

Issues and Opportunities

- Population and Housing
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 - Overall Community Goals
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The Issues and Opportunities Element of the **Comprehensive Plan** provides "a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and re-development of the local governmental unit over a 20-year planning period," as well as economic and demographic information about the City of Appleton. It analyzes current trends to identify issues important to residents. This report and analysis serves as a foundation for the City of Appleton's Comprehensive Plan.

Population and Housing

As of the 2000 U.S. Census, Appleton's population totaled 70,087 people. The city's population has steadily increased through recent decades and continued growth is projected through 2025. By 2025, the population is projected to be 83,214 persons, an approximately 19 percent increase since 2000.

The City had an estimated 72,158 residents in 2007, according to the Wisconsin Department of Administration.

Population and Projections								
	Population			2005	Population Projections			
	1980	1990	2000	Estimate	2010	2015	2020	2025
Appleton	58,913	65,695	70,087	73,022	75,670	78,237	80,874	83,214

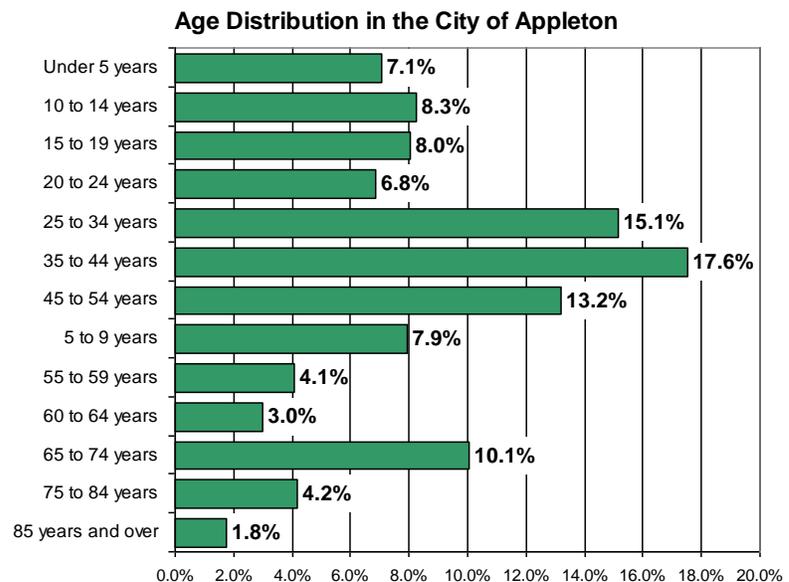
Source: US Census of Population and Wisconsin Department of Administration

Age Distribution

Nearly half (45%) of the City's 2000 population was within the 25 to 54 age cohort. These individuals are working age residents and nearly one third of them (29.9%) are members of the "baby boom" generation. This population is approaching retirement age and it can be expected that as this population ages, the elderly population in the community will increase both in discrete and percentage terms. Persons aged 65 years and older now comprise 11.3 percent of the population.

Nearly a quarter of Appleton's population, or 23.5 percent, consists of school age children.

The median age within Appleton was 33.8. Calumet, Outagamie and Winnebago had a slightly higher median age at 35.2, 34.4 and 35.4, respectively.

