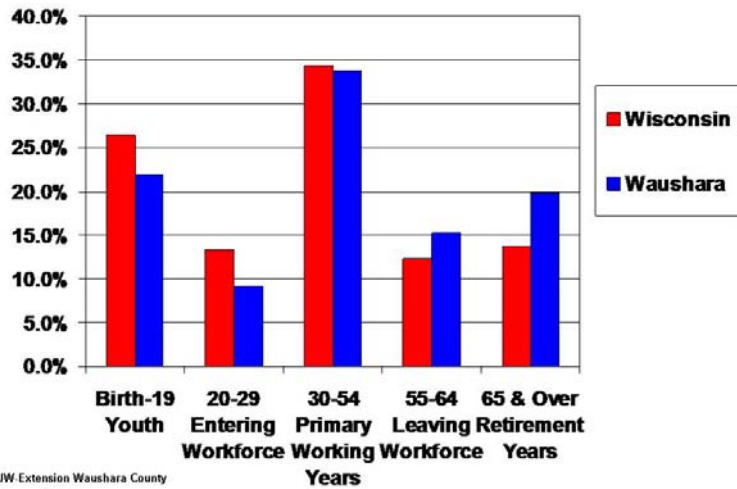


## **DEMOGRAPHIC SUMMARY**

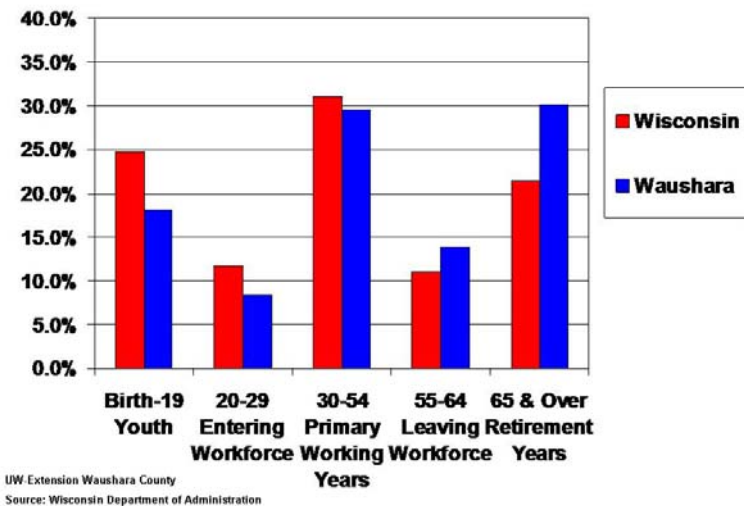
### **Population, Race and Ethnicity**

According to the United States Census Bureau, Waushara County has a large elderly population. In 2010, Waushara County's elderly population, those 65 and older, was 4,883 or 19.9% of the total population of the county. The percent of State of Wisconsin that are elderly is 13.7% of the population, according to the 2010 Census. The Wisconsin Department of Administration projects that in 2030 the elderly population in Waushara County will be 8,344 or 30% of the population; for Wisconsin, 21% of the population is projected to be elderly. By 2030, the number of residents in Waushara County retired or leaving the workforce will be greater than the number of residents entering or in the workforce. In 2030, the percent of the population that will be under the age of 18 will be significantly less than the percent of Wisconsin's population under 18.

