

CHAPTER 1: ISSUES AND OPPORTUNITIES

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CHAPTER 1: ISSUES AND OPPORTUNITIES

INTRODUCTION

The Issues and Opportunities chapter provides information regarding the socioeconomic conditions and growth patterns within the City of Neenah. This information aids in defining existing problems and identifying available socioeconomic resources. Changes in population and household characteristics combined with existing development patterns and policy choices will determine how well the City of Neenah will be able to meet the future needs of its residents and the 14 comprehensive planning goals established by the Wisconsin Legislature.

INVENTORY AND ANALYSIS

The following section provides an inventory and assessment of demographic and economic trends as required by Wisconsin's Smart Growth legislation. Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates, some areas and subjects must be compared with caution or not compared at all.

Population Trends

Historic Population

The City of Neenah experienced a significant gain in population between 1960 and 1970, followed by a more moderate rate of population growth between 1980 and 2010 (Table 1-1 and Figure 1-1). Between 1960 and 1970, the City of Neenah grew by about 27 percent (26.8%). This was followed by a population loss of about two percent (-2.1%) during the next decade (1970 to 1980). Since 1980, the City has experienced a steady growth in population, increasing by 3.5 percent during the 1980's, 5.5 percent during the 1990's and 4.1 percent during the 2000's.

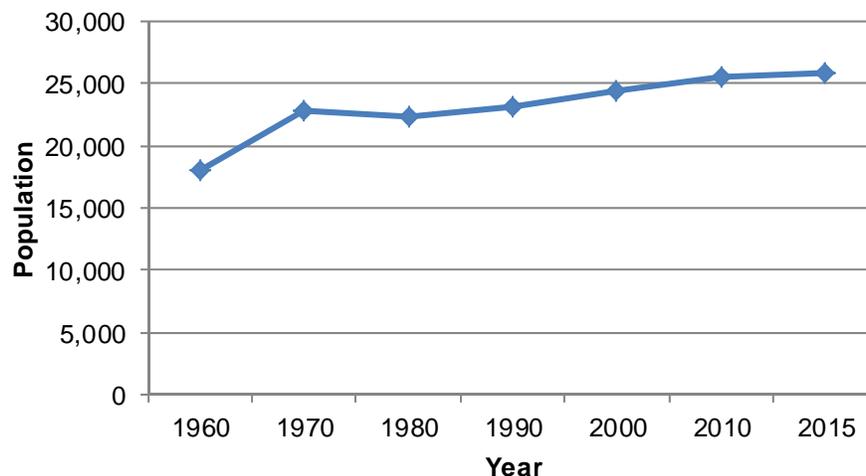
Table 1-1: Historic Population Growth, 1960 to 2015

	1960	1970	1980	1990	2000	2010	2015
City of Neenah	18,057	22,902	22,432	23,219	24,507	25,501	25,871
Winnebago County	107,128	129,946	131,772	140,320	156,763	166,994	168,526
Wisconsin	3,951,777	4,417,821	4,705,642	4,891,769	5,363,675	5,686,986	5,753,324
		Percent Change 1960-1970	Percent Change 1970-1980	Percent Change 1980-1990	Percent Change 1990-2000	Percent Change 2000-2010	Percent Change 2010-2015
City of Neenah		26.8%	-2.1%	3.5%	5.5%	4.1%	1.5%
Winnebago County		21.3%	1.4%	6.5%	11.7%	6.5%	0.9%
Wisconsin		11.8%	6.5%	4.0%	9.6%	6.0%	1.2%

Source: U.S. Census, 1960-2010, WDOA, Wisconsin Demographic Services Center, 1/1/2015 Final Estimates

Since 1960, the historic population growth rate in the county has been higher but has somewhat mirrored the growth rate experienced by the City. A significant growth in population during the 1960's (21.3%) was followed by a flatter growth rate during the 1970's (1.4%). Between 1980 and 1990 growth increased (6.5%), then just about doubled again between 1990 and 2000 (11.7%). During the 2000's, the population of the county (6.5%) continued to increase at a faster rate than the City. In comparison, the state grew significantly, but at a slightly lower rate during the 1960's (11.8%), and has been a little less subject to the larger ups and downs in growth rate.

Figure 1-1: Historic Population Growth, 1960-2015



Source: U.S. Census, 1960-2010, WDOA, Wisconsin Demographic Services Center, 1/1/2015 Final Estimates

Recent estimates from the WDOA indicate that the population of the City is continuing to grow and at a faster rate than county and the state. **Between 2010 and 2015, the population in the City of Neenah is estimated to have grown by 1.5 percent or 370 people, outpacing the estimated growth in the county (0.9%) and the state (1.2%).**

Population Forecast

Population projections can provide extremely valuable information for community planning but have particular limitations. Population projections are typically based on historical growth patterns and the composition of the current population base. To a large extent the reliability of the projections is dependent on the continuation of past growth trends. Continued population growth will result in an increase in demand for services and land consumption.

