

Demographic Profile

The plan for Buchanan begins with a profile of the people who live, work, and own property in the Town. This chapter analyzes the size, composition and trends of the population. This information is critical to forecasting the need for community facilities and services, since it is people who will demand better schools, roads, parks, jobs, and other public services.

POPULATION TRENDS & PROJECTIONS

The Town has experienced dramatic population gains over the last twenty years, growing by 42.6% between 1980 and 1990, and 134.6% between 1990 and 2000 (see Table 2.0). This growth can be directly attributed to two significant infrastructure improvements – construction of sewer and water mains for the Darboy Sanitary District (construction started in 1982) and USH 441 (opened 1993). Of particular significance is the fact that the Town’s share of the overall County population has more than doubled during this period. Buchanan’s population is growing at a rate more than 9 times faster than that of Outagamie County as a whole. Should this trend continue over the next two decades, Buchanan will experience increased residential and commercial development pressure that will consume significantly more of its rural farmlands in the eastern portions of the Town. Some members of the community will view additional residential and economic growth in the community as necessary and beneficial, while others may see growth as a threat to the small town character of Buchanan. Finding a balance between the “preservationists” and “pro-growth” advocates was a necessary requirement during the development of the Town of Buchanan Comprehensive Plan.

Although the population of the Town has ballooned over the last 25 years, annexations to adjacent cities and villages have resulted in major losses of additional potential growth areas. However, this trend has slowed somewhat due to sanitary district service growth and competitive tax rates.

TABLE 2.0: Historic Population Trends					
Location	1980	1990	2000	Actual Change 1980-2000	% Change 1980-2000
Town of Buchanan	1,742	2,484	5,827	4,085	235.5%
Town of Harrison (Calumet County)	3,541	3,195	5,756	2,215	65.6%
City of Appleton	58,913	65,695	70,087	11,174	19.0%
Village of Combined Locks	2,573	2,190	2,422	-151	-5.9%
City of Kaukauna	11,310	11,982	12,983	1,673	14.8%
Village of Kimberly	5,881	5,406	6,146	265	4.5%
Outagamie County	128,799	140,510	160,971	32,172	25.0%
Buchanan Share of County Population	1.35%	1.77%	3.62%	NA	NA

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

How Much Growth Is Too Much Growth?

The population of the Town of Buchanan has grown at a rate 9 times faster than that of Outagamie County as a whole.

A primary goal of the Town of Buchanan Comprehensive Plan will be to generate a vision for the future of Buchanan and develop a strategy to effectively prepare for the increased residential and commercial development pressures the community will experience in coming decades.

Table 3.0 projects the population of Buchanan through 2025. Comparisons to surrounding communities are provided to understand Buchanan’s growth in a regional context. Based on the information provided in Table 3.0, the Town population is expected to continue to increase at a significant rate over the next 20 years (53.6%), but at a rate a fraction of that experienced over the last 20 years (235.5%).

With this projected population increase, it is also important to note that the number of persons per household in Buchanan is projected to decrease (see Table 5.0). This is significant since an increase in total population in conjunction with decreased household size means that more housing units will be needed to support the population.

POPULATION DENSITY

The Town of Buchanan covers approximately 16.5 square miles. The population per square mile is approximately 350 persons. Given the pattern of development, the density is much higher west of STH 55 - as this is where much of the subdivision development has occurred.

POPULATION CHARACTERISTICS

Population figures and projections offer little insight into the characteristics of the residents of Buchanan. To learn more, information about the race, sex, and age of the population must be examined.

In 2000, there were 1,414 men and 1,359 women living in the Town. Nearly all Town residents reported their race as white. The balance between the sexes and race is comparable to figures from the 1990 and 1980 census data.