**2010 Waushara Population by Age**

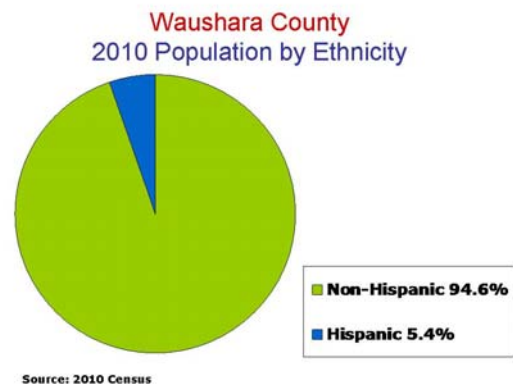
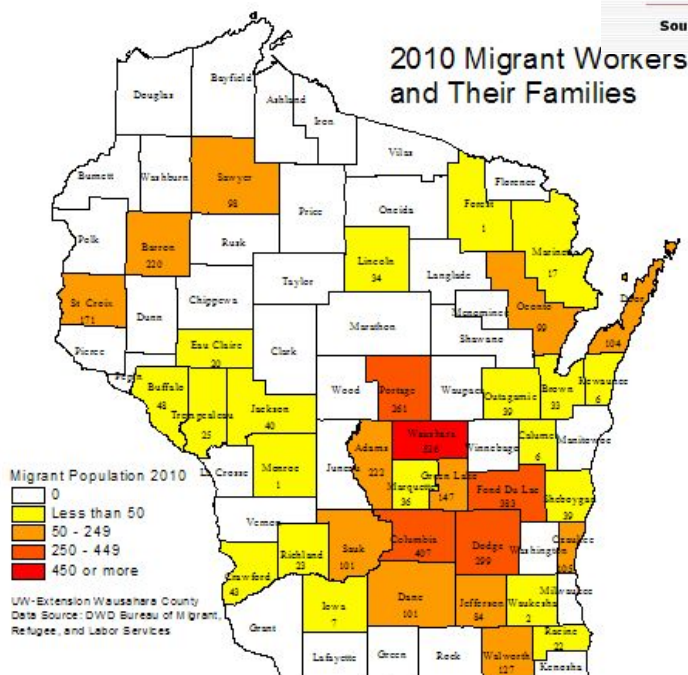
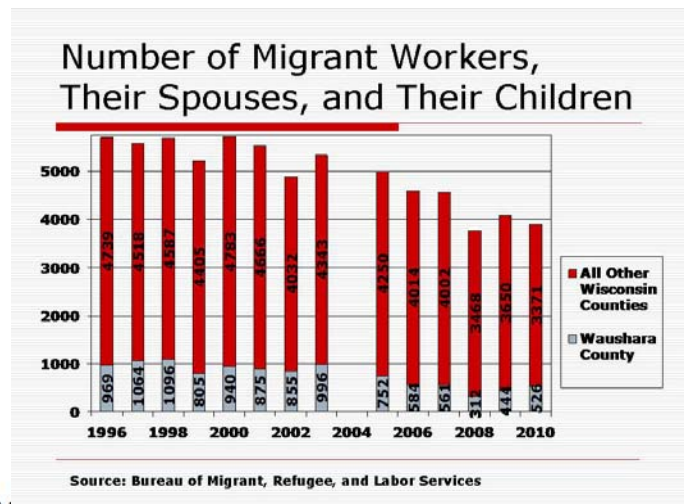
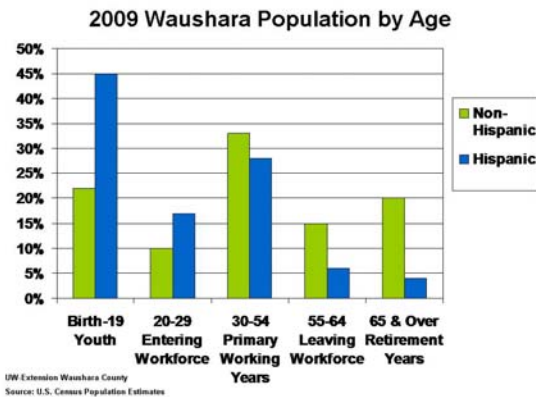


**2030 Waushara Population by Age**



*Appendix G1: Demographic Summary*

The decennial census shows that Hispanic/Latino ethnicity has the highest minority presence in Waushara County which has increased from 2% or 379 people in 1990 to 5.4% or 1,206 people in 2010. The Hispanic population is growing at a much quicker pace than the non-Hispanic population. Between 1990 and 2000 the Hispanic Population grew by 123.7% from 379 to 848; and the Non-Hispanic Population grew by 15.1% from 19,385 to 22,306. Between 2000 and 2010 the Hispanic Population grew by 42.2% from 848 to 1,206; and the Non-Hispanic Population grew by 9.1% from 22,306 to 24,333. The Hispanic population is younger than the non-Hispanic population. Waushara County also was the highest in the state for migrant workers. The number of migrant workers and their family members that lived in Waushara County in 2010 was 526. Columbia County has the second biggest population with 407 people in 2010. Do to changes in the food processing operations and the mix of agricultural products produced; the number of migrant workers and family members has been declining both in Waushara County and in Wisconsin in recent years.



Appendix G1: Demographic Summary

**Poverty in Waushara County**

Poverty statistics show a higher rate of poverty:

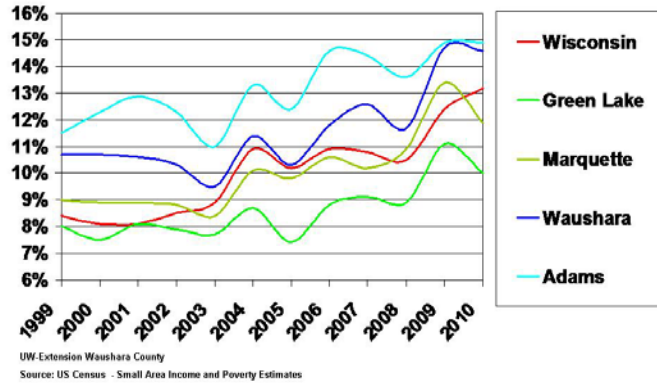
- Percent of 2010 population that live below poverty:  
Waushara County = 14.6%  
Wisconsin = 13.2%.
- Percent of the 2010 population under age 18 in poverty  
Waushara County = 23.8%  
Wisconsin = 19.0%