Table 1-2: Components of Population Change, Winnebago County

Year	Numeric Change			Percent Change		
	Natural Increase	Net Migration	Total Change	Natural Increase	Net Migration	Total Change
2000-2010	5,907	4,324	10,231	3.8%	2.8%	6.5%
2010-2020	5,581	4,475	10,056	3.3%	2.7%	6.0%
2020-2030	5,001	6,629	11,630	2.8%	3.7%	6.6%
2030-2040	3,377	1,073	4,450	1.8%	0.6%	2.4%

Source: WDOA, Vintage 2013

According to the WDOA, natural increase (births minus deaths) had slightly more of an influence on population increase in Winnebago County during the 2000's, than net migration (number of people leaving an area subtracted from the number of people coming into an area). It is assumed that natural increase will continue to have a slightly higher impact on population growth during the 2010's, while migration will play a larger role in population change during the 2020's as the population ages (Table 1-2). Table 1-3 presents population estimates through 2040. **According to the WDOA, the City of Neenah is expected to grow by 13.6 percent (3,469 people) between 2010 and 2040.** This increase is less than the Winnebago County (15.7%) and Wisconsin (14.1%).

Table 1-3: Population Estimates, 2010-2040

Municipality	2010	2015	2020	2025	2030	2035	2040	Percent Change 2010-2040
City of Neenah	25,501	26,010	26,990	27,810	28,520	28,870	28,970	13.6%
Winnebago County	166,994	169,925	177,050	183,230	188,680	191,710	193,130	15.7%
Wisconsin	5,686,986	5,783,015	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635	14.1%

Source: WDOA, Wisconsin Demographic Services Center, Vintage 2013 Population Projections

Population Density

Population density reflects the degree of urbanization of a community as well as the impacts on demand and cost effectiveness of the provision of urban services. Population density is calculated as the number of people per square mile of land area excluding surface water.

Table 1-4: Population Density, 2000 and 2010

Municipality	2000			2010		
	Land Area Sq. Miles	Pop	People per Sq. Mile	Land Area in Sq. Miles	Pop	People per Sq. Mile
City of Neenah	8.25	24,507	2,971.7	9.23	25,501	2,762.8
Winnebago County	438.58	156,763	357.4	434.49	166,994	384.3
Wisconsin	54,310.1	5,363,675	98.8	54,157.8	5,686,986	105.0

Source: U.S. Census, 2000, 2010. ECWRPC, 2013

From 2000 to 2010, the overall population density of the City of Neenah decreased from 2,971.7 persons per square mile in 2000 to 2,762.8 persons per square mile in 2010 (Table 1-4). While Winnebago County and the state increased in population density over this same time period. According to the U.S. Census, the City of Neenah experienced about a square mile increase in land area between 2000 and 2010, probably as a result of annexations. Since the population density decreased, it is likely that areas recently annexed into the City remain mostly undeveloped.

Age Distribution

The age structure of a population impacts the service, housing, and transportation needs of a community. **In 2010, the median age of City of Neenah residents was 36.7** (Table 1-5). This is younger than Winnebago County's median age of 37.9 and the State of Wisconsin's median age of 38.5. Reflecting state and national trends, the City of Neenah's population has aged slightly since 2000 when the median age was 35.4 years.

Table 1-5: Percent of Population by Age Cohort, 2000 and 2010

2000	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 & older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
City Neenah	6.9%	22.9%	5.3%	32.0%	20.3%	12.5%	24,507	35.4
Winnebago County	6.9%	23.5%	6.1%	31.9%	20.7%	10.9%	156,763	35.4
Wisconsin	6.4%	22.2%	6.7%	29.5%	22.2%	13.1%	5,363,675	36.0
2010	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 & older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
City Neenah	7.1%	20.0%	5.7%	27.6%	27.0%	12.7%	25,501	36.7
Winnebago County	5.9%	19.1%	8.5%	26.0%	27.1%	13.4%	166,994	37.9
Wisconsin	6.3%	20.1%	6.8%	25.5%	27.7%	13.7%	5,686,986	38.5

Source: U.S. Census 2010, DP-1

The child bearing population (25 to 44) comprised the City's largest cohort in both 2000 (32%) and 2010 (27.6%). In 2000, the next largest age cohort in the City was the school age population (5 to 19), while in 2010, it was the baby boom population (45 to 64), 22.9% and 27.0 percent respectively. Reflecting the aging population, the portion of the population in the 45-64, 65 and older cohorts increased between 2000 and 2010 (Table 1-5).