The median age of Buchanan’s population in 1980 was 21.6 years, which was significantly lower than the median age of 27.4 years in Outagamie County. By 1990, the median age of the population in the Town had advanced by 7.9 years to 29.5 years, which was almost twice as high as Outagamie County’s corresponding increase of 4.0 years. The median age of a Town of Buchanan resident in 2000 was 32.5. This average was only slightly lower than the median for Outagamie County (34.4), Town of Harrison (34.6), Combined Locks (35.6), Kaukauna (35.1), and Appleton (33.8). Buchanan’s lower median age reflects the many young families living in the community.

Table 4.0 tracks the population of Town residents, by age, between 1990 and 2000. Overall the population breakdown by age has remained consistent over the 10-year period. This means that while the overall population has increased dramatically, the balance of population, by age, has remained consistent.

Location	2005	2010	2015	2020	2025	# Change, 2005-2025	% Change, 2005-2025
Town of Buchanan	6,759	7,674	8,587	9,503	10,381	3,622	53.6%
Town of Harrison	7,375	8,941	10,445	11,954	13,396	6,021	81.6%
City of Appleton	73,022	75,670	78,237	80,874	83,214	10,192	14.0%
Village of Combined Locks	2,594	2,756	2,917	3,080	3,230	636	24.5%
City of Kaukauna	13,777	14,514	15,249	15,992	16,673	2,896	21.0%
Village of Kimberly	6,399	6,631	6,862	7,098	7,306	907	14.2%
Outagamie County	170,939	180,260	189,556	198,948	207,577	36,638	21.4%

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.

* NOTE: Per the 2005 Wisconsin Department of Administration Population Estimate, the Town of Buchanan’s 2005 population is 6,730. This information suggests that the Town is actually growing at a rate slower than these official projections.

GENERAL HOUSEHOLD TRENDS

National and state trends have moved towards increases in the number of households with decreases in the average number of persons per household. Buchanan has not escaped from this trend. Table 5.0 documents its significance in Buchanan. The main reasons for this situation include:

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

	1990		2000	
	Number	Percent of Total Population	Number	Percent of Total Population
Under 5	258	10.4%	602	10.3%
5 to 14	467	18.8%	1,142	19.6%
15 to 19	177	7.1%	384	6.6%
20 to 64	1,443	58.1%	3,397	58.3%
65 and Over	139	5.6%	307	5.3%
All Ages	2,484	100%	5,827	100%

SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

TABLE 5.0: Total Households and Average Household Size							
	1990	2000	2005	2010	2015	2020	2025
Buchanan							
Total Households	737	1,846	2,172	2,515	2,858	3,204	3,531
Average Household Size	3.37	3.39	3.11	3.05	3.00	2.97	2.94
Outagamie County							
Total Households	50,527	60,530	65,087	69,918	74,628	79,318	83,397
Average Household Size	2.78	3.14	2.62	2.58	2.54	2.51	2.50

SOURCE: 1990 and 2000 U.S. Census; ECWRPC.

According to the 2000 U.S. Census, there were 1,846 households in Buchanan. The vast majority of these (1,584 or 85.8%) were family households. Of these, 1,488 were married-couple family households (80.6%), nearly half of which (49.3%) had children under the age of 18. Female-headed households represented only 3.3% of the overall population. Non-family households represented 14.2% of all households in Buchanan in 2000. 186 households had individuals age 65 and over and 53.7 % of all households included children under the age of 18. This information is significant because it emphasizes the need to provide a safe community setting for children and the amenities children need (e.g. parks, schools, trails, sidewalks, etc.).

What Is A Household?
 A "household" can be described as individual or a group of people living together in a single dwelling unit. This could include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excluding those persons living in group quarters (i.e. nursing homes, halfway houses, dormitories, etc.).

WHERE ARE RESIDENTS COMING FROM?

Figure 1.0 provides a breakdown of residency patterns between 1995 and 2000. Of the people currently residing in the Town, what is most interesting is that about half of the residents living in Buchanan have moved in since 1995.

Economic Profile

Economic conditions have a direct impact on the supply, demand, and costs for housing, infrastructure, and services within a community. Therefore, it is necessary to examine the economic situation to predict additional housing, infrastructure, and service needs. This section profiles Buchanan's economic environment by examining factors including per capita income, poverty rate, and unemployment rate. Additional economic information is provided in the Economic Development Element of this plan.

