

VITAL SIGNS

**COMMUNICATING THE ECONOMIC & SOCIAL HEALTH
OF THE MARSHFIELD AREA COMMUNITY**

JUNE 2019



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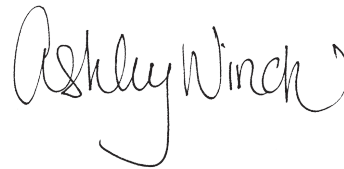
INTRODUCTION

Vital Signs is produced by a partnership between Marshfield Area United Way and the Marshfield Area Community Foundation in Marshfield, WI. This project represents our joint interest in and commitment to understanding our community's well-being across a series of civic, economic and social indicators. The report is an annual consolidated snapshot identifying the trends and issues affecting the quality of life in our community – progress we should be proud of and challenges that need to be addressed.

Seventh Edition

When possible, data in the report spans a decade from

2008 - 2017



Marshfield Area United Way

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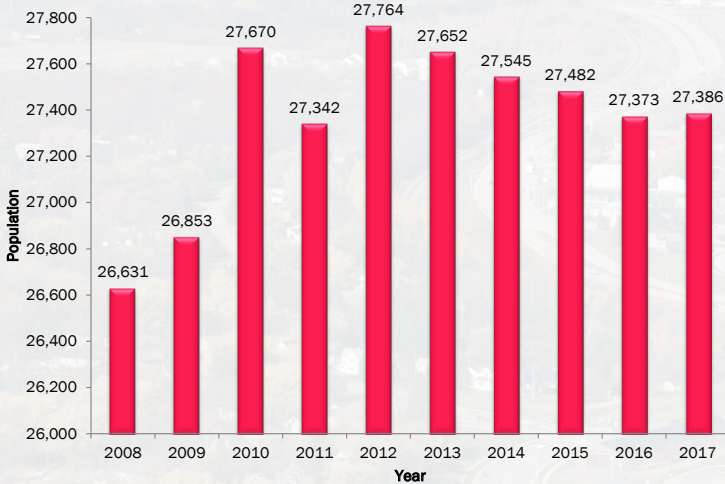
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POPULATION

Population for the area was estimated by using the Marshfield School District as the examined area. Since peaking in 2012, the population trend for area has shown a slight decline going from 27,764 to 27,373 in 2016, and remaining flat in 2017.

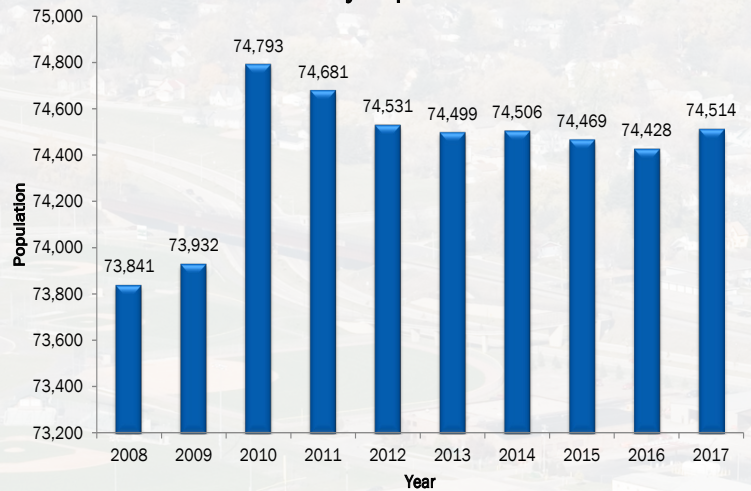
In 2010 (a census year), Wood County population was estimated at its highest over the ten year period at 74,793. Similar to the population trend of the examined area of the Marshfield School District, Wood County population estimates showed a slight decline in 2011 and has remained flat over the past several years, as well. The current estimated population for Wood County is 74,514.

