

VITAL SIGNS

COMMUNICATING THE ECONOMIC & SOCIAL HEALTH OF THE MARSHFIELD AREA COMMUNITY

Data relating to the economic and social health of the Marshfield area are presented over multiple years to show the trends that are shaping the community.

2000 – 2010





VITAL SIGNS

INTRODUCTORY MESSAGE

*Griese Park; Marshfield, WI
Photo courtesy of Marshfield Area Community Foundation*

Marshfield Area United Way and Marshfield Area Community Foundation share a common goal of improving lives of individuals in the greater Marshfield area. *Vital Signs* provides a snapshot of key economic and social indicators over the last ten years. Our hope is that this data will be utilized by organizations and decision makers for the betterment of our community. Our thanks to Marshfield Clinic Center for Community Outreach for preparing this report.

PAULA JERO
EXECUTIVE DIRECTOR
MARSHFIELD AREA UNITED WAY

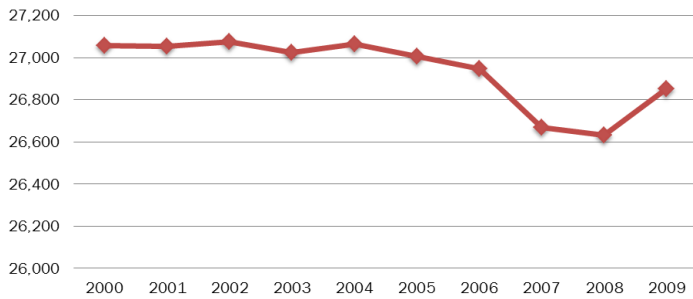
AMBER KIGGENS-LEIFHEIT
EXECUTIVE DIRECTOR
MARSHFIELD AREA COMMUNITY FOUNDATION

DEMOGRAPHICS

POPULATION

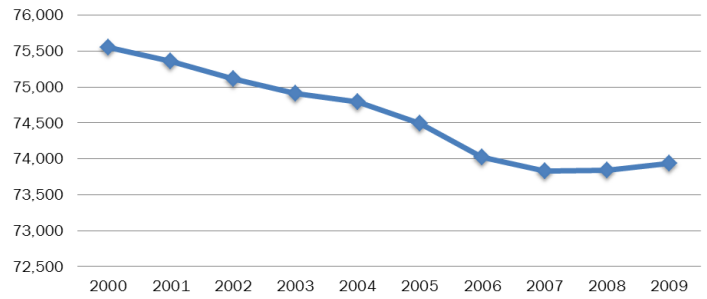
The population of North Wood County was estimated by using Marshfield School District as the examined area. During the 2000 to 2006 time period, the population was relatively uniform at about 27,000. Between 2006 and 2008, the population decreased by about 320, or 1.2%, before growing back up to 26,853 by 2009. In comparison, between 2000 and 2009, Wood County, experienced a general 2.1% decline in population.

MARSHFIELD AREA SCHOOL DISTRICT POPULATION TREND



Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE) program

WOOD COUNTY POPULATION TREND



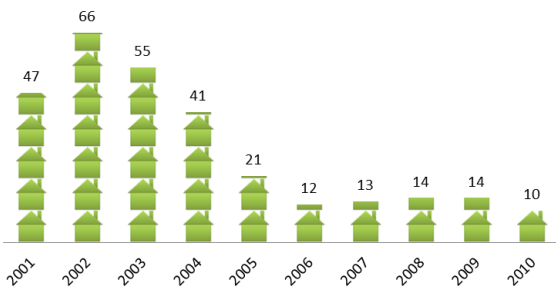
Source: U.S. Census Bureau – Population Estimates, Counties

CONSTRUCTION/HOUSING

NEW HOMES

During the 2001 to 2010 time period, the City of Marshfield experienced a decline in residential construction. Since 2002, there were 7 fewer houses started each year leading to an 85% decrease in new house starts.