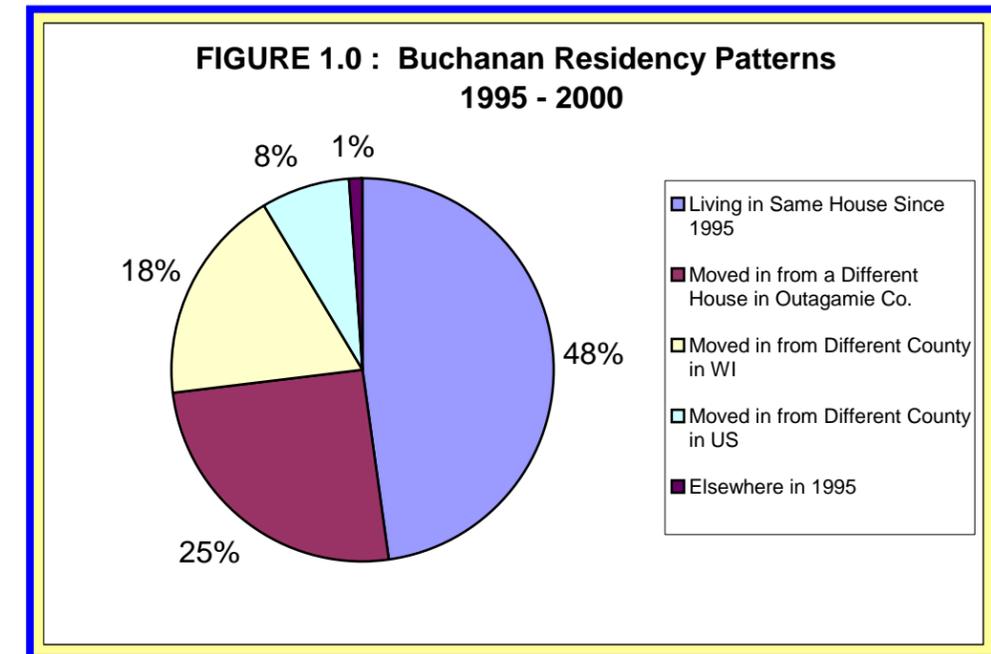
To understand and appreciate the local economic picture, it is necessary to look beyond the Town and examine characteristics in surrounding communities. These comparisons provide much more information about the local economic situation than would a simple look at conditions only in the Town. They also allow for a comparison of the economic environments between neighboring municipalities.

LABOR FORCE

In Buchanan, unemployment numbers have reflected the overall Outagamie County unemployment rate. Annual employment data is limited to county and metropolitan statistical areas. Unless communities conduct independent employment studies, individual community data is only released every 10 years in the census. Buchanan has no such data available. Table 6.0 highlights civilian labor force data for Outagamie County from 1998 to 2005.

TABLE 6.0: Outagamie County Civilian Labor Force Data								
	1998	1999	2000	2001	2002	2003	2004	2005*
Labor Force	101,502	99,780	103,108	105,467	106,772	107,039	106,463	
Employed	97,707	97,290	100,469	101,633	101,482	101,488	101,663	
Unemployed	2,795	2,490	2,639	3,834	5,290	5,551	4,800	
Unemployment Rate	2.5	2.7	2.6	3.6	5.0	5.2	4.5	

SOURCE: WI DWD, Bureau of Workforce Information, 2005.
 * 2005 Data to Be Released in January 2006



SOURCE: WI Dept. Administration, Dem. Service Center and 2000 U.S. Census.