Marshfield Area School District Population Trend



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

Wood County Population Trend



Source: Wisconsin Department of Health Services WISH (Wisconsin Interactive Statistics on Health) Query System

Age of Population

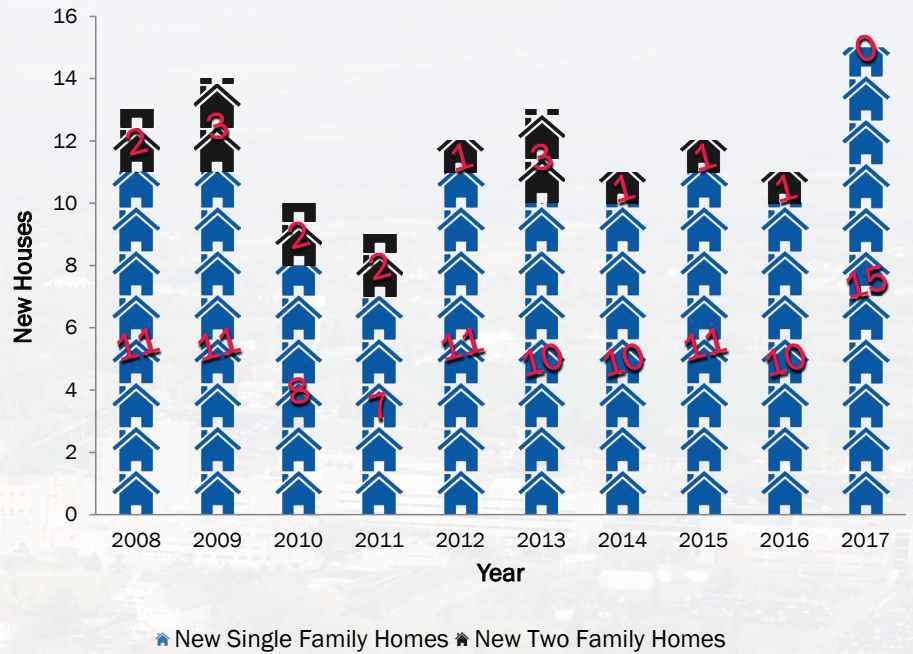
School District of Marshfield Examined Area

SELECTED AGE CATEGORIES	2017	2016	2015	2014	2013	2012	2011	2010	2009
5 to 14 years	12.5%	12.4%	12.6%	12.1%	11.8%	11.4%	10.8%	11.9%	11.5%
15 to 17 years	3.8%	4.1%	3.9%	4.1%	4.0%	4.0%	3.9%	3.8%	3.5%
18 to 24 years	7.7%	8.3%	8.4%	8.3%	8.3%	8.4%	9.5%	9.6%	9.6%
15 to 44 years	34.5%	35.2%	34.8%	35.4%	35.8%	36.3%	37.6%	38.1%	37.8%
60 years and over	25.6%	24.6%	24.7%	24.0%	24.0%	23.4%	22.7%	21.4%	22.2%
65 years and over	18.2%	17.4%	17.8%	17.6%	17.4%	17.2%	16.7%	15.7%	16.6%
75 years and over	7.8%	8.0%	8.5%	8.8%	8.9%	9.2%	9.0%	8.8%	9.3%

NEW HOME CONSTRUCTION

2017 was the best year in the past decade for new single family homes at 15. Before then, the number of new single family homes had remained rather stagnant at either ten or eleven new single family home projects, with a slight dip in 2010 and 2011. The construction on new two-family homes hasn't changed much over the past decade either, averaging 1.6 new construction projects per year.