CITY OF MARSHFIELD NEW HOUSE STARTS

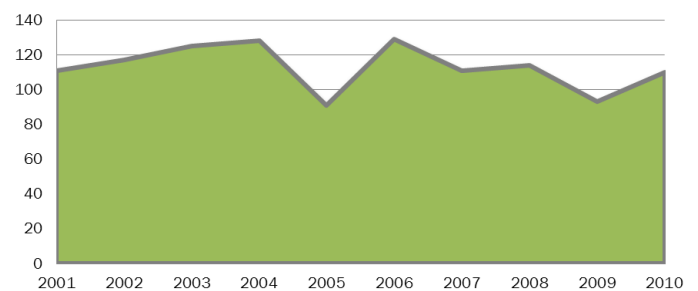


Source: City of Marshfield, WI – Building Services Division

NON-RESIDENTIAL PROJECTS

Non-residential projects, during 2001 to 2010, remained relatively stable with an average of 113 projects per year. After steadily climbing between 2001 and 2004, project numbers have oscillated ever since. Between 2006 and 2009, there were 12 fewer projects per year leading to a 28% decrease. Though, there was a positive turn in 2010 due to an 18% increase in projects from 2009.

CITY OF MARSHFIELD NON-RESIDENTIAL PROJECTS



Source: City of Marshfield, WI – Building Services Division

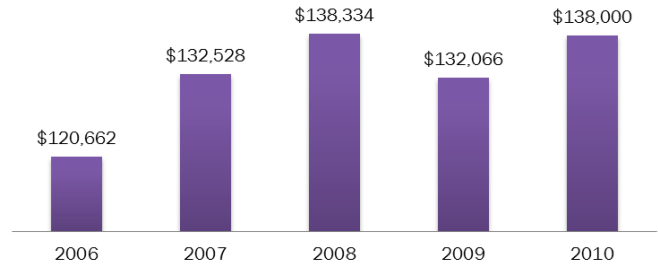
Non-residential Projects include:

- New non-residential buildings
- Non-residential alterations, remodels & repairs
- Non-residential additions

VALUE

The average price of homes sold in Marshfield rose \$17,672, or 16%, between 2006 and 2008, to a price of \$138,334. In 2009, the price fell 5% (\$6,268) from the previous year, but recovered in 2010. Overall, there was a 14% (\$17,338) increase between 2006 and 2010.

AVERAGE SALE PRICE OF HOMES IN MARSHFIELD

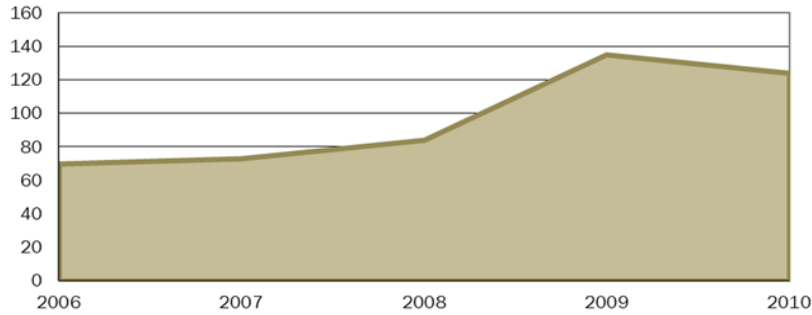


Source: U.S. Bureau of the Census, 2000 Census of Population & Housing, ESRI forecasts for 2006 – 2010

FORECLOSURES

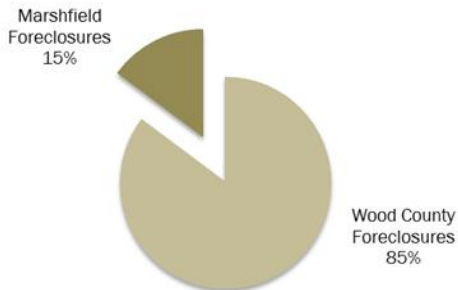
As would be suspected, when the recent economic hard times took effect, the number of foreclosures in Wood County increased. Between 2006 and 2009, an increase of 14 foreclosures per year resulted in a 93% increase. In Wood County, there were 135 foreclosures in 2009 and 124 in 2010. In Marshfield, there were 20 foreclosures in 2009, but 42 foreclosures in 2010, which is a 110% increase. Marshfield accounted for 34% of Wood County foreclosures in 2010 after accounting for only 15% in 2009.