TABLE 7.0: Labor Force Comparison, 2000							
	Town of Buchanan	Town of Harrison	Appleton	Combined Locks	Kaukauna	Kimberly	Outagamie County
Labor Force	3,033	3,334	38,292	1,312	6,882	3,236	88,426
Employed	2,996	3,291	36,997	1,278	6,583	3,173	85,596
Unemployed	37	43	1,295	34	299	63	2,830
Percent of County Labor Force	3.2	1.3	3.4	2.6	4.3	1.9	3.2
Unemployment Rate							

Table 7.0 provides a comparison of the labor force in Buchanan to neighboring communities and Outagamie County. This snapshot was taken just before the economic downturn in 2001. As a result, it is believed the unemployment figures are somewhat higher today, as indicated by the data in Table 6.0. However, long-term employment projections indicate that overall employment in Wisconsin is on the rise. The largest areas for increase will be in the service and real estate sectors. Declines are predicted in manufacturing and the retail trade.

Are You In The Labor Force?

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

SOURCE: 2000 U.S. Census

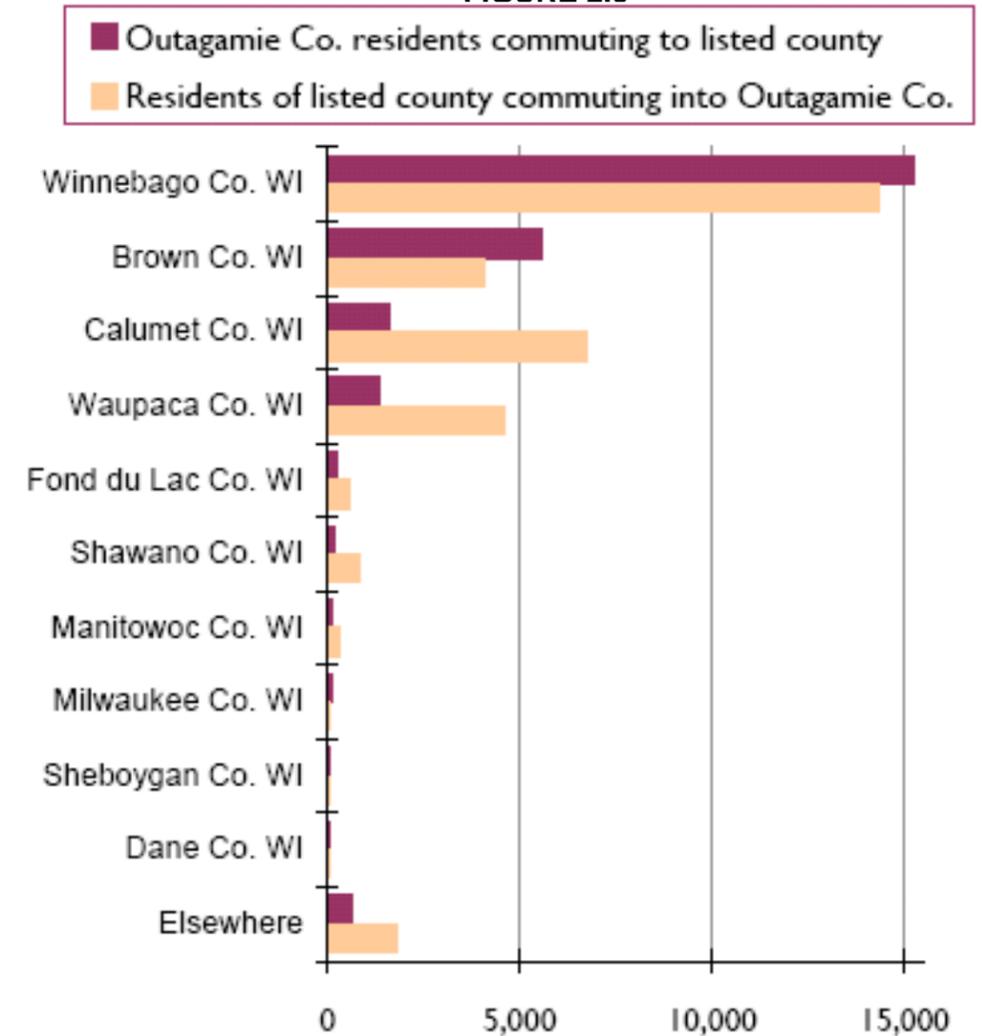
COMMUTING PATTERNS

Buchanan residents take advantage of convenient highway access to commute to nearby employment centers. Figure 2.0 provides a detailed breakdown of commuting patterns for Outagamie County residents. Specific information from Buchanan residents is not available; however, it is believed that the commuting habits of Buchanan residents reflect patterns seen in Outagamie County as a whole. This seems particularly likely given access to Highway 441 and the Town’s location adjacent to Brown and Calumet Counties.