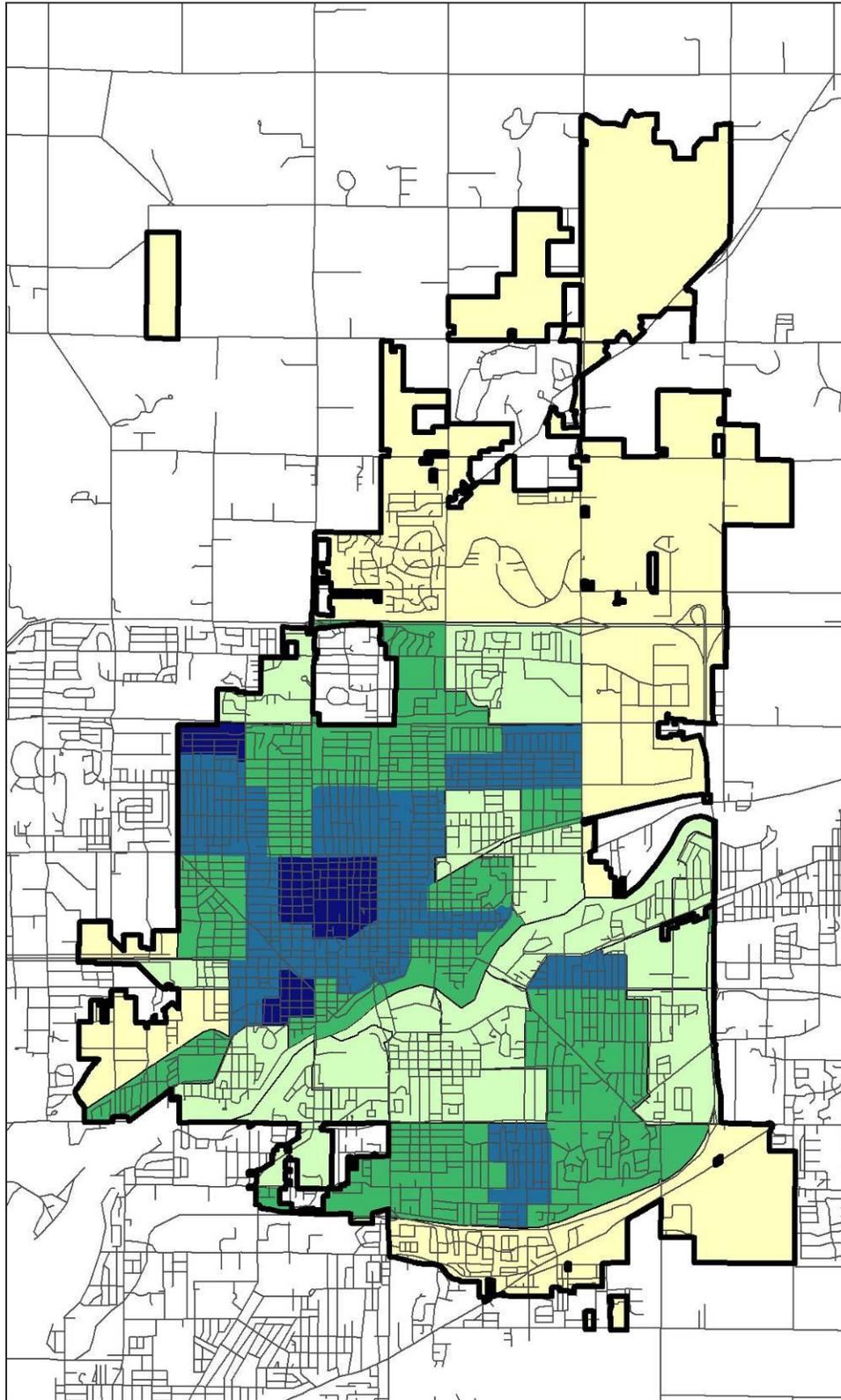


Population Density

Appleton's population is concentrated in central portions of the City. These areas tend to have housing units that were constructed prior to 1950, and higher proportions of multi-family housing.



Population Density in the City of Appleton



The highest densities are shown in blue and the lowest densities are shown in yellow.

Educational Attainment

The average educational level of Appleton residents surpasses that of the State of Wisconsin. According to the Census, 88.8 percent of Appleton's population aged 25 years and over graduated high school, compared to the 85.1 percent statewide. In addition, 29.7 percent of Appleton's population 25 and older held a bachelor's degree or higher while only 22.4 percent of Wisconsin's population achieved this level of education.

The concentration of colleges and universities within and proximate to Appleton contributes to its positive educational attainment statistics. Fox Valley Technical College, Lawrence University, St. Norbert College, and two University of Wisconsin campuses (Fox Valley and Green Bay) provide higher educational opportunities to residents of Appleton and the region.

Diversity

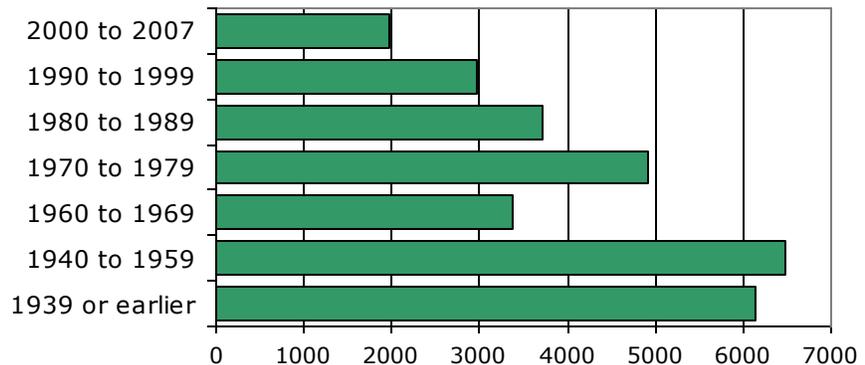
Appleton's population is largely homogenous. The 2000 Census revealed that Appleton has only one percent of its population self-defined as black (or African American) and 4.6 percent who consider themselves an Asian ethnicity. Less than two percent of the population claim two or more races. Those who consider themselves as Hispanic (or Latino) comprise 2.5 percent of the population. The majority of Appleton's population, 91.5 percent, is white.

