



CHAPTER #3

COMMUNITY PROFILE

CHAPTER 3: COMMUNITY PROFILE

TABLE OF CONTENTS

Demographic Profile	3-1
Issues and Opportunities Vision Statement	3-1
Population Trends and Projections	3-2
Population Density	3-4
Population Characteristics	3-4
General Household Trends	3-5
How Long Have Residents Lived Here?	3-6
Economic Profile	3-7
Labor Force	3-7
Commuting Patterns	3-8
Major Town Employers	3-10
Industry Sectors	3-10
Income and Wages	3-11
Educational Attainment	3-12
Poverty Status	3-14
County and Regional Employment Economic Forecasts	3-15
Buchanan Employment and Economic Forecast	3-17

FIGURES

Figure 3-1: Historic Population Growth, 1980-2016.....	3-2
Figure 3-2: Educational Attainment, 2011-2015 ACS 5-Year Estimates	3-13
Figure 3-3: Graduation Rates, 2011-2015 ACS 5-Year Estimates	3-13

TABLES

Table 3-1: Historic Population Growth, 1980-2016	3-3
Table 3-2: Population Projections, 2010 – 2040	3-4
Table 3-3: Population by Age Cohort, 2000 & 2010	3-5
Table 3-4: Households and Persons per Household, 2000 & 2010	3-6
Table 3-5: Year Householder Moved In, 2011-2015 ACS 5-Year Estimates	3-7
Table 3-6: Outagamie County Civilian Labor Force Data, 2008-2015.....	3-8
Table 3-7: Total Civilian Labor Force, 2011-2015 ACS 5-Year Estimates	3-8
Table 3-8: Top Places of Employment for Town of Buchanan Residents, 2014	3-9
Table 3-9: Top Places of Residence for Town of Buchanan Employees, 2014	3-9
Table 3-10: Town of Buchanan Employment by Industry, 2011-2015 ACS 5-Year Estimates	3-10
Table 3-11: Comparison Income Characteristics, 2011-2015 ACS 5-Year Estimates	3-11
Table 3-12: Average Annual Wage by Industry in 2014	3-12
Table 3-13: Poverty Status, Total Persons - 1999 and 2011-2015 ACS 5-Year Estimates ..	3-14
Table 3-14: Poverty Status, Total Families - 1999 and 2011-2015 ASC 5-Year Estimates ..	3-14
Table 3-15: Appleton MSA Industry Employment Projections, 2016-2026	3-16

CHAPTER 3: COMMUNITY PROFILE

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.

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.

How Much Growth Is Too Much Growth?

Since 1980, the population of the Town of Buchanan has grown at a rate 7 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.

ISSUES AND OPPORTUNITIES VISION STATEMENT

ISSUES AND OPPORTUNITIES VISION

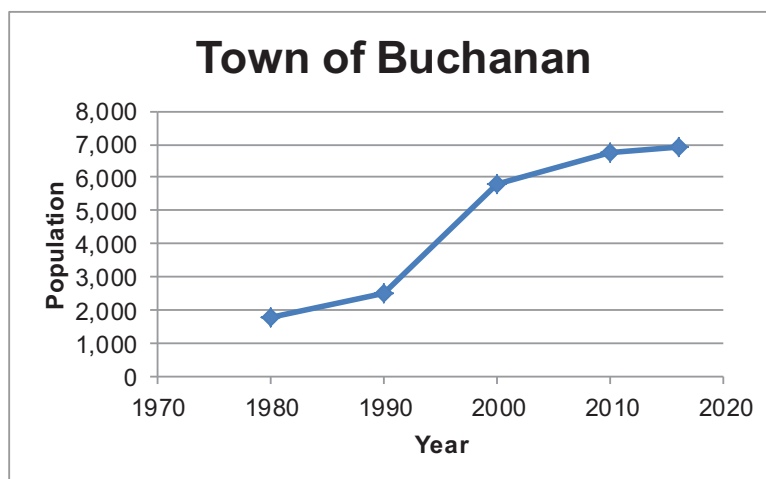
By 2040, the Town of Buchanan has an established identity that is replicated throughout the Town. Town gateways, banners and wayfinding signage are distinctive and reflect the Town brand. Local festivals and strong neighborhood associations provide a welcoming experience for existing and new residents alike.

POPULATION TRENDS AND 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 (Table 3-1 and Figure 3-1). 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 7 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 36 years, annexations to adjacent cities and villages have resulted in major losses of additional potential growth areas. However, this trend slowed in the 2000’s. Most of the growth between 2000 and 2010, most likely occurred between the early and mid-decade. The economic downturn that began in 2008 further slowed growth in the Town. The Great Recession, as this is being referred to, brought new housing starts to a standstill in most communities. The state and area is slowly emerging from the recession and growth is again occurring, though at a slower rate.