Similar to the City, in 2000, the child bearing population (25-44) comprised the largest age cohort in Winnebago County (31.9%) and the state (29.5%). While the second largest age cohort in Winnebago County was the school age population (5 to 19, 22.9%). In Wisconsin, the second largest age cohort was the baby boomer (45 to 64, 22.2%) and the school age population (5 to 19, 22.2%). Unlike the City, in 2010, the largest age cohort in the county (27.1%) and state (27.7%) was the baby boomer (45 to 64).

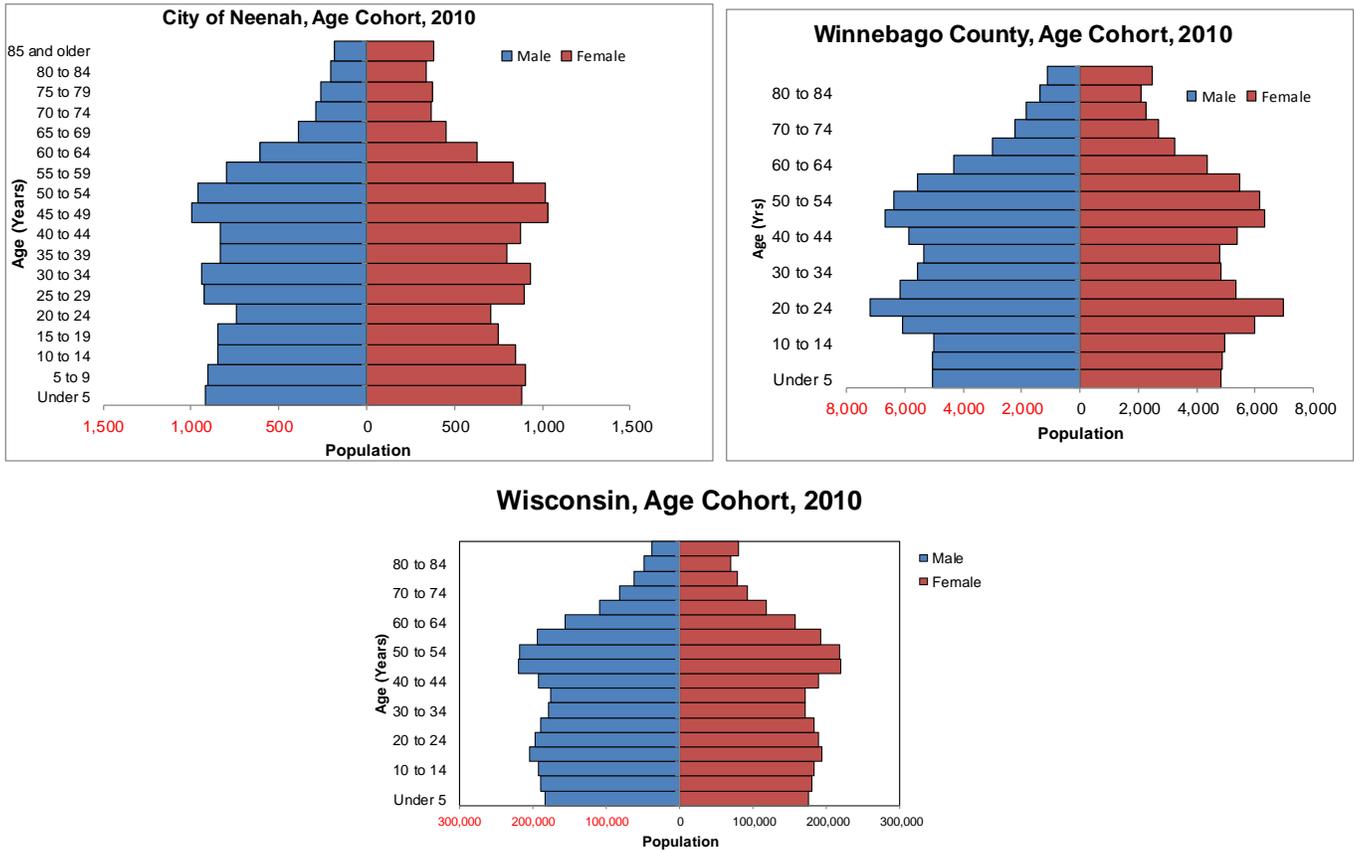
Table 1-6: Population by Gender, 2010

	Male			Female			Total	Median Age
	Number	Percent	Median Age	Number	Percent	Median Age		
C. Neenah	12,463	48.9%	35.7	13,038	51.1%	38.7	25,501	37.1
Winnebago County	83,952	50.3%	36.8	83,042	49.7%	39	166,994	37.9
Wisconsin	2,822,400	49.6%	37.3	2,864,586	50.4%	39.6	5,686,986	38.5