City of Marshfield New Home Starts

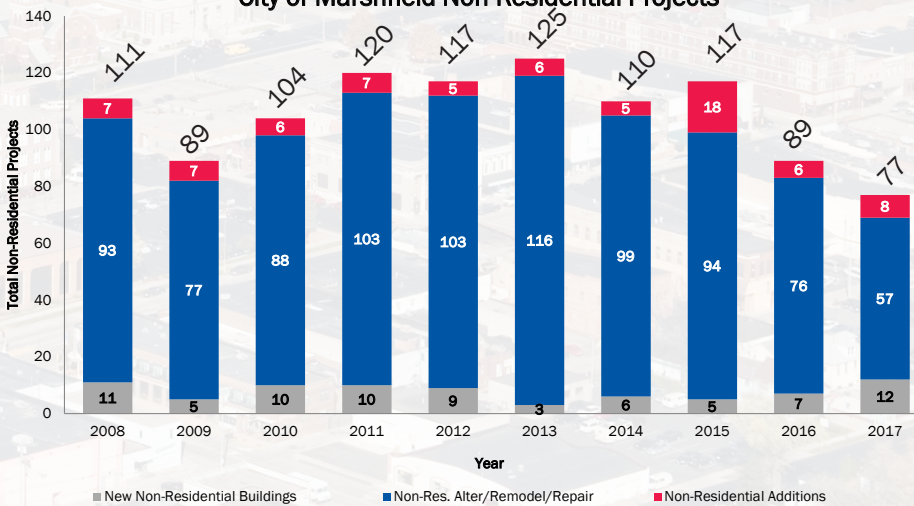


Source: Marshfield Economic Development Annual Report

NON-RESIDENTIAL PROJECTS

The total number of non-residential construction projects in Marshfield has oscillated over the past decade. Non-residential construction projects consist of: new non-residential buildings, non-residential alterations/remodel/repair, and non-residential additions. Non-residential alterations, remodels, and repairs have historically accounted for the majority of the non-residential construction projects. In recent years, new non-residential building projects have trended downward. The year 2015 saw its greatest amount of non-residential additions. Since then, it has gone back to its average of 6-8 per year.

City of Marshfield Non-Residential Projects



Source: Marshfield Economic Development Annual Report

HOME VALUE

The average sale price of a single family home in Marshfield was at its lowest in 2012 when the average sale price fell to a low of \$111,870. The next year the average sale price rebounded back up \$10,000 to \$121,868. The average sale price of a home has continued to climb every year to its current value of \$147,203.

Average Sale Price of Single Family Homes in Marshfield



Source: City of Marshfield Assesor Residential Sales Data

FORECLOSURES

As would be suspected, during the Great Recession, the number of foreclosures in Wood County increased dramatically. Since peaking at 266 foreclosures in 2009, foreclosures in Wood County have steadily declined. In 2017, there were 103. An increase over 2016 foreclosures. For the past eight years, Marshfield has consistently accounted for approximately 30% of the foreclosures in the county.

Foreclosures in Wood County

Year	Total Wood County Foreclosures	Marshfield Foreclosures	Other Wood County Foreclosures
2008	207	44	163
2009	266	67	199
2010	246	70	176
2011	228	58	170
2012	206	50	156
2013	163	41	122
2014	127	34	93
2015	121	34	87
2016	87	27	60
2017	103	33	70

Source: Wisconsin Circuit Court Access System

EDUCATIONAL ATTAINMENT

Educational attainment for the population of people 25 years or older in the city of Marshfield has remained rather consistent over the past six years. On average, 10% of this age population does not have a high school diploma (though 2017 saw a 2% decrease), 33% have a high school level education, and 27% of this age population have a bachelor's, graduate, or professional degree. A further breakdown of this and a comparison against surrounding communities can be seen below:

2009

13.1% No High School Diploma
34.2% High School level education
26% Bachelor's degree or higher

2010

11.2% No High School Diploma
32.9% High School level education
26.7% Bachelor's degree or higher

2011

10.7% No High School Diploma
32.6% High School level education
26% Bachelor's degree or higher

2012

10.7% No High School Diploma
32.6% High School level education
26.8% Bachelor's degree or higher

2013

11.2% No High School Diploma
32.4% High School level education
26.4% Bachelor's degree or higher

2014

10.1% No High School Diploma
31.1% High School level education
26.9% Bachelor's degree or higher

2015

10.2% No High School Diploma
33.1% High School level education
26.6% Bachelor's degree or higher

2016

8.9% No High School Diploma
33.2% High School level education
27.0% Bachelor's degree or higher

2017

7.9% No High School Diploma
33.2% High School level education
29.7% Bachelor's degree or higher