Figure 3-1: Historic Population Growth, 1980-2016



Source: U.S. Census, 1980-2010, WDOA 2016 Estimate

Table 3-1: Historic Population Growth, 1980-2016

Jurisdiction	1980	1990	2000	2010	2016
T. Buchanan	1,742	2,484	5,827	6,755	6,916
T. Harrison	3,541	3,195	5,756	10,839	1,188
V. Harrison	-	-	-	-	10,749
C. Appleton	58,913	65,695	70,087	72,623	74,286
V. Combined Locks	2,573	2,190	2,422	3,328	3,515
C. Kaukauna	11,310	11,982	12,983	15,462	15,894
V. Kimberly	5,881	5,406	6,146	6,468	6,679
Outagamie County	128,799	140,510	160,971	176,695	182,365
Buchanan Share of County Population	1.4%	1.8%	3.6%	3.8%	3.8%
Wisconsin	4,705,642	4,891,769	5,363,715	5,686,986	5,753,324
Jurisdiction		Percent Change 1980-1990	Percent Change 1990-2000	Percent Change 2000-2010	Percent Change 2010-2016
T. Buchanan		42.6%	134.6%	15.9%	2.4%
T. Harrison (Calumet County)		-9.8%	80.2%	88.3%	-89.0%
V. Harrison (Calumet County)		-	-	-	-
C. Appleton (Out., Winn. Cal. County)		11.5%	6.7%	3.6%	2.3%
V. Combined Locks		-14.9%	10.6%	37.4%	5.6%
C. Kaukauna		5.9%	8.4%	19.1%	2.8%
V. Kimberly		-8.1%	13.7%	5.2%	3.3%
Outagamie County		9.1%	14.6%	9.8%	3.2%
Buchanan Share of County Population		-	-	-	-
Wisconsin		4.0%	9.6%	6.0%	1.2%

Source: U.S. Census, 1980-2010, WDOA 2016 Estimate

Table 3-2 provides an estimate of the population of Buchanan through 2040. Comparisons to surrounding communities are provided to understand Buchanan’s growth in a regional context. Based on the information provided in Table 3-1 and Table 3-2, the population of the Town is expected to continue to increase at a significant rate over the next 30¹ years (50.7%), but at a fraction of that experienced over the last 36 years (297.0%).²

¹ Projections were completed for a 30 year period, though 24 years remains until 2040.

² Based on the WDOA 2016 population estimate, the Town of Buchanan’s population is growing at a slower rate than these official projections.

Table 3-2: Population Projections, 2010 – 2040

Municipality	2010	2015	2020	2025	2030	2035	2040	Percent Change 2010-2040
T. Buchanan	6,755	7,140	7,900	8,605	9,280	9,795	10,180	50.7%
T. Harrison	10,839	1,345	1,550	1,740	1,925	2,070	2,185	-79.8%
V. Harrison	-	10,200	11,760	13,190	14,600	15,700	16,550	-
C. Appleton	72,623	73,330	76,370	78,680	80,570	81,165	80,605	11.0%
V. Combined Locks	3,328	3,505	3,855	4,170	4,475	4,705	4,870	46.3%
C. Kaukauna	15,462	15,970	17,120	18,120	19,050	19,680	20,020	29.5%
V. Kimberly	6,468	6,650	7,025	7,335	7,610	7,760	7,815	20.8%
Outagamie County	176,695	180,995	191,635	200,630	208,730	213,500	215,290	21.8%
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

Along with this projected population increase, it is also important to note that the number of persons per household in Buchanan is projected to decrease (Table 4-7). 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 15.3 square miles³. The population per square mile is approximately 441 persons. This is significantly denser than in 2000, when the population density was about 351 persons per square mile. 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 2010, there were 3,384 men and 3,371 women living in the Town. Nearly all Town residents reported their race as white (98.7%).⁴ The balance between the sexes and race is comparable to figures from the 2000 census data.

Residents in the Town of Buchanan, Outagamie County and the area are aging and as a result, the median age is increasing. The median age of Buchanan's population in 2000 was 32.5 years, which was lower than the median age of 34.4 years in Outagamie County. According to the U.S. Census, between 2000 and 2010 the median age of the population in the Town

³ Source: 2010 U.S. Census, Table GCT-PH1.