Source: U.S. Census 2010, DP-1

Females outnumbered males in the City of Neenah and the state in 2010 (Table 1-6 and Figure 1-2). Unlike the state or county, within the City of Neenah the ratio of males to females fluctuated between which gender was in majority, though overall males dominated until the age 35 to 39 age cohort and females dominated from the age 40 to 44 age cohort and above. Within the state, males made up the majority population through the 40 to 44 age cohort, and then the majority varied between male and female until the 55 to 59 age cohort. Females outnumbered males, beginning with the 60 to 64 age cohort. In the county, males tended to dominate until the age 55 to 59 age cohort and females dominated in the 60 to 64 age cohorts and above. The life expectancy of females is longer than that of males and this is reflected in the higher median age for females in all jurisdictions.

Figure 1-2: Population by Age Cohort, 2010



Source: U.S. Census 2010, DP-1

Race

Population by race provides information regarding the social and cultural characteristics of an area. It also provides information regarding population dynamics. Access to education and economic opportunities differ by race. Differences also exist in age structure, language barriers and risks for various diseases and health conditions.

Since new immigrants are more likely to settle in areas with existing populations from their country of origin, race and ethnicity, existing populations may also influence migration patterns. National population trends indicate that persons of color (includes African Americans, Native Americans, Alaskan Natives, Pacific Islanders, Asians and persons declaring two or more races) and persons of Hispanic Origin are growing faster than non-Hispanic whites.¹ As the population of the City of Neenah, Winnebago County and Wisconsin continues to grow, it is likely that the minority proportion of the population (persons of color and whites of Hispanic Origin) will also continue to grow. If this occurs, communities may need to compensate for the changing demographic composition. Communities may also find it beneficial to promote opportunities for positive interaction between cultures. An increase in understanding of differences and similarities in expectations and cultural values may help reduce friction between groups.

Racial Distribution

While the population in the City is less diverse than that of the county and state, between 2000 and 2010, the City experienced a slight increase in the share and number of minority persons of non-white race during this time period (Table 1-7). ***In 2010, whites comprised 93.7 percent of the City of Neenah population compared to 92.5 percent in the county and 86.2 percent of the state's population.***

Although Hispanics are the fastest growing ethnic group in the United States, they currently comprise less than five percent of the county's and less than six percent of the state's population. However, like the nation, this segment of the population is one of the fastest growing segments in the area. Between 2000 and 2010, the Hispanic population within Winnebago County just about doubled, increasing from two percent in 2000 to 3.5 percent in 2010. At the state level the Hispanic population increased from 3.6 percent in 2000 to 5.9 percent in 2010.

The share and number of Hispanics also increased in the City of Neenah between 2000 and 2010. In 2010, Hispanics comprised 3.8 percent of the population, up from 2.0 percent in 2000. If the City is going to grow through migration, it is likely that the number and percentage of Hispanics in the area will also increase as Hispanics are becoming a larger share of the national, state and county population.

¹ U.S. Census.

Table 1-7: Population by Race and Hispanic Origin, 2000 and 2010

	City of Neenah				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
White	23,547	96.1%	23,899	93.7%	148,900	95.0%	154,445	92.5%	4,773,553	89.0%	4,902,067	86.2%
African American	84	0.3%	323	1.3%	1,729	1.1%	2,975	1.8%	300,355	5.6%	359,148	6.3%
American Indian - Alaskan Native	134	0.5%	183	0.7%	781	0.5%	1,036	0.6%	49,661	0.9%	54,526	1.0%
Asian or Pacific Islander	236	1.0%	376	1.5%	2,480	1.6%	3,880	2.3%	84,654	1.6%	131,061	2.3%
Other Race	211	0.9%	330	1.3%	1,192	0.8%	2,188	1.3%	84,281	1.6%	135,867	2.4%
Two or More Races	295	1.2%	390	1.5%	1,681	1.1%	2,470	1.5%	71,171	1.3%	104,317	1.8%
Total Persons	24,507	100%	25,501	100%	156,763	100%	166,994	100%	5,363,675	100%	5,686,986	100%
Hispanic or Latino	495	2.0%	967	3.8%	3,065	2.0%	5,784	3.5%	192,921	3.6%	336,056	5.9%

Source: U.S. Census 2000, 2010, DP01

Household Structure and Trends

Household Size

Household size and alterations in household structure provide a method to analyze the potential demand for housing units. The composition of a household coupled with the level of education, training, and age also impacts the income potential for the particular household. These characteristics can also determine the need for services such as child care, transportation, and other personal services. Decreases in household size create a need for additional housing units and accommodating infrastructure, even if there is not an increase in the overall population.

