“The Times, They Are A-Changing”
The Changing Demographics and Economics of the ICC Counties

ICC Meeting
Montello, WI
April 15, 2013
Prepared by Matt Kures and Dan Veroff
Population Growth

- Modest rates of population growth over last decade
- Economic recession and housing market collapse slowed pace of growth significantly after 2006
- ICC Counties home to over 325,000 people

Data source: Census 2000 and 2010
Patterns of Population Change Since 1990

ICC Counties Population, 1990-2010

- Columbia County
- Dodge County
- Green Lake County
- Jefferson County
- Marquette County
- Sauk County

Year: 1990, 2000, 2010
What Drives Population Change?

Population Change, 2000-2010:
ICC Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Natural Increase</th>
<th>Net Migration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin</td>
<td></td>
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</tr>
<tr>
<td>Columbia</td>
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<td>Dodge</td>
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<tr>
<td>Marquette</td>
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<tr>
<td>Sauk</td>
<td></td>
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</tr>
</tbody>
</table>

What Drives Population Change?
## Quiz: Moving in and Moving out

<table>
<thead>
<tr>
<th>ICC County</th>
<th>Movers From</th>
<th>Movers To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
<td></td>
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<tr>
<td>Dodge</td>
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<tr>
<td>Sauk</td>
<td></td>
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</tr>
</tbody>
</table>
Age

- “Oldest” median ages in state’s history in 2010
- ICC counties in middle of pack compared to other areas
- Differences in patterns of aging
  - Local economies and job opportunities
  - In-migration of families and workers
  - Aging in place in Ag areas

Median Age, 2010

- 31 - 34
- 35 - 38
- 39 - 42
- 43 - 46
- 47 - 51

WI median age: 38.5

Data source: Census 2010
Median Age

Median Age, 2010
ICC Counties

Wisconsin Median Age = 38.5
Age Structure

Population by Sex & Age, 1980
ICC Counties

Number of Persons

Data source: 1980 Census
Age Structure

Population by Sex & Age, 1990
ICC Counties

Number of Persons

0 - 4
5 - 9
10 - 14
15 - 19
20 - 24
25 - 29
30 - 34
35 - 39
40 - 44
45 - 49
50 - 54
55 - 59
60 - 64
65 - 69
70 - 74
75 - 79
80 - 84
85 & OVER

Male
Female

Data source: 1990 Census

Applied Population Laboratory
UW-Madison
Department of Community & Environmental Sociology
Age Structure

Population by Sex & Age, 2000
ICC Counties

Data source: 2000 Census
Age Structure

Population by Sex & Age, 2010
ICC Counties

Number of Persons

0 - 4
5 - 9
10 - 14
15 - 19
20 - 24
25 - 29
30 - 34
35 - 39
40 - 44
45 - 49
50 - 54
55 - 59
60 - 64
65 - 69
70 - 74
75 - 79
80 - 84
85 & OVER

Male

Female

Data source: 2010 Census

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Age Structure

Change in Selected Age Groups, 2000 to 2010
ICC Counties

- age 65 and over: 12% Increase
- age 45-64: 35% Increase
- age 20-44: 5% Decrease
- age 5-19: 1% Decrease
- age 0-4: 6% Increase

Persons

0 20,000 40,000 60,000 80,000 100,000 120,000
Race and Ethnicity

Growth of Race/Ethnic Populations, 1990 to 2010
ICC Counties

Note: Percent increases are from 2000 to 2010
Latinos in ICC Counties

Growth of Latino Population, 2000 to 2010
ICC Counties

- Sauk County:
  - 2000: 938
  - 2010: 2,675

- Marquette County:
  - 2000: 391
  - 2010: 215

- Jefferson County:
  - 2000: 393
  - 2010: 5,555

- Green Lake County:
  - 2000: 743
  - 2010: 393

- Dodge County:
  - 2000: 827
  - 2010: 2,188

- Columbia County:
  - 2000: 1,444
  - 2010: 1,444

Latino Population

0 1,000 2,000 3,000 4,000 5,000 6,000
Latinos in ICC Counties

Hispanic/Latino Population, 2010
By Municipality
- 0 - 9
- 10 - 29
- 30 - 59
- 60 - 249
- 250 - 1,284
Languages Spoken at Home

Language Spoken at Home for Persons Age 5 and Over, 2011
ICC Counties

English (94.3%)
Other than English (5.7%)
Spanish (3.4%)
Other European (1.8%)
Asian (.3%)
All Other (0.2%)
Educational Attainment