⁴ Source: 2010 and 2000 U.S. Census, SF-1.

advanced by 6.3 years, which was more than twice as high as Outagamie County's corresponding increase of 2.7 years. The median age of a Town of Buchanan resident in 2010 was 38.8. This average was slightly higher than the median for Outagamie County (37.1), Town of Harrison (35.2), Kaukauna (34.6), and Appleton (35.3). The median age of the Village of Combined Locks was the same as the Town of Buchanan (38.8).

Table 3-3: Population by Age Cohort, 2000 & 2010

Age	2000		2010	
	Number	Percent	Number	Percent
Under 5	602	10.3%	365	5.4%
5 to 19	1,526	26.2%	1,774	26.3%
20 to 24	188	3.2%	260	3.8%
25 to 44	2,221	38.1%	1,744	25.8%
45 to 64	983	16.9%	2,041	30.2%
65 and Older	307	5.3%	571	8.5%
Total	5,827	100.0%	6,755	100.0%
Median Age	32.5		38.8	

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

Table 3-3 tracks the population of Town residents, by age, between 2000 and 2010. As can be seen, there is a significant reduction in the number and percentage of pre-school children (under 5) and those of childbearing years (25 to 44). At the same time, the Town is seeing a significant increase in the older age cohorts (45 to 64 and 65 and older).

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 3-4 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).

Table 3-4: Households and Persons per Household, 2000 & 2010

	2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH
Town of Buchanan	1,846	3.13	2,393	2.82
Outagamie County	60,530	2.61	69,648	2.49

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

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 (10.1%) had individuals age 65 and over and 53.7 % of all households included children under the age of 18.

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.).

By 2010, while the number of households increased to 2,393, the composition of the household changed. Family households decreased to 80.1%, married couple family households represented only 69.5% of all family households and the percent of female-headed households (6.8%) and male-headed households (3.7%) doubled. The percent of non-family households increased (19.9%), as a larger percentage of people were living alone (15.1%). In 2000, 2.6% of those ages 65 and older were living alone, by 2010; this percentage had increased to 4.2%. Households with individuals age 65 years and older increased to 15.4%, while households with children under the 18 decreased to 43.1%. This is important because the Town not only needs to provide a safe community setting and amenities for children but it also needs to consider the needs of its aging population.

How Long Have Residents Lived Here?

According to the 2011-2015 American Community Survey 5-Year Estimates about 93% of Town residents were living in the same house a year ago.⁵ A quarter (26.1%) of Town residents moved to Buchanan since 2010, about a third moved in during the 2000’s and about 30% moved in between 1990 and 2000.

⁵ Source: American Community Survey, 2011-2015 5-Year Estimates, B07413.

Table 3-5: Year Householder Moved In, 2011 - 2015 ACS 5-Year Estimates

Year Moved In	Estimate	MOE+/-	Percent	MOE+/-
Occupied Housing Units	2,579	152	100.0%	-
Moved in 2015 or later	15	23	0.6%	0.9%
Moved in 2010 to 2014	657	141	25.5%	5.2%
Moved in 2000 to 2009	850	151	33.0%	5.8%
Moved in 1990 to 1999	767	152	29.7%	5.6%
Moved in 1980 to 1989	186	81	7.2%	3.1%
Moved in 1979 or earlier	104	64	4.0%	2.4%

Source: 2011-2015 American Community Survey 5-Year Estimate, DP-04

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 3-6 highlights civilian labor force data for Outagamie County from 2008 to 2015. Higher unemployment rates starting in 2009 are a result of the economic downturn that began in 2008. As can be seen, unemployment rates have fallen below the unemployment rate of 2008.

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 actively seeking work. Institutionalized populations are not included in the labor force.

For the purpose of this report, we are only looking at the civilian portion of the labor force.

Table 3-6: Outagamie County Civilian Labor Force Data, 2008-2015

Year	Labor Force	Employed	Unemployed	Unemployment Rate
2008	97,875	93,307	4,568	4.7%
2009	99,345	91,091	8,254	8.3%
2010	100,595	92,453	8,142	8.1%
2011	100,373	93,281	7,092	7.1%
2012	100,337	93,891	6,446	6.4%
2013	100,640	94,500	6,140	6.1%
2014	101,429	96,587	4,842	4.8%
2015	101,958	97,877	4,081	4.0%

Source: WI DWD, Bureau of Workforce Training - Labor Market Information, Created on February 16, 2017. <http://WORKnet.Wisconsin.gov>

Table 3-7 provides a comparison of the labor force in Buchanan to neighboring communities and Outagamie County. This snapshot is based on a five year estimate that includes a time period where the economy is recovering from the economic downturn that began in 2008. Therefore higher employment rates in the earlier portion of the estimate are evident. As the economy continues to recover and as the 5-year estimates no longer include the years with higher unemployment rates, it is anticipated that the unemployment rate will drop in future 5-year estimates.