Household size in the City of Neenah decreased from 2.47 persons per household in 2000 to 2.36 persons per household in 2010 (Table 1-8). At the same time, a decrease in the average household size also occurred at the state and county levels. In Winnebago County the average household size decreased from 2.43 persons per household in 2000 to 2.34 persons per household in 2010. The state saw a slightly smaller decrease, falling from 2.5 persons per household in 2000 to 2.43 persons per household in 2010.

The City of Neenah's average household size has remained slightly higher than the county and lower than the State of Wisconsin in both time periods (Table 1-8).

Table 1-8: Households and Persons per Household, 2000 and 2010

	2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH
City of Neenah	9,834	2.47	10,694	2.36
Winnebago County	61,157	2.43	67,875	2.34
Wisconsin	2,084,544	2.5	2,279,768	2.43

Source: U.S. Census: 2000 & 2010, DP-1

Household Composition

In 2000 (66.9%) and 2010 (62.7%), about two-thirds of the households in the City of Neenah were family households (Appendix A, Table A-1). During both years, the City had a higher percentage of family households compared to the county (64.7%, 61.2%). Although the state had about the share of family households compared to the City in 2000 (66.5%), it had a slighter higher percentage of family households in 2010 (64.4%) than the City. Individuals living alone, age 65 years old and older, made up about 10 percent of the households in the City in 2000 (10.1%) and in 2010 (10.6%). This was a larger share of the total households compared to the county (9.9%, 10.3%) and the state (9.9%, 10.2%) during both time periods. By 2010, the portion of households with individuals 65 years old and older living alone increased in all jurisdictions.

Households are composed of family households (married couple and male or female, no spouse present) and nonfamily households (Appendix A, Table A-1.). In 2000, the percentage of married couple families was greater in the City (53.8%) than in the county (53.0%) and the state (53.2%). Between 2000 and 2010, the percentage of married couples decreased in all jurisdictions, as the percentage of single parent families increased. During this time period, the largest decrease was experienced by the City of Neenah (6.2%), in comparison the percentage of married couples decreased by 5.2 percent in the county and 3.6 percent in the state.

Married couple families (husband and wife) made up slightly less than half (47.6%) of all households in the City of Neenah in 2010, compared to 47.8 percent in Winnebago County and 49.6 percent in the state.

Household Forecasts

Total population figures include not only persons in households, but also persons in group quarters². As the population ages during the projection period, it is likely that the persons in group quarters will increase over time. This increase will come from not only the elderly component of the population, but also from the disabled component of the population as aging parents will no longer be able to care for disabled offspring. It is important to remember that the actual growth rate and the amount of future growth a community will experience will be determined by local policies which can affect the rate of growth within the context of county, state, and national population growth trends. Migration is expected to play a part in the City of Neenah and Winnebago County's growth patterns in the coming decades. Therefore growth rates and trends outside the county will influence the pool of potential residents the county can attract.

Based on anticipated growth trends, the City of Neenah's population is expected to continue to increase through 2040 (Table 1-3). During this same time period, **the number of households is expected to increase by about 18.6 percent from 10,694 in 2010 to 12,682 in 2040** (Table 1-9). The increase in the number of households is expected to result from a decrease in

² Group Quarters, as defined by the 2010 U.S. Census, "is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories."

household size and an increase in population. Between 2010 and 2040 it is anticipated that the household size will decrease from 2.36 persons per household to 2.26.

During this same time period, Winnebago County and Wisconsin are expected to experience a larger increase in the number of households. It is anticipated that the number of households in Winnebago County will increase by about 20 percent, while the state will see an increase of 22.4 percent between 2010 and 2040.

Table 1-9: Household Projections, 2010 – 2040

Year	City of Neenah		Winnebago County		Wisconsin	
	No. HH	Person/HH	No. HH	Person/HH	No. HH	Person/HH
2010	10,694	2.36	67,875	2.34	2,279,768	2.43
2015	11,012	2.34	69,784	2.32	2,371,815	2.38
2020	11,505	2.32	73,211	2.30	2,491,982	2.35
2025	11,935	2.31	76,221	2.29	2,600,538	2.32
2030	12,321	2.29	78,920	2.28	2,697,884	2.30
2035	12,573	2.27	80,713	2.26	2,764,498	2.28
2040	12,682	2.26	81,611	2.25	2,790,322	2.26
Percent Change						
2010 to 2015	3.0%	-0.9%	2.8%	-0.9%	4.0%	-2.2%
2015 to 2020	4.5%	-0.7%	4.9%	-0.9%	5.1%	-1.2%
2020 to 2025	3.7%	-0.7%	4.1%	-0.4%	4.4%	-1.0%
2025 to 2030	3.2%	-0.7%	3.5%	-0.4%	3.7%	-1.0%
2030 to 2035	2.0%	-0.8%	2.3%	-0.9%	2.5%	-1.0%
2035 to 2040	0.9%	-0.5%	1.1%	-0.4%	0.9%	-0.8%