MAJOR TOWN EMPLOYERS

Major employers in the Town of Buchanan include the retail businesses and restaurants located along KK and CE (near highway 441), small manufacturing operations (e.g. Baum Machine, Valley Roller Co., Valley Trusses). Recreational business are also important employers (e.g. Wisconsin International Raceway, Countryside Golf Club, Dave’s Sport and Marine).

FIGURE 2.0



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

INDUSTRY SECTORS

Table 8.0 provides a breakdown of employment as reported by Buchanan residents in the 2000 U.S. Census. More than a third of all residents were employed in manufacturing occupations. This is by far the single largest segment of the employment base. Other sectors of significance included educational/health/social services and finance/insurance/real estate/leasing. It is also interesting to note the large segment of residents employed in retail and construction. These sectors reflect the significant retail development along the USH 441 corridor and the strong area housing construction market.

Industry Sector	2000	
	Number	Percent
Agriculture, forestry, fishing, hunting & mining	50	1.7%
Construction	217	7.2%
Manufacturing	1,055	35.2%
Wholesale trade	108	3.6%
Retail trade	234	7.8%
Transportation and warehousing and utilities	72	2.4%
Information	33	1.1%
Finance, insurance, real estate and leasing	298	9.9%
Professional, scientific, management, administrative, and waste management services	198	6.6%
Educational, health and social services	424	14.2%
Arts, entertainment, recreation, accommodation and food services	145	4.8%
Other services (except public administration)	127	4.2%
Public administration	35	1.2%

SOURCE: 2000 U.S. Census

INCOME & WAGES

There are many different breakdowns of income:

- **Per capita income** is total 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 in the 2000 U.S. Census.

Table 9.0 provides an income comparison between Buchanan, neighboring communities, Outagamie County, and the State of Wisconsin. In 2000, Buchanan’s per capita income was higher than any adjacent city or village, but slightly behind that of the Town of Harrison. The same is true of the median and family incomes reported for the Town of Buchanan in 2000. Table 10.0 compares average annual wages in Outagamie County with those throughout the State of Wisconsin. Wages in Outagamie County were very competitive with the State for each industry division in 2003 (most recent year comparison data available by industry).

	2000 Per Capita Income	2000 Median Household Income	2000 Median Family Income
Town of Buchanan	\$22,729	\$65,410	\$68,405
Town of Harrison	\$24,690	\$66,094	\$69,729
City of Appleton	\$22,478	\$47,285	\$57,097
Village of Combined Locks	\$24,090	\$53,125	\$56,131
City of Kaukauna	\$18,748	\$43,980	\$50,187
Village of Kimberly	\$20,933	\$46,370	\$54,692
Outagamie County	\$21,943	\$49,613	\$57,464

SOURCE: 2000 U.S. Census

**Median & Average Income
What’s the Difference?**

The U.S. Census Bureau 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 an “average” income. For example, if 4 people reported their income at \$30,000 and 1 person reported their income at \$100,000, the median income for these 5 people would be \$30,000. In the same scenario, the average income would be \$44,000, which does not accurately depict where the majority (i.e. 4 people vs. only 1) reported their income.