Table 3-7: Total Civilian Labor Force, 2011-2015 ACS 5-Year Estimates

Jurisdiction	Labor Force		Employed		Unemployed		Unemployment Rate	
	Est.	MOE+/-	Est.	MOE+/-	Est.	MOE+/-	Est.	MOE+/-
T. Buchanan	3,930	282	3,805	297	125	72	3.2%	1.9%
C. Appleton	40,133	719	38,503	771	1,630	262	4.1%	0.7%
V. Combined Locks	1,938	201	1,859	206	79	63	4.1%	3.3%
T. Harrison	2,105	263	2,087	263	18	30	0.9%	1.4%
V. Harrison	4,082	201	4,018	191	64	36	1.6%	0.8%
C. Kaukauna	9,343	308	8,923	311	420	112	4.5%	1.2%
V. Kimberly	3,514	226	3,335	225	179	107	5.1%	3.0%
Outagamie County	100,443	768	96,532	853	3,911	438	3.9%	0.4%

Source: U.S. Census, 2011-2015 American Community Survey 5-Year Estimates

Commuting Patterns

Analyzing journey to work data illustrates the interconnectedness of the Town's economy with communities throughout the Fox Cities and beyond. It is obvious that Buchanan residents take advantage of convenient highway access to commute to nearby employment centers. Table 3-8 provides a detailed breakdown of top places of employment for Town of Buchanan residents.⁶ The top places of employment for Town residents are the City of Appleton (19.2%), the City of

⁶ The U.S. Census, Center for Economic Studies "On the Map" data provides an analysis of workplace destinations at the census block level.

Neenah (5.6%) and the City of Kaukauna (4.8%). Other Fox Cities communities in the top 10 included the Village of Kimberly (3.5%), Village of Little Chute (3.2%) and the City of Menasha (2.6%). This corresponds to the average commute time of 18.8 minutes.

Table 3-8: Top Places of Employment for Town of Buchanan Residents, 2014

Rank	MCD	No. Workers	Percent
1	C. Appleton	764	19.2%
2	C. Neenah	225	5.6%
3	C. Kaukauna	193	4.8%
4	V. Kimberly	139	3.5%
5	C. Oshkosh	134	3.4%
6	C. Green Bay	130	3.3%
7	V. Little Chute	128	3.2%
8	V. Ashwauben	112	2.8%
9	C. Menasha	102	2.6%
10	C. Milwaukee	96	2.4%
	Other	1,964	49.3%
	Total	3,987	100.0%

Source: <https://onthemap.ces.census.gov/>

Table 3-9 provides information on where people who work in the Town of Buchanan live. Similarly, people who work in the Town, also live in the Fox Cities. The top places of residence for Town of Buchanan employees are the City of Appleton (14.6%), the City of Kaukauna (5.7%) and the Village of Little Chute (4.7%). Other Fox Cities communities in the top 10 included the Village of Kimberly (4.0%), Village of Harrison (3.8%), City of Menasha (3.2%), City of Neenah (3.1%) and the Village of Combined Locks (2.5%).

Table 3-9: Top Places of Residence for Town of Buchanan Employees, 2014

Rank	MCD	No. Workers	Percent
1	C. Appleton	328	14.6%
2	C. Kaukauna	128	5.7%
3	V. Little Chute	105	4.7%
4	V. Kimberly	90	4.0%
5	V. Harrison	85	3.8%
6	C. Menasha	71	3.2%
7	C. Neenah	70	3.1%
8	V. Combined Locks	56	2.5%
9	C. Oshkosh	56	2.5%
10	C. Green Bay	49	2.2%
	Other	1,204	53.7%
	Total	2,242	100.0%

Source: <https://onthemap.ces.census.gov/>

Major Town Employers

Major employers in the Town of Buchanan include Keller Inc. on STH 55, Kobussen Buses on CTH CE, retail businesses and restaurants near STH 441 and CTH KK / CTH CE (e.g. Lowe's, Kohl's, Festival Foods, Pick n' Save, Red Robin), small manufacturing operations (e.g. Baum Machine, Valley Roller Co., Valley Trusses). Recreational businesses are also important employers (e.g. Wisconsin International Raceway, Countryside Golf Club, Dave's Sport and Marine).

Industry Sectors

Table 3-10 provides a breakdown of employment as reported by Buchanan residents in the 2011-2015 ACS 5-Year Estimates. Slightly less than a third (29.4%) of all residents was employed in manufacturing occupations. This is by far the single largest segment of the employment base. Other sectors of significance are the educational/health/social services (20.5%), retail trade (9.6%) and finance/insurance/real estate/leasing (9.8%).