Educational Attainment, Population 25 Years and Older

2017	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	2.8%	5.5%	31.3%	20.9%	10.5%	19.2%	9.9%
Marshfield	3.1%	4.8%	33.2%	18.5%	10.6%	15.8%	13.9%
Wisconsin Rapids	2.5%	5.3%	39.9%	22.0%	13.9%	11.2%	5.1%
Stevens Point	2.4%	3.9%	25.9%	21.8%	8.1%	24.3%	13.8%
Wausau	4.6%	5.1%	31.7%	19.0%	12.9%	17.9%	8.9%
2016	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.0%	5.7%	31.7%	21.0%	10.3%	18.7%	9.6%
Marshfield	3.9%	5.0%	33.2%	17.8%	11.2%	16.6%	12.4%
Wisconsin Rapids	2.8%	4.2%	41.7%	23.5%	11.8%	11.5%	4.4%
Stevens Point	2.5%	3.7%	27.6%	21.9%	7.9%	23.1%	13.4%
Wausau	5.0%	5.8%	32.5%	18.7%	12.6%	16.5%	9.0%
2015	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.1%	5.8%	32.0%	21.1%	10.1%	18.4%	9.4%
Marshfield	4.5%	5.7%	33.1%	19.3%	10.9%	16.1%	10.5%
Wisconsin Rapids	2.7%	4.5%	40.2%	24.1%	12.7%	11.5%	4.3%
Stevens Point	2.7%	3.9%	27.3%	22.0%	8.3%	22.0%	13.9%
Wausau	5.0%	5.9%	32.1%	19.4%	11.5%	16.8%	9.4%

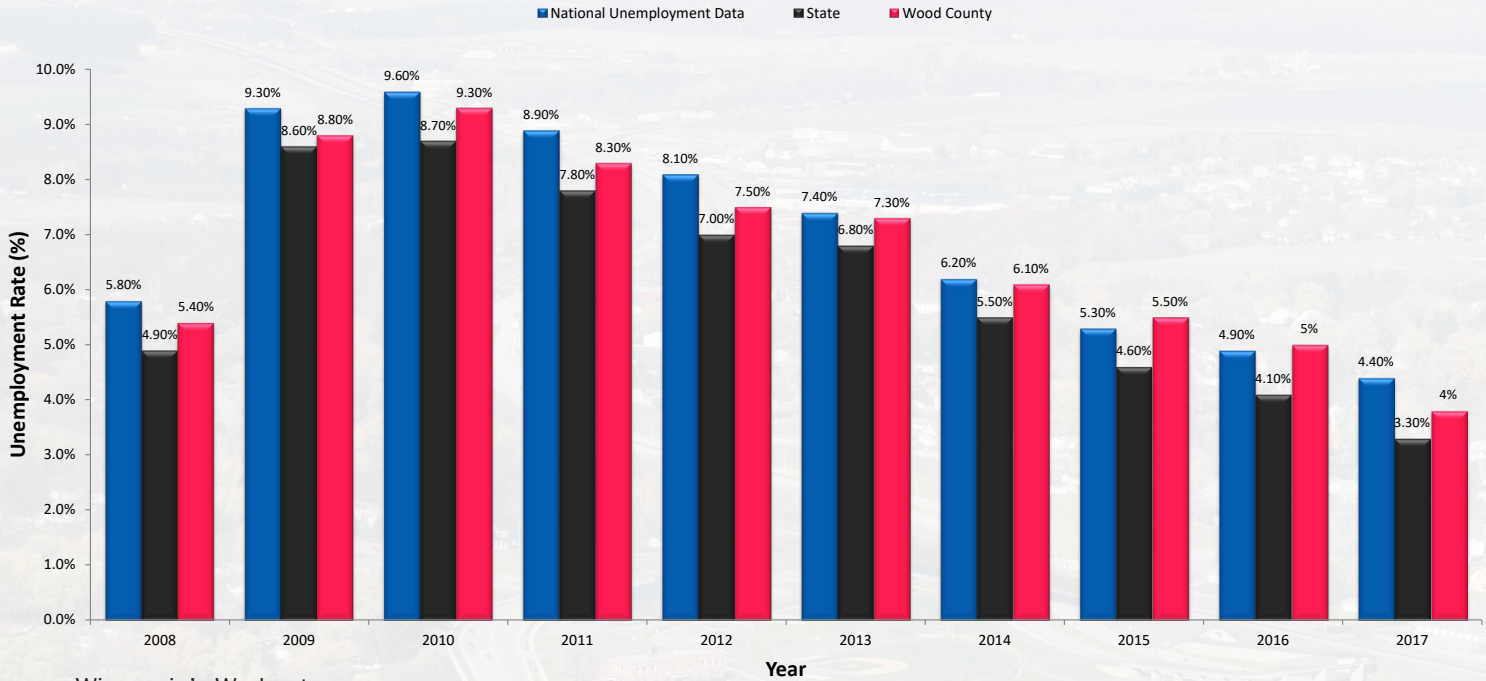
Please note: Data included is for city limits of each municipality listed.