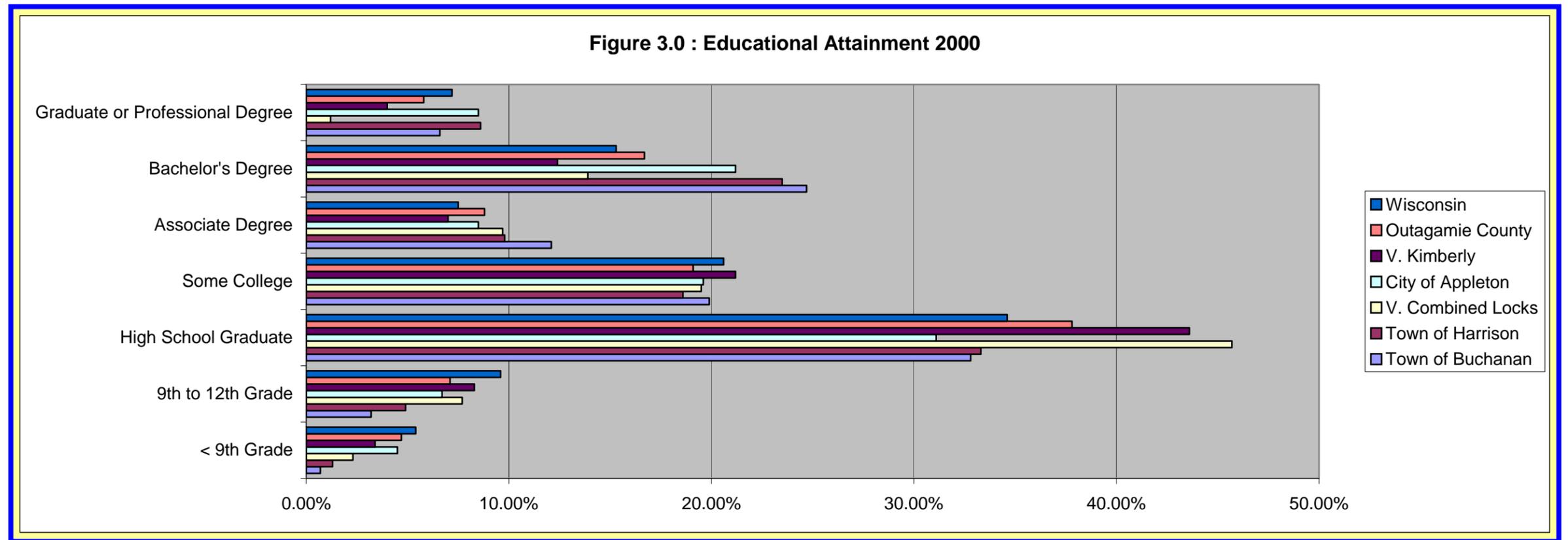
The U.S. Census does not provide an average income figure. Moreover, it is not possible to calculate an average without access to every individual census form from Buchanan where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Buchanan’s average income figures would be higher than the median income.

	Average Annual Wage	
	Wisconsin	Outagamie County
All Industries	\$33,423	\$33,027
Natural Resources	\$25,723	\$31,192
Construction	\$40,228	\$41,423
Manufacturing	\$42,013	\$42,802
Trade, Transportation, Utilities	\$28,896	\$27,224
Information	\$39,175	NA
Financial Activities	\$42,946	\$44,311
Professional & Business Services	\$38,076	\$31,800
Education & Health	\$35,045	\$36,512
Leisure & Hospitality	\$12,002	\$10,223
Other Services	\$19,710	\$18,410
Public Administration	\$35,689	\$35,975

SOURCE: 2003 County Workforce Profile, Wis. Dept. Workforce Dev., Nov 2004

EDUCATIONAL ATTAINMENT

A good indicator of the quality of life in a community can be found in the levels of educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. Based upon the mean scores reported in the nation, Wisconsin students scored highest on the American College Test (ACT) in the 2000-2001 and again in the 2001 – 2002 school years. The ACT is one of two major college entrance exams (with the SAT) and is used primarily in the Midwest. The latest report, provided in September 2004, again listed Wisconsin students as the highest scoring nationally on the popular college-entrance examination.



SOURCE: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census.