Table 3-10: Town of Buchanan Employment by Industry, 2011-2015 ACS 5-Year Estimates

Industry	Estimate	MOE+/-	Percent
Agriculture, forestry, fishing and hunting, and mining	12	19	0.3%
Construction	155	79	4.1%
Manufacturing	1,117	198	29.4%
Wholesale trade	92	61	2.4%
Retail trade	365	134	9.6%
Transportation and warehousing, and utilities	139	61	3.7%
Information	49	37	1.3%
Finance, insurance, real estate, and rental and leasing	372	120	9.8%
Professional, scientific, management, administrative, and waste management services	212	85	5.6%
Educational, health and social services	780	186	20.5%
Arts, entertainment, recreation, accommodation and food services	252	101	6.6%
Other services (except public administration)	155	92	4.1%
Public administration	105	55	2.8%
Civilian employed population 16 years and over	3,805	297	100%

Source: U.S. Census 2011-2015 ACS 5-Year Estimates, DP03

Income and 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.

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

The median is the middle point of all incomes reported, half the numbers are above and half are below. The average is calculated by adding all the numbers up, then dividing this number by the amount of numbers in the group.

Table 3-11 provides an income comparison between Buchanan, neighboring communities, Outagamie County, and the State of Wisconsin. According to the 2011-2015 ACS 5-Year Estimates, Buchanan's per capita income was the second highest when compared to the adjacent communities, but slightly behind that of the Town of Harrison. The same is true of the median household and family incomes, though the Village of Harrison has higher median household and family incomes.

Table 3-11: Comparison Income Characteristics, 2011-2015 ACS 5-Year Estimates

Jurisdiction	Per Capita Income		Median Household Income		Median Family Income	
	Estimate	MOE+/-	Estimate	MOE+/-	Estimate	MOE+/-
T. Buchanan	33,159	3,136	81,893	11,666	89,688	9,962
C. Appleton	27,405	829	53,588	1,937	70,552	2,733
V. Combined Locks	27,477	3,001	61,034	9,283	67,304	10,389
T. Harrison	33,890	6,213	74,750	9,071	80,375	8,346
V. Harrison	32,758	2,317	94,799	6,140	96,750	9,146
C. Kaukauna	27,746	2,991	55,120	1,984	67,069	6,135
V. Kimberly	25,910	2,441	47,646	3,085	60,125	13,285
Outagamie County	28,679	486	58,765	1,311	72,685	1,692
Wisconsin	28,340	111	53,357	195	68,064	298

Source: U.S. Census 2011-2015 ACS 5-Year Estimates, DP03

Table 3-12 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 2014 (most recent year comparison data available by industry).

Table 3-12: Average Annual Wage by Industry Division in 2014

Industry	Wisconsin	Outagamie County	Percent of Wisconsin	1-Year % Change
All Industries	\$43,856	\$42,628	97.2%	2.9%
Natural Resources	\$36,156	\$33,144	91.7%	1.4%
Construction	\$55,317	\$56,870	102.8%	3.0%
Manufacturing	\$54,365	\$54,734	100.7%	1.7%
Trade, Transportation & Utilities	\$37,362	\$35,255	94.4%	4.0%
Information	\$62,482	Suppressed	Not Avail.	Not Avail.
Financial Activities	\$61,884	\$57,627	93.1%	2.8%
Professional & Business Services	\$52,386	\$44,211	84.4%	3.0%
Education & Health	\$44,829	\$46,058	102.7%	2.8%
Leisure & Hospitality	\$16,055	\$13,292	82.8%	3.1%
Other Services	\$25,847	\$24,092	93.2%	4.4%
Public Administration	\$44,462	\$44,109	99.2%	1.3%