Source: WDOA, Wisconsin Demographic Services Center, 1/1/2015 Final Estimates and Vintage 2013 Population Projections

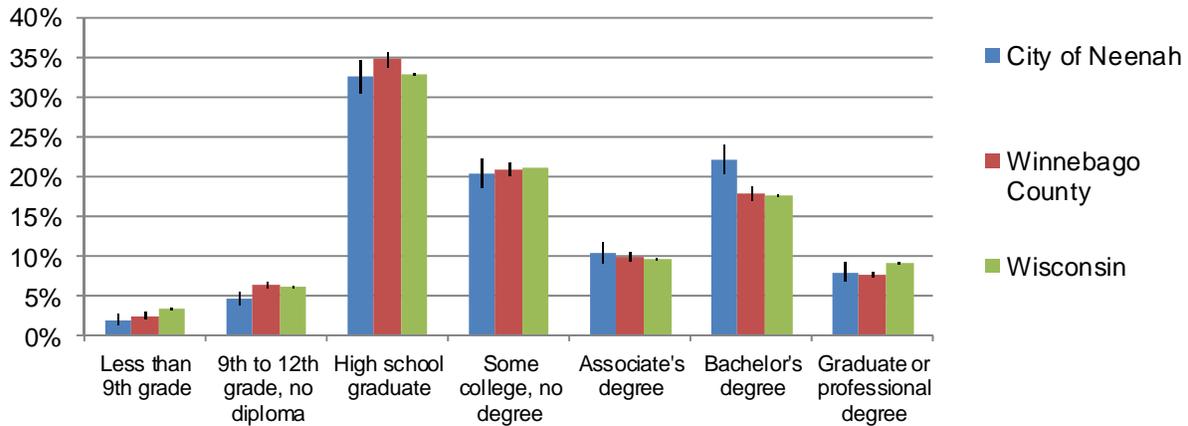
Income and Education

The U.S. Census Bureau reports that an individual with a bachelor’s degree can expect to earn \$2.1 million over the course of a career, nearly double what the expected earnings are for a high school graduate. The results of the Census Bureau’s study demonstrate that there is a definite link between earning potential and education.

Educational Attainment

The 2009-2013 American Community Survey 5-Year Estimates, as depicted in Figure 1-3 and shown in Appendix A, Table A-2, **indicate that the City of Neenah had a slightly higher percentage of residents age 25 or older who graduated from high school or higher (93.4%) than the county (91.0%) and the state (90.4%).** Additionally the City has a larger share of residents that hold a bachelor degree or higher. Approximately 30 percent (30.1%) of City residents hold a bachelor degree or higher compared to 25.5 percent of county residents and 26.8 percent of state residents.

Figure 1-3: Percent Educational Attainment, 2009-2013 ACS 5-Year Estimates



Source: U.S. Census, 2009-2013 American Community Survey 5-Year Estimates, DP02

Between 2000 and the 2009-2013 5-Year Estimates, the percentage of high school graduates or higher, and the percentage of residents receiving a bachelor degree or higher, increased in all jurisdictions (Table 1-10). **The share of residents holding a bachelor's degree or higher increased by 3.8 percent in the City of Neenah between 2000 (26.3%) and 2009-2013 5-Year Estimates (30.1%).** As a result, the portion of City residents with a bachelor degree or higher continues to surpass the percentage in the county (25.5%) and the state (26.8%).

Table 1-10: Graduation Rates, 2000 and 2009-2013 ACS 5-Year Estimates

	Percent High School Graduate or Higher				Percent Bachelor's Degree or Higher			
	2000	2009-2013 5-Yr Est.		Percent Change, 2000 to 2009-2013	2000	2009-2013 5-Yr Est.		Percent Change, 2000 to 2009-2013
	Number	Estimate	MOE +/-		Number	Estimate	MOE +/-	
C Neenah	88.9%	93.4%	1.1%	4.5%	26.3%	30.1%	2.2%	3.8%
Winnebago County	86.3%	91.0%	0.5%	4.7%	22.8%	25.5%	0.9%	2.7%
Wisconsin	85.1%	90.4%	0.1%	5.3%	22.4%	26.8%	0.2%	4.4%

Source: U.S. Census 2000; 2009-2013 American Community Survey 5-Year Estimates, DP02

Income Levels

Income includes both earned and unearned income. Earned income includes money earned through wages, salaries, and net self-employment income (including farm income). Unearned income includes money from interest, dividends, rent, Social Security, retirement income, disability income, and welfare payments.³ **According to the 2009-2013 American Community**

³ U.S. Census Bureau.