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

UNEMPLOYMENT

The unemployment rate at all levels (national, state and county) have all declined every single year since 2010. Wood County's unemployment rate nearly doubled from 2008 to 2010, peaking at 9.3%. Since then the rate has declined to its lowest rate in 10 years at 4% (in 2017).

Annual Unemployment Rate



Source: Wisconsin's Worknet.

INCOME—LIVING WAGE CALCULATION WOOD COUNTY

Living Wage Calculation for Wood County, Wisconsin

	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children	2 Adults (1 Working Part Time) 1 Child*	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Hourly Wages													
Living Wage	\$10.69	\$23.66	\$28.32	\$34.93	\$17.54	\$20.89	\$23.53	\$25.80	\$25.18	\$8.77	\$13.01	\$15.54	\$17.88
Poverty Wage	\$5.84	\$7.91	\$9.99	\$12.07	\$7.91	\$9.99	\$12.07	\$14.14		\$3.96	\$5.00	\$6.03	\$7.07
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25		\$7.25	\$7.25	\$7.25	\$7.25
Annual Expenses													
Food	\$3,058	\$4,508	\$6,786	\$9,001	\$5,607	\$6,979	\$9,012	\$10,972		\$5,607	\$6,979	\$9,012	\$10,972
Child Care	\$0	\$8,888	\$13,055	\$17,223	\$0	\$0	\$0	\$0		\$0	\$8,888	\$13,055	\$17,223
Medical	\$2,384	\$5,924	\$5,581	\$5,663	\$5,175	\$5,581	\$5,663	\$5,382		\$5,175	\$5,581	\$5,663	\$5,382
Housing	\$5,568	\$8,268	\$8,268	\$10,728	\$6,216	\$8,268	\$8,268	\$10,728		\$6,216	\$8,268	\$8,268	\$10,728
Transportation	\$4,866	\$8,867	\$10,426	\$12,063	\$8,867	\$10,426	\$12,063	\$11,925		\$8,867	\$10,426	\$12,063	\$11,925
Other	\$2,785	\$4,633	\$5,030	\$5,855	\$4,633	\$5,030	\$5,855	\$5,729		\$4,633	\$5,030	\$5,855	\$5,729
Required annual income after taxes	\$18,661	\$41,088	\$49,147	\$60,533	\$30,498	\$36,284	\$40,860	\$44,737		\$30,498	\$45,172	\$53,915	\$61,960
Annual taxes	\$3,569	\$8,129	\$9,759	\$12,115	\$5,984	\$7,158	\$8,083	\$8,921		\$5,984	\$8,955	\$10,723	\$12,403
Required annual income before taxes	\$22,231	\$49,217	\$58,905	\$72,647	\$36,482	\$43,442	\$48,943	\$53,658		\$36,482	\$54,127	\$64,638	\$74,363

*Documentation for families with an adult working part-time is available separately. Please visit livingwage.mit.edu for more information.