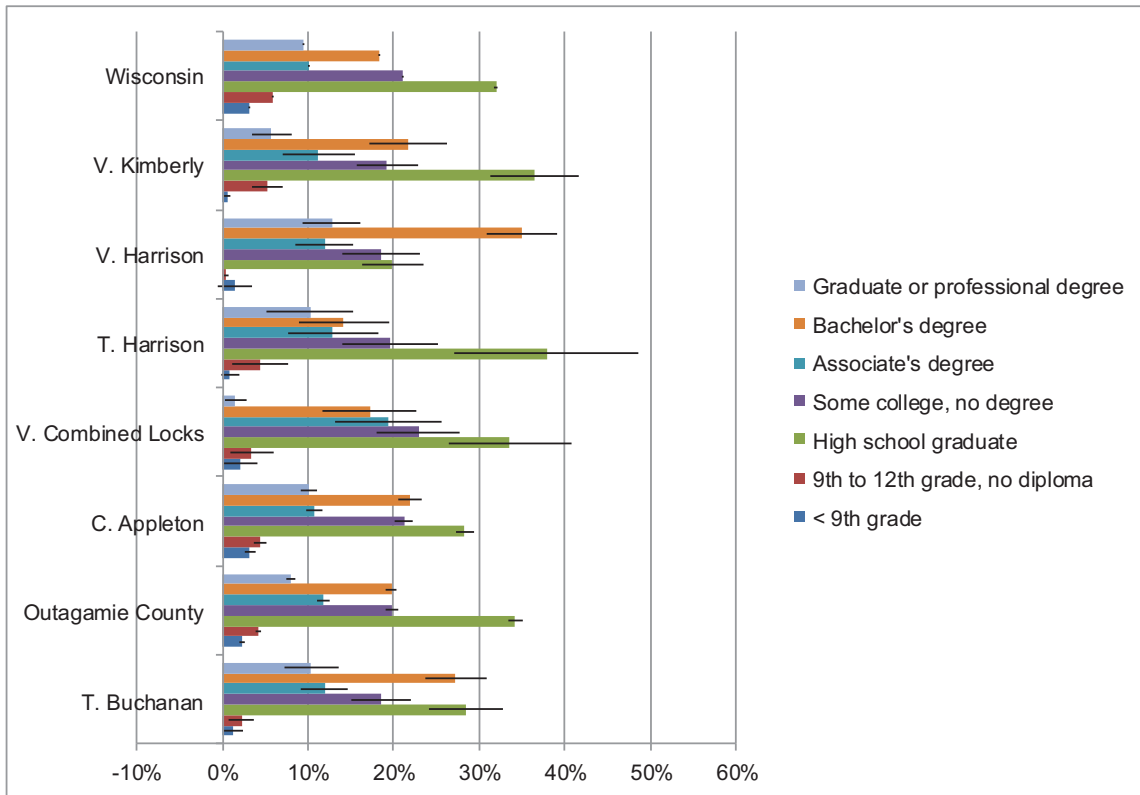
Source: WI DWD, Labor Market Information, QCEW, June 2015; 2015 Outagamie County Workforce Profile

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. Wisconsin students ranked fourth with an American College Test (ATC) composite score of 20.5 out the 20 states that require all high school students graduating from a public high school in 2016 to take the ATC test. This was behind the national composite score of 20.8. Composite scores for Wisconsin and the nation were lower than in 2015, since this was the first year that Wisconsin required a 100 % participation rate. National composite scores also fell since Wisconsin was not the only new state to require 100% testing. The ACT is one of two major college entrance exams, along with the SAT.

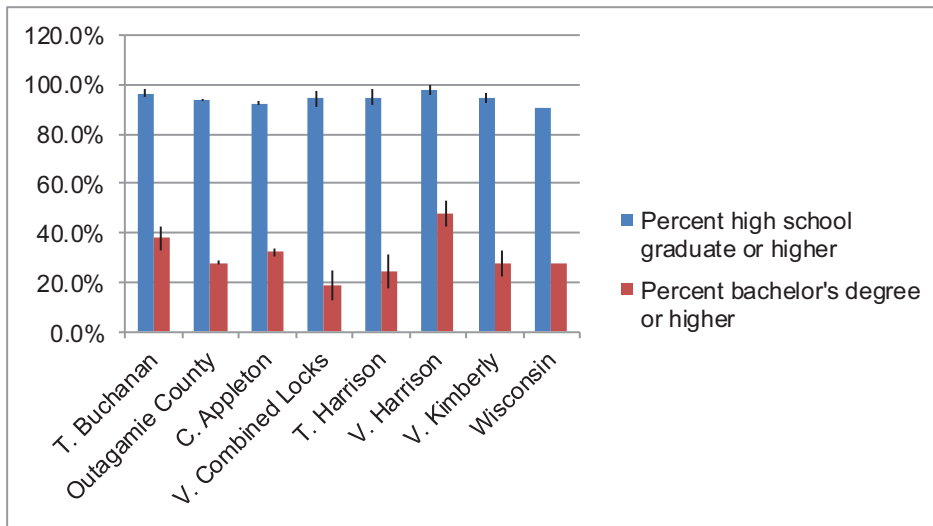
Figure 3-2 and Figure 3-3 illustrates the level of educational attainment for persons age 25 and over in Buchanan and surrounding communities according to the 2011-2015 ACS 5-Year Estimates. Buchanan residents, like those in surrounding communities are well educated, with a high percentage having earned advanced degrees. About 97% of Town residents graduated from high school and about 38% have a bachelor's degree or higher. This is slightly higher than residents in the state (91.0% high school graduate, 27.8% bachelor's degree or higher).