FORECLOSURES IN WOOD COUNTY



Source: Wood County Sheriff's Department

2009 FORECLOSURES



2010 FORECLOSURES

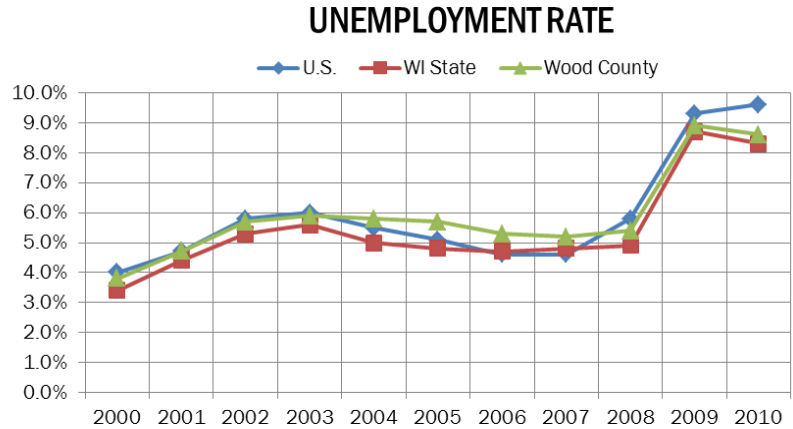


Source: Wood County Sheriff's Department

SOCIOECONOMIC

UNEMPLOYMENT

During the 2000 to 2010 time period, the Wood County unemployment rate increased by 4.8 percentage points. Wood County was, on average, 0.5 percentage points higher than the Wisconsin state unemployment rate. Between 2004 and 2007, the Wood County unemployment rate was above both the Wisconsin and U.S. unemployment rates. In 2009, the recent economic downturn led to a pronounced increase in the unemployment rate throughout the U.S. Wood County experienced an increase of 3.5 percentage points to 8.9%. This represents a 65% increase from 2008. In 2010, there was a 0.3 percentage point decrease to 8.6%.

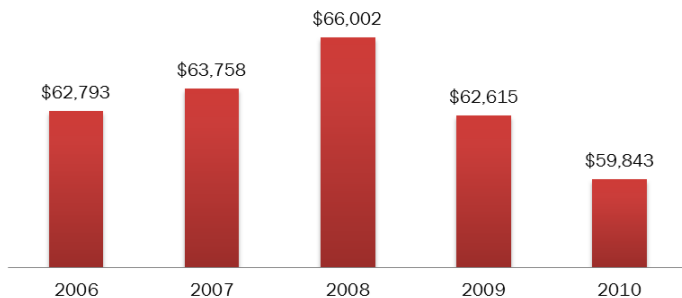


Source: U.S. Bureau of Labor Statistics

INCOME

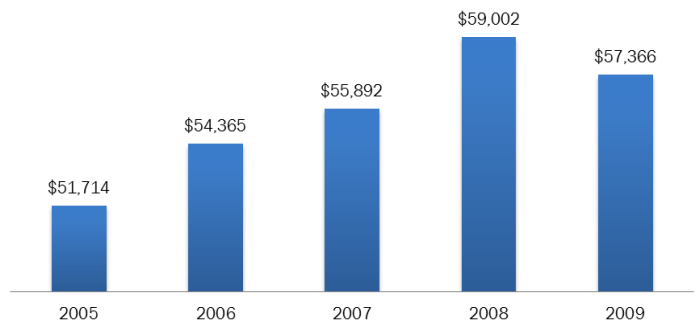
Prior to the economic downturn, between 2006 and 2008, the average household income in Marshfield increased \$3,209, or 5%. Since 2008, average household income fell 9% (\$6,159). In comparison, Wood County experienced a \$4,637, or 9%, increase in average household income between 2006 and 2008. In 2009, there was a 3% (\$1,636) decrease. Overall, there was an 11% (\$5,652) increase in average Wood County household income between 2005 and 2009.

