retail trade	73	11.2%	74	12.7%	1	1.4%
Construction	70	10.7%	68	11.6%	-2	-2.9%
Finance, insurance, and real estate	41	6.3%	15	2.6%	-26	-63.4%
Transportation, warehousing, and utilities	41	6.3%	38	6.5%	-3	-7.3%
Arts, entertainment, and recreation	30	4.6%	33	5.7%	3	10.0%
Professional, scientific, and management	30	4.6%	56	9.6%	26	86.7%
Other service, accept public administration	23	3.5%	27	4.6%	4	17.4%
Wholesale trade	21	3.2%	15	2.6%	-6	-28.6%
Public administration	18	2.8%	10	1.7%	-8	-44.4%
Information	14	2.1%	6	1.0%	-8	-57.1%
Agriculture, forestry, fishing and hunting, mining	10	1.5%	8	1.4%	-2	-20.0%

Source: US Census Bureau, 2000; US Census Bureau-American Community Survey, 2013

Table 3.6a and Table 3.6b present a comparison of employment within industry sectors for the Town and Village in 2000 and 2012. Manufacturing remains the largest employer of residents for both communities; however, the sector employs seventy-six fewer people than it did in 2000. As of 2012, Education/Healthcare/Social Services is the second highest sector employing a combined 225 people. After Manufacturing, the greatest declines occurred within the Construction (-53), Finance/Insurance/Real Estate (-40), and Wholesale Trade (-20) sectors.

[Top Four Sectors – Growth in Population Employed, 2000-2012](#)

Town of Black Creek

- +49 Educational services, health care, and social assistance
- +41 Agriculture, forestry, fishing and hunting, mining
- +25 Transportation, warehousing, and utilities
- +23 Arts, entertainment, and recreation

Village of Black Creek

- +26 Professional, scientific, and management
- +18 Educational services, health care, and social assistance
- +4 Other service, accept public administration
- +3 Arts, entertainment, and recreation

[Top Four Sectors – Decline in Population Employed, 2000-2012](#)

Town of Black Creek

- 53 Construction
- 14 Finance, insurance, and real estate
- 14 Wholesale trade
- 9 Manufacturing

Village of Black Creek

- 67 Manufacturing
- 26 Finance, insurance, and real estate
- 8 Information
- 8 Public administration

Table 3.7 compares the average annual wage by industry sector for Outagamie County and the State of Wisconsin. The sectors experiencing the greatest declines between 2000 and 2012 in the Town and Village of Black Creek are among those that provide the highest annual wage (manufacturing, construction, and finance). Table 3.8 lists the top ten employers in Outagamie County as of 2013.

Sector	Wisconsin	Outagamie County	County as Percent of Wisconsin
All industries	\$41,985	\$40,896	97.4%
Natural resources	\$33,047	\$32,938	99.7%
Construction	\$51,670	\$55,293	107.0%
Manufacturing	\$52,413	\$51,085	97.5%
Trade, transportation, & utilities	\$35,946	\$33,182	92.3%
Information	\$56,015	\$45,595	81.4%
Financial activities	\$58,493	\$54,112	92.5%
Professional & business services	\$49,451	\$40,977	82.9%
Education & health	\$43,781	\$48,032	109.7%
Leisure & other hospitality	\$15,221	\$12,598	82.8%
Other services	\$23,598	\$21,031	89.1%
Public administration	\$42,198	\$42,719	101.2%

Source: Wisconsin Department of Workforce Development, Workforce Training, QCEW, June 2013

Rank	Employer	Service or Product	Number of Employees
1	West Business Solutions, LLC.	Telemarketing bureaus	1,000 or more
2	TheDACare Group	General medical and surgical hospitals	1,000 or more
3	Thrivent Financial for Lutherans	Direct life insurance carriers	1,000 or more
4	Fox Valley Technical College	Junior colleges	1,000 or more
5	Faith Technologies, Inc.	Nonresidential electrical contractors	1,000 or more
6	County of Outagamie	Executive and legislative offices, combined	1,000 or more
7	St. Elizabeth Hospital, Inc.	General medical and surgical hospitals	1,000 or more
8	Nestle Pizza Services, LLC.	Frozen specialty food manufacturing	1,000 or more
9	Appleton Papers	Nonfolding sanitary food container mfg.	1,000 or more
10	The Boldt Company	Commercial building construction	500-999

Source: Wisconsin Department of Workforce Development, Workforce Training, QCEW, June 2013

STATE TRENDS²

The Wisconsin economy grew at a moderate pace in 2013 and will gain steam in 2014. The Wisconsin economy, as measured by personal income, grew 3.9% in 2012, just below the 4.2% growth nationwide. Wisconsin personal income should post growth of 2.9% in 2013 and will

² Text in this section was excerpted from the Wisconsin Department of Revenue, Wisconsin Economic Outlook: Winter 2014.

grow 4.0% in 2014. Employment in Wisconsin added around 30,000 jobs per year in 2012 and 2013. The forecast calls for increases of more than 40,000 jobs per year in 2014 and 2015. Wisconsin employment will grow 1.5% in 2014 and 1.7% in 2015 and 2016.

The forecast for Wisconsin and U.S. employment calls for an improvement of the recovery in 2014 and 2015. Several factors are in play to give some steam to the economic recovery: improved consumer sentiment and consumer spending, a recovering housing sector, and healthy exports growth. The state economy followed the national economy into the recession and it shows a similar pattern in the recovery. Total Wisconsin employment will return to its 2008 peak level of 2.9 million jobs by mid-2015. The national forecast expects the U.S. to recover its pre-recession employment level by late 2014.