(US Census Bureau - Small Area Income & Poverty Estimates)

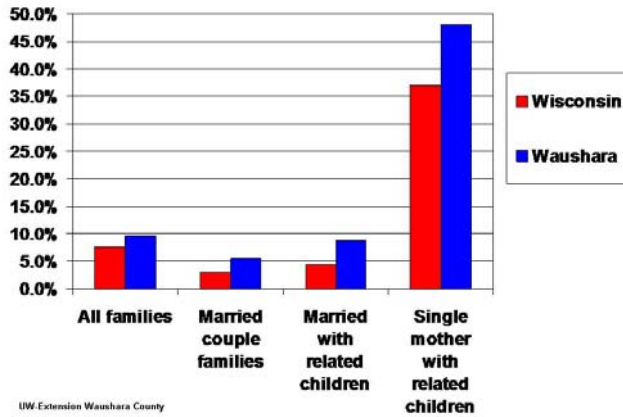
- Percent of the 2005-09 population in poverty:  
Waushara County = 12.6% Wisconsin = 7.2%
- Percent of the 2005-09 population under age 18 in poverty:  
Waushara County = 20.8% Wisconsin = 14.6%
- Percent of the 2005-09 population over age 65 in poverty:  
Waushara County = 8.9% Wisconsin = 8.2%
- Percent of the 2005-09 families in poverty:  
Waushara County = 8.6% Wisconsin = 7.2%
- Percent of the 2005-09 families with female head of household in poverty:  
Waushara County = 30.5% Wisconsin = 28.2%

(US Census Bureau – American Community Survey)

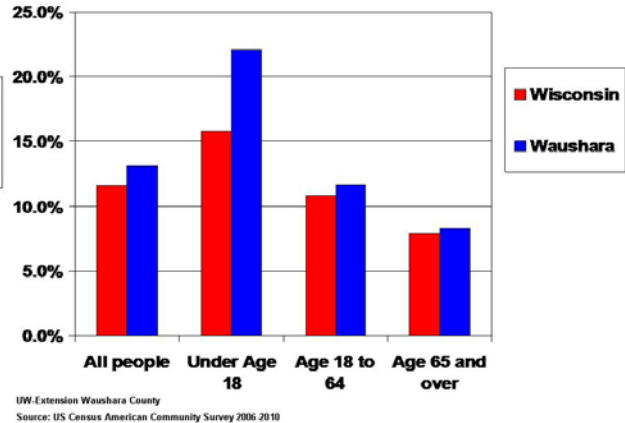
**Poverty Rate**



**2006 - 2010 Poverty by Family Type**



**2006 - 2010 Waushara Poverty by Age**



*Appendix G1: Demographic Summary*

**Income and Unemployment levels**

Food insecurity and hunger are more common among low-income households. There are not enough jobs in these rural communities and 48% of workers commute to work outside the area, with the average commute time of 28 minutes. To compound poor employment prospects, Waushara County is among the least educated in the state. As shown in the table below, poverty and unemployment rates are higher in Waushara County compared to the statewide average:

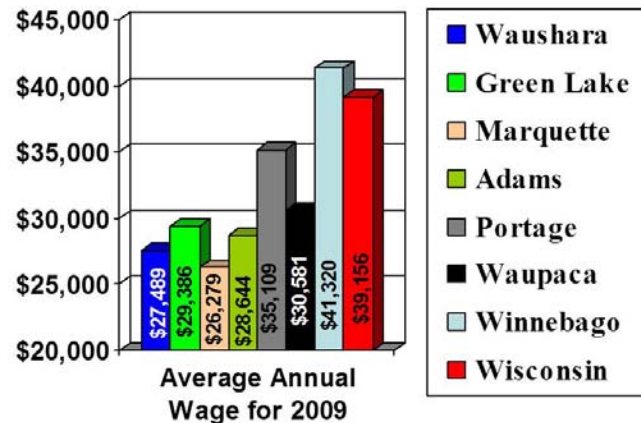
	<u>Waushara</u>	<u>Wisconsin</u>
Population	24,606	5,654,774
Percent below poverty level	11.7%	10.5%
Percent of children below poverty level	18.7%	14.2%
Percent of elderly below poverty level	6.7%	8.4%
Unemployment Rate (2009)	9.8%	8.5%

In summarizing the demographics we revert to the purpose of our committee, “to determine how much of a problem food insecurity is and hunger in Waushara County, availability obstacles and access to food.” The first criterion to be determined is if Waushara County fits into the category of lower income levels. Waushara County ranks 59<sup>th</sup> out of 72 counties for wage comparisons, with an average weekly wage of \$528. That puts Waushara County at the 18<sup>th</sup> percentile with the last 13 counties only having about a \$30 difference making the bottom very close. The highest weekly wage comes from Milwaukee and Waukesha Counties at \$834 with that being very close to the United States average \$840 per week. On the criteria of unemployment, Wisconsin ranks 34<sup>th</sup> in the United States. (United States Census).