Survey, approximately 78.4 percent (+/-1.8%), of households derive income from earnings in the City of Neenah. This is somewhat reflective of the percent (12.7%) of City population in the age 65 or older age cohort. Since a somewhat large percentage of Winnebago County household income is from earnings (78.7%, +/-0.7%), access to employment opportunities is a strong determinant in meeting the income needs of the residents. Even though a large percentage of households rely on earnings, a significant percentage utilize social security income (26.9%/+/-1.9%) and retirement income (18.8%/+/-1.7%) to a lesser extent. As a result, **the average (mean) household income (\$70,770 +/--\$3,390) is less than the average (mean) earnings per household (\$72,765 +/- \$4,419).**

Three commonly used income measures are median household income, median family income and per capita income. Median income is derived by examining the entire income distribution and calculating the point where one-half of the incomes fall below that point, the median, and one-half above that point. For households and families, the median income is based on the total number of households or families, including those with no income.

The City of Neenah’s median household income in 1999 was \$45,773; this was higher than both Winnebago County’s median income of \$44,445 and the State of Wisconsin’s median income of \$43,791 (Table 1-11). Although the median household income for all jurisdictions increased between 1999 and 2009-2013, the City of Neenah’s median household income made smaller gains, about 12 percent, while Winnebago County had an increase of about 15 percent and Wisconsin experienced an increase of 20 percent.

Table 1-11: Comparative Income Characteristics, 1999 and 2009-2013 ACS 5-Year Estimates

	Median HH Income			Median Family Income			Per Capita Income		
	1999	2009-2013 5-Yr Est.		1999	2009-2013 5-Yr Est.		1999	2009-2013 5-Yr Est.	
		Estimate	MOE +/-		Estimate	MOE +/-		Estimate	MOE +/-
C Neenah	\$45,773	\$51,246	\$2,468	\$55,329	\$66,653	\$3,382	\$24,280	\$29,160	\$1,492
Winnebago County	\$44,445	\$51,010	\$970	\$53,932	\$66,466	\$1,547	\$21,706	\$26,955	\$689
Wisconsin	\$43,791	\$52,413	\$173	\$52,911	\$66,534	\$307	\$21,271	\$27,523	\$124

Source: U.S. Census 2000, STF3A, 2009-2013 American Community Survey 5-Yr Estimate, DP03

The median family income also increased for all three jurisdictions. The City of Neenah’s median family income (20.5%) increased at a slightly smaller rate as compared to the state (25.7%) and the county level (23.2%). **According to the 2009-2013 ACS 5-Year Estimates, the City of Neenah median family income was \$66,653, which was an increase from the 1999 median family income of \$55,329.**

As depicted in Table 1-11, the City of Neenah had a higher median household income, median family income and a higher per capita income than the state and county in both time frames. **The per capita income in the City of Neenah in 2009-2013 was \$29,160, an increase of 20 percent from 1999 (\$24, 280).**

Poverty Status

The poverty level is determined by the U.S. Census Bureau based on current cost of living estimates 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 2010, the poverty threshold for a family of four with two children had increased to \$22,113⁴.

According to the American Community Survey 5-Year Estimates, in 2009-2013 10.4 percent (+/-2.1%) of the City of Neenah's population was living below the poverty line (Table 1-12). This is slightly less than Winnebago County (12.3%+/-0.8%) and the State of Wisconsin (13.0%+/-0.2%). Between 1999 and 2009-2013, the percentage of people living below the poverty line increased for the City of Neenah, Winnebago County and the State of Wisconsin. In 1999, 5.4 percent of the City's residents were living below the poverty line, while 6.7 percent of Winnebago County residents were, and 8.7 percent of residents of the State of Wisconsin were living below the poverty line.