AVERAGE HOUSEHOLD INCOME IN MARSHFIELD



Source: U.S. Bureau of the Census, 2000 Census of Population & Housing, ESRI forecasts for 2006 – 2010

AVERAGE HOUSEHOLD INCOME IN WOOD COUNTY



Source: U.S. Census Bureau, American Community Survey

ECONOMIC DISADVANTAGE

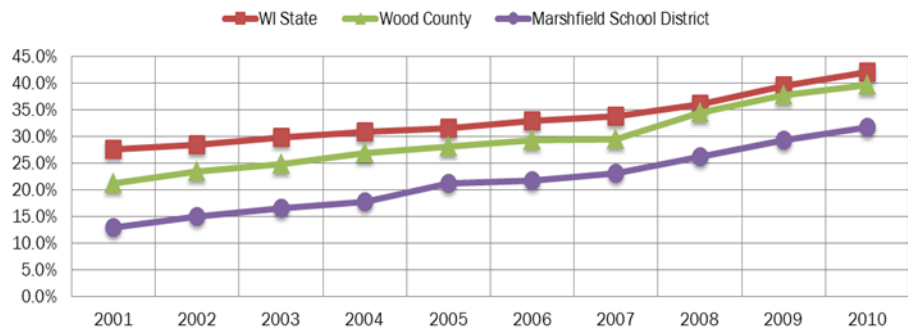
Two measures were used as indicators of economic disadvantage because they offer information across age groups and allowed for comparisons with other geographical areas. The two measures were:

1. Percent of public school students participating in free and reduced meals program.
2. Percent of children ages 5 to 17 years old in families in poverty.

Percent of students participating in free and reduced lunch program:

Marshfield School District had a lower percentage of students enrolled in the program compared to Wood County and the State of Wisconsin. Marshfield was, on average, 8 percentage points lower than Wood County and 11 percentage points lower than the state between 2001 and 2010. During this time, participation increased for all three groups, though, the rate of change for Marshfield School District and Wood County (2.1 percentage point increases per year for both), was greater than that of the state (1.6 percentage point increase per year). For Marshfield, the 2010 enrollment represents a 148% increase over that of 2001. This was greater than the increases experienced by Wood County (88%) and the state (53%).

PERCENT OF PUBLIC SCHOOL STUDENTS PARTICIPATING IN FREE AND REDUCED MEALS PROGRAM

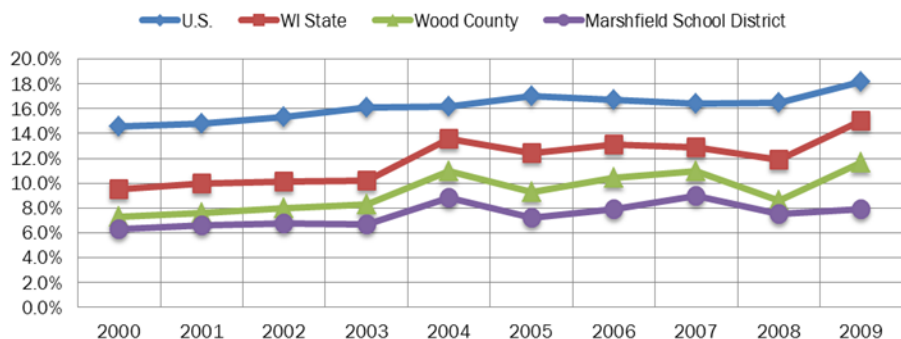


Source: Wisconsin Department of Public Instruction – Community and Schools Nutrition Programs, Programs Statistics