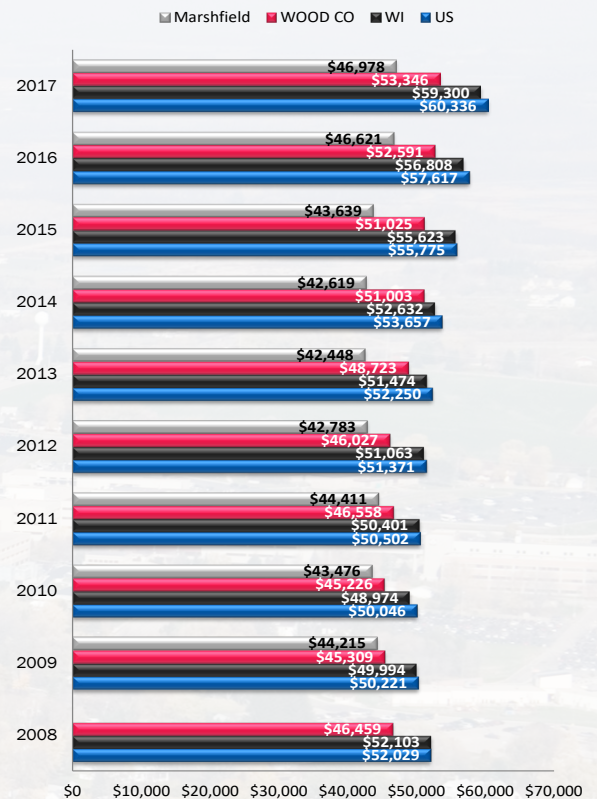
Source: Massachusetts Institute of Technology.

INCOME

The gap between median household income for the city of Marshfield compared to county, state, and national levels historically is significant. In 2015, the median household income in Marshfield was 21.5% lower than the state's, over a \$12,000 difference. 2016 showed some gains in the gap, but in 2017 the county and state income had greater gains than Marshfield. Also worth noting, below, is the median household income for surrounding townships and the age of the population for the City of Marshfield, which might help explain some of this gap.

vs. State of Wisconsin	vs. Wood County
2009 – ↓ 11.55%	2009 – ↓ 2.4%
2010 – ↓ 11.2%	2010 – ↓ 3.9%
2011 – ↓ 11.9%	2011 – ↓ 4.6%
2012 – ↓ 16.2%	2012 – ↓ 7%
2013 – ↓ 17.5%	2013 – ↓ 12.8%
2014 – ↓ 19%	2014 – ↓ 16.4%
2015 – ↓ 21.5%	2015 – ↓ 14.5%
2016 – ↓ 17.9%	2016 – ↓ 11.4%
2017 – ↓ 20.8%	2017 – ↓ 11.9%

Median Household Income



MEDIAN HOUSEHOLD INCOME - CITY OF MARSHFIELD COMPARED TO SURROUNDING TOWNSHIPS

City of Marshfield, Wood County	Lincoln Township, Wood County	Cameron Township, Wood County	Rock Township, Wood County
2010—\$43,476	2010—\$58,625	2010—\$52,045	2010—\$78,523
2011—\$44,411	2011—\$60,978	2011—\$54,167	2011—\$75,536
2012—\$42,783	2012—\$65,536	2012—\$54,028	2012—\$68,906
2013—\$42,448	2013—\$72,721	2013—\$54,931	2013—\$70,982
2014—\$42,619	2014—\$80,000	2014—\$60,682	2014—\$75,000
2015—\$43,639	2015—\$82,031	2015—\$68,393	2015—\$70,833
2016—\$46,621	2016—\$83,894	2016—\$67,813	2016—\$70,000
2017—\$46,978	2017—\$83,786	2017—\$65,893	2017—\$73,542

AGE OF POPULATION

City of Marshfield									
SELECTED AGE CATEGORIES	2017	2016	2015	2014	2013	2012	2011	2010	2009
5 to 14 years	11.5%	11.5%	11.7%	11.4%	10.9%	10.6%	9.6%	10.9%	10.1%
15 to 17 years	3.4%	3.5%	3.3%	3.6%	3.5%	3.5%	3.5%	3.2%	2.8%
18 to 24 years	8.6%	9.4%	9.4%	9.4%	9.4%	9.7%	10.9%	11.2%	10.8%
15 to 44 years	37.0%	37.7%	36.9%	37.7%	37.7%	38.1%	39.1%	39.5%	38.4%
60 years and over	26.2%	25.5%	25.9%	24.9%	25.7%	25.2%	23.9%	23.1%	24.5%
65 years and over	19.6%	19.1%	19.3%	19.0%	19.3%	19.1%	18.2%	17.6%	18.9%
75 years and over	9.1%	9.6%	10.2%	10.4%	10.7%	10.8%	10.3%	10.2%	11.4%