Housing and Households

As of US Census 2000, there were 27,736 housing units available in Appleton. Most housing units in the city are owner occupied (68.7 percent). There was an overall vacancy rate of 3.1 percent, with 0.3 percent of units occupied seasonally.

The City has a high percentage of older housing units. Almost half (46 percent) of all housing in Appleton was constructed prior to 1960. Development in the Fox Valley during recent years has occurred at a pace which mirrors that of the state as a whole. This includes growth through the first years of the decade, and a downturn during the last two to three years. Perhaps because there is not a large supply of land available for new development, Appleton has seen fewer permits issued in each year since 2000. It has therefore captured a correspondingly smaller proportion of the regional new housing market.

Housing Units by Date Constructed



In 2000 there were 26,864 households in the City. Smaller households of one to three persons have been steadily, and at times dramatically on the rise throughout Calumet, Outagamie, and Winnebago Counties over the last 30 years. In 2000, the average household size for Calumet County was 2.7 people. Outagamie County was 2.6 and Winnebago was 2.4 persons. Appleton's average household size is 2.5, which is in line with the county statistics. Most of these are family households (65.8 percent).

Building Permits Issued in Appleton and the Fox Valley Region

	2000		2001		2002		2003		2004		2005		2006		2007	
	Appleton	Region														
Total Units	391	2,687	377	3,471	347	3,540	300	3,208	173	2,642	133	2,261	159	1,477	91	1,065
Appleton % of region	14.6%		10.9%		9.8%		9.4%		6.5%		5.9%		10.8%		8.5%	
Units in...																
Single-Family Structures	200	1,800	165	2,006	189	2,162	213	2,460	163	2,221	121	1,751	115	998	85	878
Multi-Family Structures	191	887	212	1,465	158	1,378	87	748	10	421	12	510	44	479	6	223
2-unit Structures	18	228	12	188	14	202	10	110	10	168	12	170	4	92	6	54
3- and 4-unit Structures	6	22	3	40	0	42	7	32	0	21	0	23	40	79	0	19
5+ Unit Structures	167	637	197	1,237	144	1,134	70	606	0	232	0	317	0	308	0	150

*Source: U.S. Bureau of the Census, State of Cities Database
(The Fox Valley Region is defined as the Appleton – Oshkosh – Neenah Metropolitan Area)*

The number of households within the City is anticipated to grow well into the future. The Wisconsin Department of Administration estimates that there were 28,322 households in the City in 2005. By 2025 there are projected to be 34,114 households in the City.

Households and Projections

	Households			2005 Estimate	Household Projections			
	1980	1990	2000		2010	2015	2020	2025
Appleton		25,528	26,864	28,322	29,897	31,414	32,895	34,114

Source: US Census of Population and Wisconsin Department of Administration

Work Force and Industry

Appleton is part of the Appleton Combined Statistical Area (CSA), which is made up of Outagamie and Calumet Counties. This area approximates the local labor pool, although in reality, businesses in the City draw heavily into the communities to its south. The communities of the Fox Valley have a highly integrated regional economy.

Employment and Work Force

Employment in the region grew by over 14,000 jobs between 1995 and 2005. In numerical terms, this was led by growth in the service providing sector, followed by professional, scientific, and technical services sector. Manufacturing lost employment overall, with an increase of 1,700 jobs in the non-durable category only partially offsetting the loss of 3,200 durable goods manufacturing jobs (about one-quarter of the total). The largest percentage gains in employment occurred within the information, and professional, scientific, and technical services sectors.



Industry Employment, Employment Change, and Location Quotients for the Appleton CSA