Percent of children ages 5 to 17 years old in families in poverty:

Marshfield School District had a lower percentage in this category compared to Wood County, the State of Wisconsin and the U.S. Marshfield had an average of 7% of 5 to 17 year olds fall in this category between 2000 and 2009. This is lower in comparison to 9% for Wood County, 12% for the state, and 16% for the U.S. All four groups experienced increases during this period, but Marshfield experienced the second smallest increase, 25.4%, from 2000. The U.S. increased the least at 24.7%. Wood County increased the most at 60%. The state increased by 58%. In 2009, after the economic downturn, Wood County and the state experienced a more than 25% increase from 2008. While, the U.S. (10% increase) and Marshfield (5% increase) were less affected.

PERCENT OF CHILDREN AGES 5-17 IN FAMILIES IN POVERTY



Source: Wisconsin Department of Public Instruction – Community and Schools Nutrition Programs, Programs Statistics

ECONOMIC ASSISTANCE

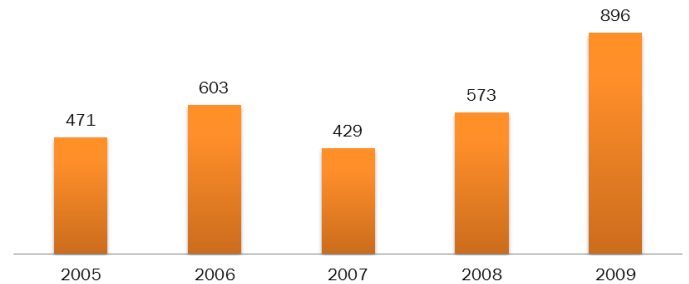
Overall, the number of people in Wood County receiving some type of public assistance income (896) is at a peak for the 2005 to 2010 time period. The smallest number was in 2007 when there were only 429 recipients. This represents a 109% increase since 2007. More specifically, Wood County saw increased participation in economic assistance programs such as:

1. Wisconsin Works (W-2) program:

Helps individuals prepare for a job, find and keep a job, help collect child support, help with child care, and helps families become self-sufficient.

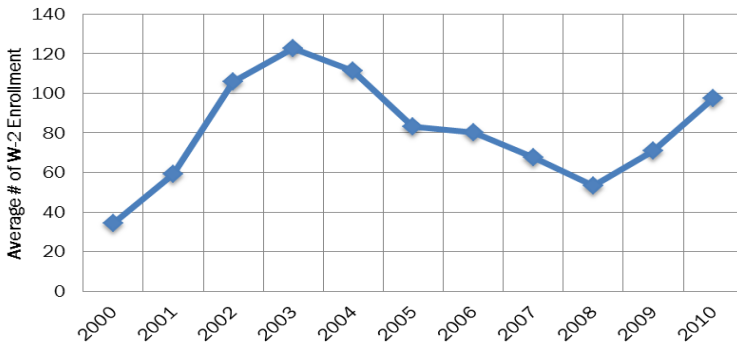
2. Food Stamp Employment and Training (FSET) program: Allows adult food stamp applicants and recipients to “register for work.”

WOOD COUNTY PUBLIC ASSISTANCE RECIPIENTS



Source: U.S. Census Bureau – American Community Survey

YEARLY AVERAGE WOOD COUNTY W-2 ENROLLMENT



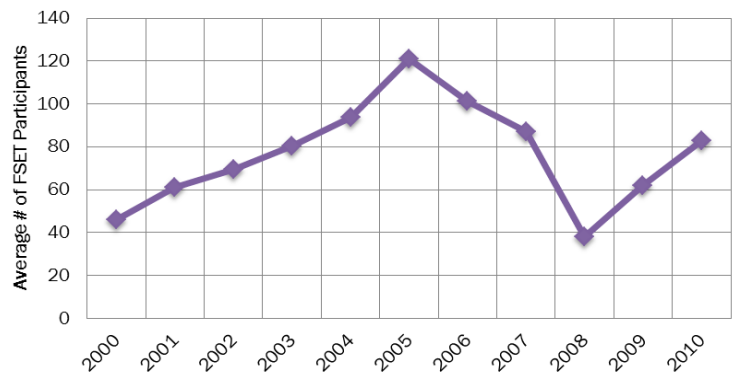
Source: Wisconsin Department of Children & Families