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

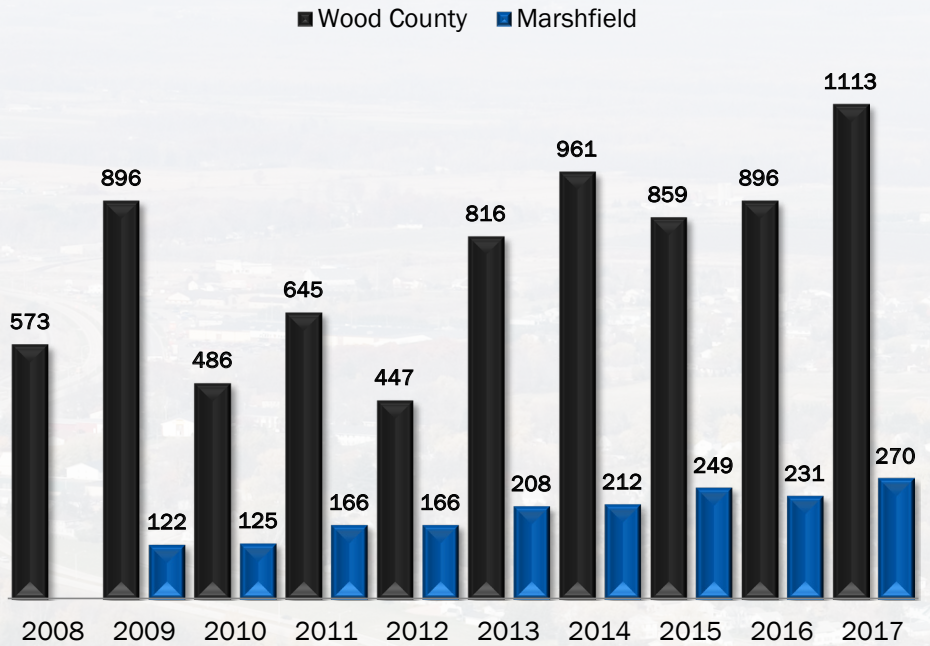
ECONOMIC ASSISTANCE

PUBLIC ASSISTANCE INCOME

The estimated number of households in Wood County receiving public assistance income has fluctuated over the past decade. The highest estimated number of households in Wood County, over the past ten years, receiving some type of public assistance income* (examples of public assistance income includes, but is not limited to: Section 8 housing, W-2 participants, child care assistance) was 2017, the highest level of assistance for both Wood County and Marshfield.

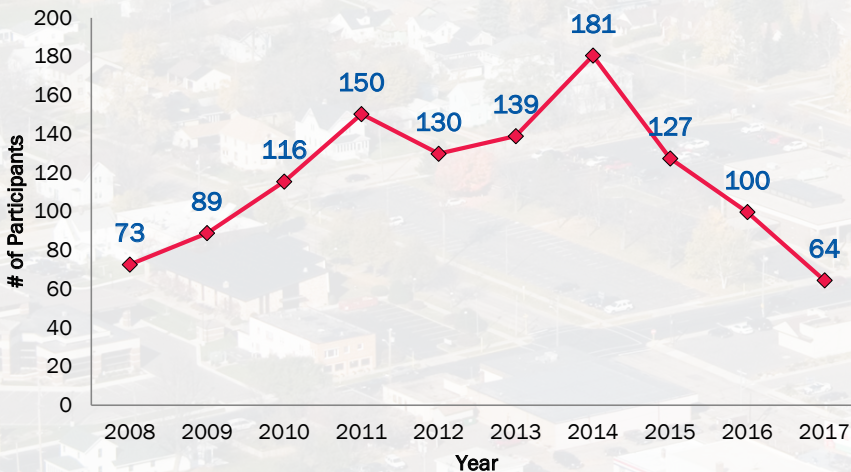
*Data for Public Assistance Income does not include SNAP recipients.