Educational Attainment, 1990 to 2007-2011 ACS
ICC Counties and Wisconsin

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>ICC Counties High School Diploma and Higher</td>
<td>74.9</td>
<td>83.6</td>
<td>88.6</td>
</tr>
<tr>
<td>ICC Counties Total</td>
<td>78.6</td>
<td>85.1</td>
<td>89.8</td>
</tr>
<tr>
<td>Wisconsin Total Degree and Higher</td>
<td>12.4</td>
<td>15.5</td>
<td>18.8</td>
</tr>
<tr>
<td>ICC Counties Bachelors Degree and Higher</td>
<td>17.7</td>
<td>22.4</td>
<td>26.0</td>
</tr>
</tbody>
</table>
Educational Attainment

Educational Attainment, 1990 to 2007-2011 ACS
ICC Counties and Wisconsin

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<thead>
<tr>
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<tr>
<td>ICC Counties</td>
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<td></td>
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</tr>
<tr>
<td>Associates Degree and</td>
<td>19.0</td>
<td>22.7</td>
<td>27.7</td>
</tr>
<tr>
<td>Higher</td>
<td></td>
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</tr>
<tr>
<td>Wisconsin Total</td>
<td>24.9</td>
<td>29.9</td>
<td>35.2</td>
</tr>
</tbody>
</table>
Poverty Rates

Poverty Rates, 2000 & 2010
ICC Counties

2010 Poverty Rate for Wisconsin = 13.2%
State Coincident Index – Change from Three Months Prior

January 1980 to June 2012

Percent Change from Three Months Prior

Source: Federal Reserve Bank of Philadelphia
Monthly Unemployment Rates - January 2000 to February 2013
(Seasonally Adjusted)

United States
State of Wisconsin

Data Source: Bureau of Labor Statistics LAUS
Annual Average Unemployment Rate for Selected Years

State of Wisconsin
Columbia County
Dodge County
Green Lake County
Jefferson County
Marquette County
Sauk County

Annual Unemployment Rate

Data Source: Bureau of Labor Statistics LAUS

National Rate in 2012 = 8.1%
December 2012 Unemployment Rates by County

December 2012 Unemployment Rate (Seasonally Unadjusted)
- 4.3% or Less
- 4.4% to 6.3%
- 6.4% to 8.3% (7.6% = National Average)
- 8.4% to 10.3%
- 10.4% or More

The national seasonally unadjusted December unemployment rate was 7.6%.
The seasonally adjusted figure was 7.8%.
Wisconsin Employed Residents and Labor Force Index of Growth

January 1990 to February 2013 (Seasonally Adjusted)

Data Source: Bureau of Labor Statistics LAUS
State of Wisconsin Foreclosure Case Filings - 2000 through 2012
(Duplicate Filings Removed)

Based on filings reported in the Wisconsin Circuit Court Consolidated Court Automation Programs case management system.
Foreclosure Case Filing Rates 2000 through 2012

Number of Foreclosure Filings per 1,000 Housing Units

Based on filings reported in the Wisconsin Circuit Court Consolidated Court Automation Programs case management system.
Wage and Salary Employment Growth – 1970 to 2011
(Index of Growth: 1970 = 100)

Data Source: Bureau of Economic Analysis
State of Wisconsin Non-Farm Employment Trends

Change in Months after Start of Recent Recessions

<table>
<thead>
<tr>
<th>State of Wisconsin</th>
<th>Non-Farm Employment Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

- Data Source: Bureau of Labor Statistics CES
Percent Change in Total Employment - Q3 2007 to Q3 2012

- Marquette
- Green Lake
- Jefferson
- Dodge
- Sauk
- State of Wisconsin
- Columbia
- United States

Percent change: 14.0% → 12.0% → 10.0% → 8.0% → 6.0% → 4.0% → 2.0% → 0.0%
Change in Employment and Annual Average Wages by County

Change in Employment Q3 2007 to Q3 2012
Change in Annual Average Wage 2007 to 2011 (in $2011)

Percent Change in Employment Q3 2007 to Q3 2012
Increase in Employment
- Less than 2.0%
- 2.0% to 3.9%
- 4.0% to 6.2%
Decrease in Employment
-0.1 to -1.0%
-1.1% to -2.0%
-2.1% to -3.0%
-3.1% to -22.9%*

Percent Change in Annual Average Wage 2007 to 2011 (in $2011)
Increase in Average Wage
- Less than 1.0%
- 1.0% to 1.9%
- 2.0% to 2.9%
- 3.0% to 5.5%
Decrease in Average Wage
-0.1 to -1.0%
-1.1% to -2.0%
-2.1% to -3.0%
-3.1% to -21.4%*