Average Annual Employment

Employment Category	Wisconsin		Appleton Combined Statistical Area				Location Quotient	
	1995	2005	1995	2005	Change		1995	2005
Total non-farm employment	2,558,600	2,839,600	102,400	116,800	14,400	14.1%	1.0	1.0
Total private employment	2,179,900	2,426,900	92,500	105,500	13,000	14.1%	1.0	1.0
Service providing	1,886,100	2,199,800	70,000	84,100	14,100	20.1%	0.9	0.9
Goods producing	672,500	639,800	32,300	32,700	400	1.2%	1.4	1.2
Manufacturing	566,600	506,500	25,300	23,900	-1,400	-5.5%	1.4	1.1
Trade, transportation, utilities	502,400	540,000	20,400	22,500	2,100	10.3%	1.0	1.0
Retail trade	301,000	315,900	12,500	14,900	2,400	19.2%	1.1	1.1
Nondurable goods	210,000	189,200	12,300	14,000	1,700	13.8%	1.8	1.8
Professional, scientific, technical	75,300	91,300	8,800	12,700	3,900	44.3%	2.6	3.4
Educational and health services	280,400	385,600	10,900	12,000	1,100	10.1%	0.8	0.8
Government	378,700	412,700	9,900	11,300	1,400	14.1%	0.7	0.7
Leisure and hospitality	217,900	257,200	8,200	10,700	2,500	30.5%	0.9	1.0
Health care and social assistance	249,300	336,200	7,900	10,700	2,800	35.4%	0.6	0.8
Local government	256,500	280,100	9,300	10,500	1,200	12.9%	0.9	0.9
Durable goods	356,600	317,300	13,000	9,800	-3,200	-24.6%	1.1	0.7
Financial Activities	134,300	158,600	5,400	6,800	1,400	25.9%	0.9	1.0
Other services, excluding public	120,300	135,300	5,400	6,000	600	11.1%	1.1	1.1
Wholesale trade	102,700	117,600	4,200	4,100	-100	-2.4%	1.0	0.8
Transportation, warehousing	98,700	106,500	3,700	3,500	-200	-5.4%	0.9	0.8
Information	45,200	49,500	1,100	2,100	1,000	90.9%	0.6	1.0
Federal government	30,100	29,200	500	500	0	0.0%	0.5	0.4
State government	92,100	103,400	200	300	100	50.0%	0.1	0.1

Source: Wisconsin Department of Workforce Development and R.A. Smith & Associates, Inc.

The relative strength of industries within a local economy may be measured through location quotients. A location quotient is a comparison of the ratio of local employment in one industry sector to the overall local economy, to the ratio of statewide employment in that sector to the state economy. A location quotient of 1.0 would indicate that there is a relatively similar proportion of jobs in an industry both in the local and state economies. Location quotients greater than 1.0 indicate that the industry sector is of greater importance to the local economy. A location quotient less than 1.0 would suggest that the industry is of lesser importance locally.

Location quotients for 1995 and 2005 may be compared to provide insight into the changing importance of sectors of the Appleton economy. In 1995, the professional, scientific, and technical services and non-durable goods manufacturing had the highest location quotients for the Appleton CSA. The relative strength of professional, scientific, and technical services increased during the decade leading up to 2005. Other industries with strong growth included information and health care and social assistance. Overall, manufacturing decreased in importance. This is due to a decrease in the durable goods sector, although the non-durable goods sector has held its ground.

At the end of 2005, the industries with the strongest location quotients in the Appleton labor market included professional, scientific, and technical services, non-durable goods manufacturing, other services, and retail trade.

The City of Appleton is estimated to have a year 2000 daytime population of 75,959 persons, meaning that 5,872 more people commute into the city to work than leave to work elsewhere. There are estimated to be 42,307 people working in the City. Of these, 16,472 also live in the City of Appleton. This equates to 45.2 percent of the work force. Appleton has a total of 36,435 workers living in the city. The city has a ratio of 1.16 jobs per worker living in the city, or 1.57 jobs per household.



Appleton's work force lives generally close to their place of employment. Over half of the workers in the city live in Appleton or the neighboring Towns of Menasha and Grand Chute. Two-thirds of all workers live in just eight municipalities, and over eighty percent live in just fifteen communities. The mean travel time to work for Appleton residents in 2000 was just 16 minutes.

The majority of residents of the City of Appleton work in white collar occupations. This is a change from the city's historical manufacturing background. Management, professional, and related occupations make up the largest segment in the community.

Journey to Work for Appleton Workers			
Place of Residence	Number of Workers	Percent of Work Force	Cumulative Percentage
City of Appleton	15,252	38.5%	38.5%
Town of Grand Chute	3,141	7.9%	46.4%
Town of Menasha	1,822	4.6%	51.0%
City of Menasha	1,614	4.1%	55.1%
Village of Little Chute	1,410	3.6%	58.7%
City of Neenah	1,352	3.4%	62.1%
City of Kaukauna	1,285	3.2%	65.3%
City of Oshkosh	1,030	2.6%	67.9%
Town of Greenville	960	2.4%	70.4%
Village of Kimberly	823	2.1%	72.4%
Town of Harrison	756	1.9%	74.3%
Town of Freedom	740	1.9%	76.2%
Town of Buchanan	718	1.8%	78.0%
Town of Center	498	1.3%	79.3%
City of Green Bay	485	1.2%	80.5%

*Source: U.S. Census of the Population, 2000
(note that the differences between the counts in the daytime population estimates and the Journey to Work table are due to the use and reporting of different data by the Bureau of the Census.)*

Approximately 72 percent of the population aged 16 and older is in the work force. Participation by women is approximately 66 percent. The private sector employs more than 88 percent of the work force, while government employs eight percent. A total of 1,403 persons were self-employed in businesses which had not been incorporated. These persons make up 3.8 percent of the work force. As of January of 2008, the unemployment rate within the City of Appleton CSA was 6.4 percent. This is approximately the same rate as in January of 2007 (6.5%) but higher than typical of recent years.