Figure 3-2: Educational Attainment, 2011-2015 ACS 5-Year Estimates



Source: U.S. Census, 2011-2015 American Community Survey 5-Year Estimates, DP02

Figure 3-3: Graduation Rates, 2011-2015 ACS 5-Year Estimates



Source: U.S. Census, 2011-2015 American Community Survey 5-Year Estimates, DP02

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 an individual was

\$8,794 and for a family of four with two children, a household income of \$17,463. By 2010, the poverty threshold for an individual was \$11,139, while the poverty threshold for a family of four with two children increased to \$22,113.⁷ The most recent (2016) poverty threshold for an individual was \$12,486 for a person under 65 and \$11,511 for a person over 65. For a family of four with two children the poverty threshold was \$24,339.

In 1999, 1.2 percent of Buchanan’s residents, or 67 people, fell below the national poverty line. According to the 2011-2015 ACS 5-Year Estimates, 6.6 percent or 459 individuals are below the poverty level in the Town. In comparison, 4.7 percent of county residents and 8.7 percent of state residents were below the poverty level in 1999. By 2011-2015, this number had increased to 8.9 percent in the county and 13.0 percent in the state.

Table 3-13: Poverty Status, Total Persons - 1999 and 2011-2015 ACS 5-Yr Estimates

	Total Persons			Total Persons Below Poverty Level					
	1999	2011-2015 5-Yr Est.		1999		2011-2015 5-Yr Est.			
	No.	Estimate	MOE +/-	No.	Percent	Estimate	MOE +/-	Percent	MOE +/-
T. Buchanan	5,827	7,002	38	67	1.2%	459	352	6.6%	5.0%
Outagamie County	160,971	177,042	540	7,417	4.7%	15,723	1,221	8.9%	0.7%
Wisconsin	5,211,603	5,589,889	1,356	451,538	8.7%	724,348	8,814	13.0%	0.2%

Source: U.S. Census 2000 QT-P34, SF 4, 2011-2015 American Community Survey 5-Yr Estimate, S1701

In 1999, 0.4 percent of all families in the Town lived below the poverty level in 1999. By 2011-2015 ACS 5-Year Estimates, the percent of families living below the poverty level had increased to 5.1 percent.

Table 3-14: Poverty Status, Total Families – 1999 and 2011-2015 ACS 5-Yr Estimates

	Total Families			Total Families Below Poverty Level			
	1999	2011-2015 5-Yr Est.		1999		2011-2015 5-Yr Est.	
	No.	Estimate	MOE +/-	No.	Percent	Percent	MOE +/-
T. Buchanan	1,584	1,972	114	6	0.4%	5.1%	4.2%
Outagamie County	42,219	47,627	597	1,215	2.9%	6.1%	0.7%
Wisconsin	1,395,037	1,469,290	5,277	78,188	5.6%	8.6%	0.1%

Source: U.S. Census, 2000 SF3; 2011-2015 ACS 5-Year Estimate, S1702

The 2011-2015 ACS 5-Year Estimates⁸ provides poverty level statistics for a variety of household types in Buchanan:

- 5.1 percent of all families reported living below the poverty level;
- 9.7 percent of all families with children under the age of eighteen were living below the poverty level;
- 10.8 percent of all families with children under 5 years of age were living below the poverty level;

⁷ U.S. Census Bureau, 2000 and 2010 Poverty Thresholds.

⁸ U.S. Census Bureau, 2011-2015 ACS 5-Year Estimates, S1701 and S1702.

- 61.4 percent of all female-headed households (with no husband present) reported living below the poverty level; and,
- No persons over the age of 65 were living below the poverty level.

County and Regional Employment Economic Forecasts⁹

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

Recovery following the recession that ended in 2009 has been slow, and wages and home values are finally getting back to prerecession levels. In Wisconsin, there has been talk about the skills gap and the inability of employers to find and keep skilled workers. While more people are employed and the unemployment rates are back to early 2000 levels, Wisconsin is facing a quantity challenge and a skills challenge. This is true in Outagamie as well and as a result, businesses in Outagamie County will be competing against each other for workers with similar skills. Today's labor force is older. Baby Boomers are leaving the labor force in large numbers, as the oldest turned 70 in 2016, and the youngest reached 52 years. Wisconsin's overall labor force peaked in the late 1990's and the employment to population ratio peaked in 1997 at 72.9 percent. As Baby Boomers continue to exit the labor force, the employment to population ratio will continue to decrease.

