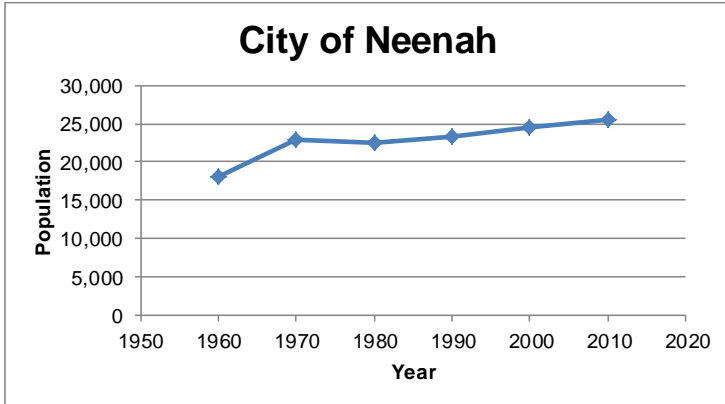


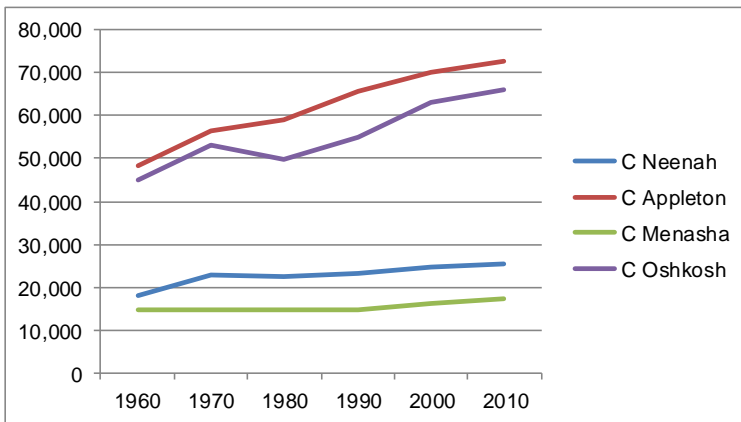
DEMOGRAPHIC HIGHLIGHTS CITY OF NEENAH

Historic Population Trends



1960	1970	1980	1990	2000	2010
18,057	22,902	22,432	23,219	24,507	25,501

Source: U.S. Census 1960 - 2010



Historic Population Trends

- Population of City of Neenah grew by about 27% between 1960 and 1970, outpacing nearby cities and Winnebago County
- Between 1970 and 1980, the population of the City of Neenah decreased by 2.1%, with the exception on Appleton, other nearby cities also saw decreases.
- Between 1980 and 2010, the population of the City of Neenah grew by about 14%, which was less than the other nearby cities and the County.
- WDOA estimates that between 2010 and 2015, the population of City of Neenah increased by about 1.5%.

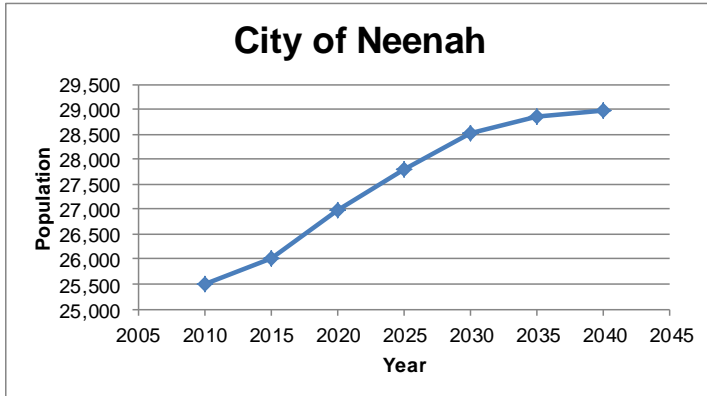
Municipality	1960	1970	1980	1990	2000	2010	2015
C Neenah	18,057	22,902	22,432	23,219	24,507	25,501	25,871
C Appleton	48,411	56,377	58,913	65,695	70,087	72,623	73,737
C Menasha	14,647	14,836	14,728	14,711	16,331	17,353	17,633
C Oshkosh	45,110	53,082	49,620	55,006	62,916	66,083	66,451
Winnebago County	107,928	129,946	131,722	140,320	156,763	166,994	168,526

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

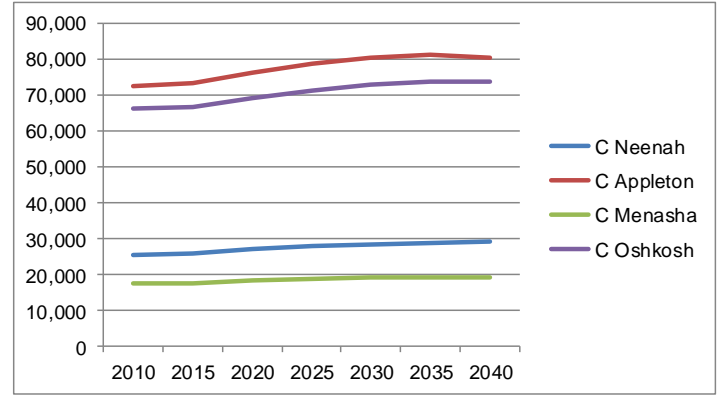
Municipality	1960-70	1970-80	1980-90	1990-2000	2000-10	2010-15
C Neenah	26.8%	-2.1%	3.5%	5.5%	4.1%	1.5%
C Appleton	16.5%	4.5%	11.5%	6.7%	3.6%	1.5%
C Menasha	1.3%	-0.7%	-0.1%	11.0%	6.3%	1.6%
C Oshkosh	17.7%	-6.5%	10.9%	14.4%	5.0%	0.6%
Winnebago County	20.4%	1.4%	6.5%	11.7%	6.5%	0.9%

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

Future Population Projections



Source: WDOA, vintage 2013



Source: WDOA, vintage 2013

Municipality	2010	2015	2020	2025	2030	2035	2040	% Change 2010-2040
C Neenah	25,501	26,010	26,990	27,810	28,520	28,870	28,970	13.6%
C Appleton	72,623	73,330	76,370	78,680	80,570	81,165	80,605	11.0%
C Menasha	17,353	17,575	18,170	18,645	19,045	19,180	19,120	10.2%
C Oshkosh	66,083	66,900	69,250	71,250	72,900	73,650	73,800	11.7%
Winnebago County	166,994	169,925	177,050	183,230	188,680	191,710	193,130	15.7%

Source: WDOA, vintage 2013

Future household and persons/household Projections

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