*Greatest declines in employment and wages are found in Buffalo County.
Employment Change by Industry – Q3 2007 to Q3 2012

Total
Natural Resources & Mining
Professional & Business Services
Education & Health Services
Public Administration
Other Services
Leisure & Hospitality
Trade, Transportation, Utilities
Manufacturing
Financial Activities
Construction
Information

Data Source: Quarterly Census of Employment and Wages
Manufacturing Employment Growth – 1970 to 2011
(Index of Growth: 1970 = 100)

Data Source: Bureau of Economic Analysis
Per Capita Personal Income Trends - 1970 to 2011

Local Per Capita Income as a Percent of the National Average

Data Source: Bureau of Economic Analysis
Per Capita Personal Income in 2011

- United States: $41,560
- Columbia County: $40,580
- State of Wisconsin: $39,575
- Green Lake County: $37,961
- Sauk County: $36,782
- ICC Counties: $36,282
- Dodge County: $35,086
- Jefferson County: $35,016
- Marquette County: $30,105

Data Source: Bureau of Economic Analysis
Wisconsin Per Capita Incomes by Census Block Group in 2010

Shown as a Percentage of the National Per Capita Income

Per Capita Incomes in 2010
(Block Group PCI as % of National PCI)

- 69.9% or Less
- 70.0% to 79.9%
- 80.0% to 89.9%
- 90.0% to 99.9%
- 100.0% (Local PCI = National PCI)
- 100.1% to 110.0%
- 110.1% to 120.0%
- 120.1% to 130.0%
- 130.1% or More

Data Sources: ESRI and UW-Extension
Created by UW-Extension Center for Community and Economic Development

Per Capita Incomes as a Percent of the National Per Capita Income for Selected Wisconsin Counties:

1. Douglas County 83.6%
2. Ashland County 73.1%
3. Bayfield County 74.2%
4. Burnett County 82.7%
5. Iron County 75.2%
6. Sawyer County 77.0%
7. Washburn County 74.6%
8. Barron County 80.7%

(National Per Capita Income = $26,739)

*Note: The figures are based on 2010 estimates from ESRI and will likely differ from values produced by federal agencies such as the Bureau of Economic Analysis or the U.S. Census Bureau.
Sources of Personal Income in 2011

Data Source: Bureau of Economic Analysis
Percent of Households with Social Security Income by Census Tract - 2006 to 2010 5-Year Estimates

Percent of Households with Social Security Income (By Census Tract)*

- 23.9% or Less
- 24.0% to 27.9%
- 28.0% to 31.9%
- 32.0% to 35.9%
- 36.0% or More

State Border
County Border

*Important Note: The values for tracts shown in different classes may not be statistically different. A statistical test is needed to make such a determination.

0 50 100 Miles

Percent of Households with Social Security Income for Selected Wisconsin Counties**:

<table>
<thead>
<tr>
<th>County</th>
<th>Value (Margin of Error)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Columbia County</td>
<td>28.8% (+/- 1.0%)</td>
</tr>
<tr>
<td>2. Dodge County</td>
<td>27.5% (+/- 1.4%)</td>
</tr>
<tr>
<td>3. Green Lake</td>
<td>38.0% (+/- 1.5%)</td>
</tr>
<tr>
<td>4. Jefferson County</td>
<td>27.9% (+/- 0.9%)</td>
</tr>
<tr>
<td>5. Marquette County</td>
<td>39.1% (+/- 1.3%)</td>
</tr>
<tr>
<td>6. Sauk County</td>
<td>27.9% (+/- 0.8%)</td>
</tr>
<tr>
<td>7. State of Wisconsin</td>
<td>27.4% (+/- 0.1%)</td>
</tr>
<tr>
<td>8. United States</td>
<td>27.5% (+/- 0.1%)</td>
</tr>
</tbody>
</table>

Created by UW-Extension Center for Community and Economic Development

Source: U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates. Data are based on a sample and are subject to sampling variability and nonsampling error.
Medicare and Social Security as a Share of Total Personal Income

1970 to 2011

Data Source: Bureau of Economic Analysis
Average Wage Trends - 1970 to 2011

Local Average Wage as a Percent of the National Average

Data Source: Bureau of Economic Analysis
Average Annual Wage in 2011

- United States: $48,301
- State of Wisconsin: $41,558
- Dodge County: $38,874
- ICC Counties: $35,525
- Jefferson County: $35,408
- Columbia County: $35,350
- Green Lake County: $35,247
- Sauk County: $33,316
- Marquette County: $29,529