Outagamie County's population is growing at a faster rate than the state. Between 2010 and 2016, the population of Outagamie County increased by 3.2 percent, while the state's population increased by 1.6 percent.¹⁰ However, this growth is significantly slower than the 9.8 percent seen during the 2000's or the 14.6 percent experienced during the 1990's. This suggests that population growth is slowing. Population growth is being fueled by a strong birth rate, while net migration remains low.

As Outagamie County's unemployment rate has decreased, employers are finding it more difficult to find skilled laborers. The county's unemployment rate is the lowest point in more than a decade. At the same time, the county's labor force has remained mostly unchanged. This suggests that individuals are finding employment at a faster rate than new workers are added.

Between 2014 and 2015, all industries employment in Outagamie County increased by 1.7 percent.¹¹ This growth rate is slightly higher than the state's employment growth rate of 1.3 percent during the same time period. Many industry sectors experienced little or no growth. The construction sector experienced significant growth in the county (6.2%) and the state (6.2%) as the residential and commercial sectors recovered to near pre-recession levels. Other sectors experiencing more significant growth included natural resources and mining (3.5% -

⁹ Outagamie County Workforce & Economic Profile, 2015, State of Wisconsin Department of Workforce Development.

¹⁰ WDOA, Wisconsin Demographic Services Center, 2016 Estimates.

¹¹ Quarterly Census of Employment and Wages, Wisconsin Department of Workforce Development, Bureau of Workforce Training - Labor Market Information, 2014 and 2015.

county, 5.1% - state), leisure and hospitality (3.6% - county, 3.2% - state), and professional and business services (3.1% - county, 2.3% state). Employers in many of Outagamie County's industry sectors continue to pay wages that are below state averages. The county annual average wage of \$42,628 is 2.8% below the state average. While it increased by 2.9 percent over the past year, this is less than the inflation rate. Industry sectors paying more than the state annual average wages in Outagamie County include the construction sector (2.8%), manufacturing (0.7%), and education and health (2.7%).

Employment forecasts for the Appleton MSA were developed utilizing Economic Modeling Specialists International's (EMSI) Analyst program. The projections indicate that the largest industry in 2016 will be Manufacturing, which is expected to increase by 8 percent between 2016 and 2026 (Table 3-15). The largest industry growth increase will occur within the Management of Companies and Enterprises (33%, 529 jobs), Utilities (20%, 30 jobs) and Health Care and Social Assistance (19%, 2,585 jobs).

Table 3-15: Appleton MSA Industry Employment Projections, 2016-2026

NAICS	Description	2016 Jobs	2026 Jobs	2016 - 2026 Change	2016 - 2026 % Change	2016 Total Earnings
11	Crop and Animal Production	2,102	2,089	(13)	(1%)	\$35,429
21	Mining, Quarrying, and Oil and Gas Extraction	234	167	(67)	(29%)	\$51,071
22	Utilities	150	180	30	20%	\$158,028
23	Construction	8,604	8,296	(308)	(4%)	\$67,920
31	Manufacturing	23,912	25,880	1,968	8%	\$68,044
42	Wholesale Trade	5,564	6,217	653	12%	\$68,500
44	Retail Trade	14,816	15,179	363	2%	\$30,639
48	Transportation and Warehousing	3,324	3,230	(94)	(3%)	\$54,299
51	Information	1,574	1,612	38	2%	\$67,376
52	Finance and Insurance	6,366	6,390	24	0%	\$75,553
53	Real Estate and Rental and Leasing	1,165	1,266	101	9%	\$41,665
54	Professional, Scientific, and Technical Services	3,904	3,774	(130)	(3%)	\$69,800
55	Management of Companies and Enterprises	1,609	2,138	529	33%	\$99,191
56	Administrative and Support and Waste Management and Remediation Services	8,643	9,913	1,270	15%	\$37,658
61	Educational Services	2,199	2,460	261	12%	\$28,691
62	Health Care and Social Assistance	13,969	16,554	2,585	19%	\$59,427
71	Arts, Entertainment, and Recreation	1,925	2,255	330	17%	\$16,576
72	Accommodation and Food Services	10,534	10,990	456	4%	\$16,241
81	Other Services (except Public Administration)	6,514	7,065	551	8%	\$25,826
90	Government	12,862	13,079	217	2%	\$62,431
99	Unclassified Industry	0	0	0	0%	\$0
	Total	129,967	138,734	8,767	7%	\$52,302

Source: QCEW Employees, Non-QCEW Employees, and Self-Employed - Emsi Q1 2017 Data Set; Appleton MSA

Buchanan Employment and Economic Forecast

For the Town of Buchanan, state and county 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 2040. 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.