Figure 3.0 illustrates the level of educational attainment for persons age 25 and over in Buchanan and surrounding communities in 2000. Buchanan residents, like those in surrounding communities are very well educated, with a high percentage having earned advanced degrees. These figures are especially impressive in comparison to data from the 1980 and 1990 census because the share of Buchanan residents who have attended college and earned advanced degrees has increased dramatically.

POVERTY STATUS

The federal government evaluates national poverty levels using two similar measures: *poverty thresholds* and *poverty guidelines* (see Table 11.0). The poverty thresholds are the original (and more complex) version of the federal poverty measure. They are updated each year by the Census Bureau and are used mainly for statistical purposes. Poverty guidelines (the other version) are issued each year by the Department of Health and Human Services and are a simplification of the poverty thresholds used for administrative purposes.¹ Planners typically utilize poverty guidelines when developing comprehensive plans.

In 1989, 2.6 percent of Buchanan's residents, or 64 people, fell below the national poverty line. By the 2000 Census, that number had decreased to 1.2% of the overall population (67 persons – NOTE: Actual increase in number of persons, but decrease in percent of total population), well below that of Outagamie County (4.7%) and the State of Wisconsin (5.6%).

¹ SOURCE: 2003 Health and Human Services Poverty Guidelines, *One Version of the Federal Poverty Measure*, Federal Register, Vol. 68, No. 26, February 2, 2003, pp. 5456-6458.

The 2000 US Census provides poverty level statistics for a variety of household types. In Buchanan:

- Six families reported living below the poverty level (0.4% of all families);
- Six families *with children under the age of eighteen* were living below the poverty level (0.6% of all families with children under 18);
- No family *with children under 5 years of age* were living below the poverty level;
- Six female-headed households (with no husband present) reported living below the poverty level in 2000 (11.3% of all female-headed households); and,
- 48 persons over the age of 65 were living below the poverty level (1.3% of all persons over the age of 65).

For a family of four, the average national poverty threshold in 2003 was \$18,400. For individuals, the national poverty level was \$8,980. It must be acknowledged that poverty figures, whether thresholds or guidelines, are developed at the national level and are based upon national averages. Poverty guidelines are a base-level figure. They do not take into account, at the local level, the costs of housing, transportation, or goods and services. Although the poverty level for a family of four in Chicago is the same as that of a similarly sized family in Buchanan, the cost-of-living differences between the two communities would indicate a greater ability to “make ends meet” in Buchanan.

COUNTY AND REGIONAL EMPLOYMENT AND ECONOMIC FORECASTS²

Historically, Outagamie County has had a stable local economy with employment rates that were comparable to state and national figures.

Demographic factors are a key driving force in any long-term projections. The population growth rate and changes in its composition have considerable impacts on the labor force, the unemployment rate, housing demand, and other spending categories. The population projections used in the U.S. economic forecast are based on the U.S. Census Bureau's "middle" projection for the U.S. population. This projection is based on specific assumptions about immigration, fertility, and mortality rates. The national fertility rate (the average number of births per woman upon completion of childbearing) is expected to rise from its current level of 2.0 to about 2.2 in 2025. Life expectancy for men and women will rise steadily from 74.1 and 79.8 years in 1999 to 77.6 and 83.6 years in 2025, respectively. Net immigration (including undocumented immigration) is estimated to fall from 960,000 persons in 1999 to 918,000 in 2025.

The age distribution of the population is also an important part of the long-term outlook. As baby boomers begin to retire, the share of the U.S. population aged 65 and over will jump from 13% in 2010 to nearly 19% by 2025, pushing outlays for Social Security, Medicare, and Medicaid higher. In addition, the growth rate of the working-age population will slow by more than that of the overall population. After increasing 1.1% annually over the past 25 years, the population aged 16 to 64 will grow 0.8% per year during 1999-2014 and just 0.2% per year thereafter. Wisconsin total population growth is expected to average 0.4% annually from 2001 to 2025, a rate slightly below the 0.6% average from 1975-2000. Compared to the U.S. projected growth of 0.8% over the same period, Wisconsin is expected to continue the long-term trend of slower population growth than the nation as a whole. The adult population (those over the age of 17) in Wisconsin grew at an average annual rate of 1% over the past 25 years, but is expected to grow by 0.5% per year from 2001 to 2025. Also similar to U.S. demographic trends, the aging population in Wisconsin (those 65 and over) is projected to grow at an average annual rate of 2% for the next 25 years, including 3% per year after 2010. The aging population in Wisconsin grew at an annual rate of 1.3% per year from 1975 to 2000.