Average Annual Wage for 2009

- Winnebago County: \$41,320
- Wisconsin: \$39,156
- Portage County: \$35,109
- Waupaca County: \$30,581
- Adams County: \$28,644
- **Waushara County: \$27,489**
- Marquette County: \$26,279

(Wisconsin Department of Workforce Development)



UW-Extension Waushara County

Source: Wisconsin Department of Workforce Development

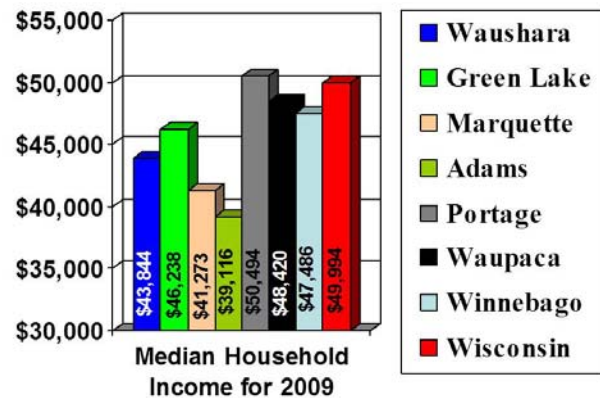
## Appendix G1: Demographic Summary

Income is different from wage. Wage is the amount paid by employers in Waushara County. Income is the amount of money households in the county receive on an annual basis. This includes social security, investment income, and income from employment outside of Waushara County. The difference between the average wage and the median household income is greater for Waushara County than the more urban counties. This may be because of the number of people working hire wages outside of the county or because of other sources of income. Between 2006 and 2010, 48% of the workforce living in Waushara County worked outside the county. There is a larger percent of elderly in the county, who may have income from social security and retirement investments. As with wage the median household income is less than a majority of neighboring counties and the state. (US Census)

### Median Household Income for 2009

- Portage County: \$50,494
- Wisconsin: \$49,994
- Waupaca County: \$48,420
- Winnebago County: \$47,486
- Green Lake County: \$46,238
- **Waushara County: \$43,844**
- Marquette County: \$41,273
- Adams County: \$39,116

(US Census Small Area Income and Poverty Estimates)



UW-Extension Waushara County

Source: US Census Small Area Income and Poverty Estimates

### Food Desert

Parts of Waushara County are considered food deserts which are areas that access to retail food outlets is very limited. Grocery stores are limited to larger municipalities, leaving many without access to nearby food outlets. Even bigger municipalities are in danger of becoming food deserts, as the independent, smaller grocery stores are struggling to stay in business.

### Agriculture

Waushara County is the 2nd largest of Wisconsin counties in the harvesting of vegetables, Portage County is #1.

Waushara County's top commodities (sales by dollar value, 2007)

1. Vegetables \$56.3 million
2. Milk \$18.9 million
3. Grains (corn & soybeans) \$14.7 million
4. Cattle and calves \$4.0 million
5. Christmas trees \$3.5 million

(USDA 2007 Census of Agriculture)

## Appendix G1: Demographic Summary

### Health

Another important demographic to look at is the health of the people in Waushara County. In the chart below from the Wisconsin Department of Health it shows that the people of Waushara are equal to or worse than others in the state of Wisconsin in every category of risk except category of Physical Inactivity.

### Percent of Adults with Selected Behavioral Risks, by Age

Age	Risk	Percent	(+/-)	Region Percent	State Percent
18 - 44	Heavy Drinking			11	10
	Physical Inactivity			15	16
	Overweight			54	51
	Smoking			29	28
45 - 64	Heavy Drinking			9	8
	Physical Inactivity			19	19
	Overweight			70	66
	Smoking			19	21
65+	Heavy Drinking			3	4
	Physical Inactivity			30	29
	Overweight			63	61
	Smoking			7	8
Total (18+)	Heavy Drinking	5	( 4)	9	8
	Physical Inactivity	21	( 8)	19	19
	Overweight	66	( 9)	61	58
	Smoking	17	( 7)	22	22

<http://www.dhs.wisconsin.gov>

### Poor Health

Each year the Wisconsin County Health Rankings Report from the University of Wisconsin School of Medicine and Public Health rates Wisconsin counties on health outcomes such as length and quality of life and health factors including:

- Diet
- Exercise
- Use of alcohol
- Use of tobacco
- Access to and quality of clinical care
- Social and economic factors
- Physical environment

In this study Waushara County ranked 48<sup>th</sup> out of our 72 counties leaving it in the bottom 1/3 % of the state of Wisconsin.