Table 1-12: Poverty Status, Total Persons - 1999 and 2009-2013 ACS 5-Year Estimates

	Total Persons			Total Persons Below Poverty Level					
	1999		2009-2013 5-Yr Est.	1999		2009-2013 5-Yr Est.			
	No.	Estimate	MOE +/-	No.	Percent	Estimate	MOE +/-	Percent	MOE +/-
C Neenah	24,245	25,276	200	1,301	5.4%	2,622	519	10.4%	2.1
Winnebago County	148,696	158,681	578	9,940	6.7%	19,475	1,290	12.3%	0.8
Wisconsin	5,211,603	5,554,566	1,358	451,538	8.7%	723,730	9,275	13.0%	0.2

Source: U.S. Census 2000 SF 3, 2009-2013 American Community Survey 5-Yr Estimate, S1701

Approximately 8.0 percent (+/-2.2%) of families lived below the poverty level in the City of Neenah, according to the 2009-2013 American Community Survey 5-Year Estimates (Table 1-13). This was slightly less than the share of families in state (8.8%, +/-0.2) and more than the share of families in Winnebago County (7.4%+/-0.8%). Between 1999 and 2009-2013, the percentage of families living below the poverty level increased in the City, county and the state. In 1999, 3.3 percent of families lived below the poverty level in the City of Neenah compared to 3.8 percent of the families living in Winnebago County and 5.6 percent of the families living in Wisconsin.

Table 1-13: Poverty Status, Total Families - 1999 and 2009-2013 ACS 5-Year Estimates

	Total Families			Total Families Below Poverty Level			
	1999		2009-2013 5-Yr Est.	1999		2009-2013 5-Yr	
	No.	Estimate	MOE +/-	No.	Percent	Percent	MOE +/-
C Neenah	6,635	6,564	240	216	3.3%	8.0%	2.2%
Winnebago County	39,788	41,058	827	1,517	3.8%	7.4%	0.8
Wisconsin	1,395,037	1,469,143	5968	78,188	5.6%	8.8%	0.2

Source: U.S. Census 2000 SF 3, 2009-2013 American Community Survey 5-Yr Estimate, S1702

⁴ U.S. Census Bureau, 2000 and 2010 Poverty Thresholds.

KEY ISSUES AND OPPORTUNITIES SUMMARY POINTS

- The City of Neenah experienced a significant gain in population between 1960 and 1970, followed by a more moderate rate of population growth between 1980 and 2010.
- Between 2010 and 2015, the population in the City of Neenah is estimated to have grown by 1.5 percent or 370 people, outpacing the estimated growth in the county (0.9%) and the state (1.2%).
- According to the WDOA, the City of Neenah is expected to grow by 13.6 percent (3,469 people) between 2010 and 2040.
- From 2000 to 2010, the overall population density of the City of Neenah decreased from 2,971.7 persons per square mile in 2000 to 2,762.8 persons per square mile in 2010.
- In 2010, the median age of City of Neenah residents was 36.7.
- The child bearing population (25 to 44) comprised the City's largest cohort in both 2000 (32%) and 2010 (27.6%).
- In 2010, whites comprised 93.7 percent of the City of Neenah population compared to 92.5 percent in the county and 86.2 percent of the state's population.
- Household size in the City of Neenah decreased from 2.47 persons per household in 2000 to 2.36 persons per household in 2010.
- In 2000 (66.9%) and 2010 (62.7%), about two-thirds of the households in the City of Neenah were family households.
- Married couple families (husband and wife) made up slightly less than half (47.6%) of all households in the City of Neenah in 2010, compared to 47.8 percent in Winnebago County and 49.6 percent in the state.
- The number of households is expected to increase by about 18.6 percent from 10,694 in 2010 to 12,682 in 2040.
- The 2009-2013 American Community Survey 5-Year Estimates, indicate that the City of Neenah had a slightly higher percentage of residents age 25 or older who graduated from high school or higher (93.4%) than the county (91.0%) and the state (90.4%).
- The share of residents holding a bachelor's degree or higher increased by 3.8 percent in the City of Neenah between 2000 (26.3%) and 2009-2013 5- Year Estimates (30.1%).
- According to the 2009-2013 American Community Survey, approximately 78.4 percent (+/-1.8%), of households derive income from earnings in the City of Neenah.
- The average (mean) household income (\$70,770 +/- \$3,390) is less than the average (mean) earnings per household (\$72,765 +/- \$4,419).
- The City of Neenah's median household income in 1999 was \$45,773; this was higher than both Winnebago County's median income of \$44,445 and the State of Wisconsin's median income of \$43,791.
- According to the 2009-2013 ACS 5-Year Estimates, the City of Neenah median family income was \$66,653, which was an increase from the 1999 median family income of \$55,329.
- The per capita income in the City of Neenah in 2009-2013 was \$29,160, an increase of 20 percent from 1999 (\$24, 280).
- According to the American Community Survey 5 Year Estimates, in 2009-2013 10.4 percent (+/-2.1%) of the City of Neenah's population was living below the poverty line.
- Approximately 8.0 percent (+/-2.2%) of families lived below the poverty level in the City of Neenah, according to the 2009-2013 American Community Survey 5-Year Estimates.

POLICIES AND PROGRAMS

Policies and programs related to the Issues and Opportunities element can be found in **Appendix F.**

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