A key feature of the population projection that is very problematic for growth of the Wisconsin economy and the local economy in Outagamie County is the prospect of a decline in the working-age population after 2011. Statewide, the population aged 16 to 64 is projected to grow at an annual rate of 0.6% from 2000 to 2011, but will then decline at an annual rate of 0.4% from 2012 to 2025. The working-age population grew at an annual rate of 0.9% from 1974 to 1999. The growth of the working-age population has a profound effect on the growth of the labor force and employment.

Because of demographic shifts that will play out as baby boomers age and reach retirement, labor force growth is expected to slow sharply over the next 20 years. First, increases in female participation will taper off, if only because the participation rates for many female age groups are approaching those of males. Also, over time, a growing share of the population will reach retirement age, when the participation rate falls to about 12%. As a result, the Wisconsin labor force is expected to expand by 1.3% per year between 2000 and 2005, 0.8% per year from 2005 to 2014, and by only 0.4% per year from 2015 to 2025. Overall labor force participation is expected to fall as the population progressively moves into age groups with lower participation rates.

² Much of the information used to develop this section was from the Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

The overall dependency ratio (the ratio of those not in the labor force to those who are) will continue to decline for most of the next quarter-century, falling from 1.00 in 1989 to 0.91 by 2010, before rising to 1.01 by 2025. This ratio peaked at 1.65 in 1962, just after the crest of the baby boom. Clearly, the working population will *not* have to support proportionately more non-workers in the next 25 years than it has in the past. However, this assessment does not account for workers who support elderly parents and other retired workers.

There will be a change in the mix of non-workers, however, especially towards 2025. While the share of the population aged 65 and over has risen dramatically over the last two decades, the ratio of the number of elderly to the number of workers has so far remained stable. There were 24.4 persons aged 65 and over for every 100 persons in the labor force in 1971, versus 24.8 in 2000. This ratio should decline to 24.3 by 2006, but then jump to 27.9 in 2014 and to 37.6 by 2025, by which time most baby boomers will be of retirement age.

In summary, the United States, Wisconsin and Outagamie County are expected to post markedly slower economic growth over the next 25 years than during the past quarter-century. The prime causal factors for this slowdown are already in place: labor force growth constrained by demographic forces that cannot be quickly reversed and relatively moderate growth of the capital stock (houses, businesses, etc.).

BUCHANAN EMPLOYMENT AND ECONOMIC FORECAST

For the Town of Buchanan, these national and state economic indicators are important because they serve as a precursor to issues that may affect the local economy and quality of life. Over the 20-year planning period, new industrial and commercial expansion (and associated support infrastructure) is anticipated adjacent to the existing commercial uses located along CE and KK and STH 55. The types of new businesses established in Buchanan will likely mirror what is currently found within the Town. Therefore, much of the business growth will be in retail and service industries, as compared to industrial and manufacturing. This is consistent with business growth trends in the Fox Cities.

Economic prosperity in the Town of Buchanan will be closely linked to local demand, historic development patterns, and highway access. To retain the Town's residential character, the amount of new commercial and industrial development recommended in this plan will seek to maintain the balance between business and residential uses through 2025. This approach will help to ensure that business growth is in proportion to new residential growth. Business development and associated employment opportunities are expected to be strong given that residential development is projected to increase by more than 50% over the 20-year planning period. However, the majority of Town residents will work in other nearby communities that offer a greater diversity of employment choices, particularly within professional and technical industries. To support local economic success, implementation strategies are provided in the Economic Development Element of this Plan.