Appleton Residents by Occupation		
Occupation	Number of Workers	Percent of Work Force
Management, professional, and related	12,690	34.3%
Service	4,702	12.7%
Sales and office	9,867	26.7%
Farming, fishing, and forestry	69	0.2%
Construction, extraction, and maintenance	2,774	7.5%
Production, transportation, and material moving	6,895	18.6%

Source: U.S. Census of the Population



Income

Appleton's median household income was \$47,285 based on the 2000 US Census. This exceeds the median household income of the state at \$43,791. Similarly, the per capita income for Appleton at \$22,478 is slightly higher than Wisconsin's per capita income of \$21,271.

The Wisconsin Department of Workforce Development reports annual per capita income for Wisconsin counties and metropolitan areas. A comparison of this data across time indicates that income within the Appleton CSA has grown faster than that of the state as a whole. In 1969, per capita income in Appleton was less than both the state average and the average for the Fox Valley Workforce Development Area. By 1979, Appleton incomes had overtaken the region, and by 1999 Appleton residents were earning more than the state average. This income growth has continued through the most current years.

Income Growth in the Appleton Region							
Area Name	Per Capita Income (\$)					One Year	Five Year
	1969	1979	1989	1999	2004	Change	Change
Wisconsin	3,746	9,199	17,283	27,135	32,166	4.9%	12.6%
Fox Valley Workforce Dev. Area	3,613	8,915	16,928	26,311	31,455	5.5%	13.6%
Calumet, Wisconsin	3,431	8,846	16,234	27,610	34,539	7.5%	20.5%
Outagamie, Wisconsin	3,561	8,997	17,389	27,243	32,377	5.8%	11.3%
Winnebago, Wisconsin	3,810	9,139	17,362	26,775	32,275	4.7%	14.4%
Appleton Combined Statistical Area	3,537	8,968	17,161	27,317	32,821	6.2%	13.2%
Percent of State Income	94.4%	97.5%	99.3%	100.7%	102.0%		
Percent of Area Income	97.9%	100.6%	101.4%	103.8%	104.3%		

Source: Wisconsin Department of Workforce Development

In 2000, a total of 3,714 Appleton residents and 593 families were living below the poverty level. This amounted to 5.5% of the population and 3.3% of the families in the community. Of these families, 548 had children below the age of 18.

Overall Community Goals

The City of Appleton conducted an extensive visioning process in 2006 to gain insight into community needs and desires. This process included four community workshops and a survey conducted through the University of Wisconsin – Whitewater. The full process and its results are documented in detail in Chapter 3, and along with other City and regional plans, were the basis for the overall goals identified in this chapter. These broad goals are further explored and defined in subsequent chapters, where additional objectives, policies, and initiatives are discussed.

■ Goal 1 – Community Growth (Chapter 11 – Land Use)

Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.

■ Goal 2 – Neighborhood Development (Chapter 11 – Land Use)

Appleton will preserve and enhance existing City neighborhoods, and require quality design in newly developed areas, to continue to provide an attractive setting for living and raising a family.



■ **Goal 3 – Housing Quality and Affordability** (Chapter 5)

Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents, and ensure that existing housing is adequately maintained in terms of physical quality and market viability.

■ **Goal 4 – Transportation** (Chapter 6)

Appleton will support a comprehensive transportation network that provides viable options for pedestrian, bicycle, highway, rail, and air transportation, both locally and within the region.

■ **Goal 5 – Utilities and Community Services** (Chapter 7)

Appleton will provide excellent public utility and community services at a reasonable cost, and will work with private utility companies to ensure quality service delivery.

■ **Goal 6 – Education** (Chapter 7)

Appleton will collaborate with public and private schools, colleges, and other educational facilities to ensure that the community continues to provide outstanding and diverse educational opportunities for residents of all ages.

■ **Goal 7 – Agricultural, Natural, and Cultural Resources** (Chapter 8)

Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.

■ **Goal 8 – Economic Development** (Chapter 9)

Appleton will pursue economic development that brings good jobs to the area and supports the vitality of its industrial areas, downtown, and neighborhood business districts.