W-2 program: Over the past 10 years, there were fluctuations in enrollment for the W-2 program. Starting in 2000, there was an increase in average number of yearly enrollments at a rate of 30 additional enrollments per year. This continued until 2003 when enrollment peaked at 123. Subsequently, there was a decline at a rate of 14 fewer enrollments per year between 2003 and 2008. After the economic downturn, there was an increase again at a rate of 23 additional enrollments per year through 2010. This resulted in an 85% increase in enrollments since 2008.

When looking at the average monthly W-2 enrollment, there is also a trend within just the calendar year. There are peaks in enrollment during the month of April and November.

FSET program: The FSET program displayed a trend similar to that of the W-2 program over the past 10 years. From 2000 to 2005, there was a rise in average yearly FSET participation at a rate of 15 additional participants per year. In 2005, the peak for the period, there were 121 participants. Participation declined sharply following the peak. In this case, between 2005 and 2008, participation declined at a rate of 28 fewer participants per year. Coinciding with the economic downturn, FSET participation increased at a rate of 22 additional participants per year resulting in a 117% increase since 2008.

YEARLY AVERAGE WOOD COUNTY FSET PARTICIPATION



Source: Wisconsin Department of Children & Families

Over the course of a year, average monthly FSET participation does not fluctuate very much, though it generally declines as the year progresses.

SUMMARY

MOVING FORWARD

According to the Institute of Medicine, in the book, *Improving Health in the Community*, “the health of a community has a tremendous impact on the function of its social systems and that the condition of the social and economic systems has a significant impact on the health of all who live in a community”. Additionally, “many factors influence health and well-being in a community, and many entities and individuals in the community have a role to play in responding to community health needs”.

This *Vital Signs* report takes into consideration many of the Institute of Medicine’s proposed community health profile indicators. Over time, building on this information and studying additional indicators can help the community respond to needs by showing if strengths are being maintained, progress is being made, and new problems are emerging.

INDICATOR SUMMARY

POPULATION

Population in Marshfield and Wood County decreased.

Though, the Marshfield population is showing a recent positive trend in growth.



CONSTRUCTION

New residential construction decreased by 85% since 2002.

Though, non-residential project activity oscillated near its normal average.



HOUSING VALUE

The average sale price of homes increased 14% between 2006 and 2010.

Though, the 2009 and 2010 prices are below the peak value in 2008.



FORECLOSURES

Marshfield foreclosures increased by 110% since 2009 and represent a larger portion of Wood County foreclosures.

Though, Wood County foreclosures increased 93% between 2006 and 2009.



UNEMPLOYMENT

Wood County unemployment increased 3.5 percentage points in 2009 and was 8.6% in 2010.

Though, the 2010 rate is less than the 2009 rate by 0.3 percentage points.



INCOME

The average Marshfield household income decreased by 9% since 2008.

Though, the average Wood County household income decreased by 3% since 2008.



NOTE ON DATA:

Every 10 years a census of the U.S. population is carried out. This is the only time that comprehensive and precise statistics about the population is collected. During the periods between each census, there is still a need to understand the size and characteristics of the population, therefore, estimates are issued by various agencies. Certain source data used in this report are based on such estimates.

Estimates are figures developed from calculations using existing data collected from various administrative sources. Their purpose is to provide data that is as close to the real, but unknown figures, as possible. Each set of estimates may follow slightly different methodologies and assumptions that may result in slight variations in the data.

THANK YOU to the local individuals and organizations that helped with this report by sharing their data.

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