Data Source: Bureau of Economic Analysis
Percent of County Residents Employed Outside the County

Primary Job Q2 2010

- Marquette: 68.7%
- Columbia: 66.8%
- Green Lake: 65.3%
- Dodge: 61.4%
- Jefferson: 60.0%
- Sauk: 49.8%

Data Source: U.S. Census Bureau LEHD OnTheMap
Worker Flow for Columbia County - Primary Jobs in 2nd Quarter 2010

Employees Residing in Columbia County
*Place of Employment (n = 27,705)*

<table>
<thead>
<tr>
<th>County</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dane County, WI</td>
<td>10,035</td>
<td>36.2%</td>
</tr>
<tr>
<td>Columbia County, WI</td>
<td>9,201</td>
<td>33.2%</td>
</tr>
<tr>
<td>Sauk County, WI</td>
<td>1,669</td>
<td>6.0%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>951</td>
<td>3.4%</td>
</tr>
<tr>
<td>Dodge County, WI</td>
<td>915</td>
<td>3.3%</td>
</tr>
<tr>
<td>Waukesha County, WI</td>
<td>851</td>
<td>3.1%</td>
</tr>
<tr>
<td>Fond du Lac County, WI</td>
<td>354</td>
<td>1.3%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>351</td>
<td>1.3%</td>
</tr>
<tr>
<td>Jefferson County, WI</td>
<td>303</td>
<td>1.1%</td>
</tr>
<tr>
<td>Washington County, WI</td>
<td>255</td>
<td>0.9%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>2,820</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

Employees Working in Columbia County
*Place of Residence (n = 22,933)*

<table>
<thead>
<tr>
<th>County</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia County, WI</td>
<td>9,201</td>
<td>40.1%</td>
</tr>
<tr>
<td>Sauk County, WI</td>
<td>2,883</td>
<td>12.6%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>2,203</td>
<td>9.6%</td>
</tr>
<tr>
<td>Dodge County, WI</td>
<td>1,666</td>
<td>7.3%</td>
</tr>
<tr>
<td>Marquette County, WI</td>
<td>1,237</td>
<td>5.4%</td>
</tr>
<tr>
<td>Adams County, WI</td>
<td>911</td>
<td>4.0%</td>
</tr>
<tr>
<td>Juneau County, WI</td>
<td>643</td>
<td>2.8%</td>
</tr>
<tr>
<td>Fond du Lac County, WI</td>
<td>351</td>
<td>1.5%</td>
</tr>
<tr>
<td>Green Lake County, WI</td>
<td>262</td>
<td>1.1%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>212</td>
<td>0.9%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>3,364</td>
<td>14.7%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau LEHD OnTheMap
Share of Workers Age 55 or Older by Industry (2011)

- Public Administration
- Trade, Transportation, Utilities
- Information
- Education & Health Services
- Financial Activities
- Natural Resources & Mining
- Other Services
- Total
- Manufacturing
- Professional & Business Services
- Construction
- Leisure & Hospitality

Data Source: U.S. Census Bureau LED
Share of Workers Age 45 or Older by Industry (2011)

Public Administration
Manufacturing
Education & Health Services
Financial Activities
Information
Trade, Transportation, Utilities
Natural Resources & Mining
Total
Other Services
Professional & Business Services
Construction
Leisure & Hospitality

Data Source: U.S. Census Bureau LED
Labor Participation Rates (Age 16 and Over)

2007 to 2011 Five-Year Estimates

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>64.4%</td>
<td>59.4%</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>68.6%</td>
<td>64.8%</td>
</tr>
<tr>
<td>Columbia County</td>
<td>69.7%</td>
<td>66.8%</td>
</tr>
<tr>
<td>Dodge County</td>
<td>66.7%</td>
<td>65.0%</td>
</tr>
<tr>
<td>Green Lake County</td>
<td>67.1%</td>
<td>62.5%</td>
</tr>
<tr>
<td>Jefferson County</td>
<td>71.4%</td>
<td>67.3%</td>
</tr>
<tr>
<td>Marquette County</td>
<td>61.2%</td>
<td>57.0%</td>
</tr>
<tr>
<td>Sauk County</td>
<td>72.0%</td>
<td>68.2%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau, 2007-2011 American Community Survey. All values are significantly different than the nation at the 95% level or greater.