Public Assistance Income Recipients



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

Yearly Average W-2 Caseload Wood County



Source: Wisconsin Department of Children and Families

WISCONSIN WORK (W-2) PROGRAM

The W-2 program helps individuals prepare for a job, find and keep a job, collect child support, help with child care, and move families toward becoming self-sufficient. After the economic downturn, the average caseload increased every year through 2011 reaching an average yearly caseload of 150 participants. The average caseload in 2014 was 181 participants, reaching the highest average caseload over the past decade, but has since taken a sharp turn downward in the past three years with an average of 64 caseloads in 2017.

ECONOMIC ASSISTANCE

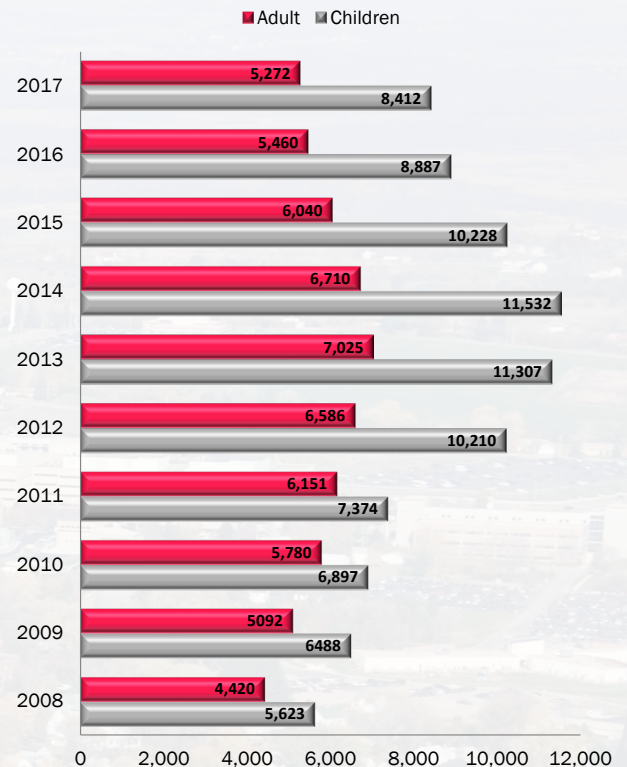
FOODSHARE WISCONSIN

FoodShare Wisconsin helps individuals and families who have little money purchase the food they need for good health. The US Department of Agriculture is responsible for setting the basic program rules so they are similar nationwide. The Wisconsin Department of Health and Family Services administer the State’s FoodShare Program. Government workers at county/tribal human or social service agencies (local agencies) determine eligibility for FoodShare benefits and are responsible for issuing benefits.

From 2008 to 2014, the number of FoodShare recipients in Wood County increased significantly. Since 2015, participation in the FoodShare program has decreased for both children and adults. In 2016, 572 children and 8,412 adults were recipients of the program.

*It should be noted that 50% of FoodShare recipients are age 24 or younger.

Unduplicated Food Stamp/FoodShare Recipients Wood County



Source: Wisconsin Department of Health Services Eligibility Management FoodShare Wisconsin Data

NUTRITION ON WEEKENDS (NOW) PROGRAM

The Nutrition On Weekends program provides healthy, ready-to-eat foods for children during the weekend. The program was created in response to data collected from Marshfield students as part of the Youth Risk Behavior Survey. In 2012, 20% of students surveyed indicated he/she had gone to bed hungry at least once in

NOW PROGRAM ENROLLMENT	2013-14	2014-15	2015-16	2016-17	2017-18
Marshfield School District	76	138	176	196	214
Lincoln Elementary	20	15	36	42	34
Madison Elementary	15	20	28	25	55
Grant Elementary	24	58	53	57	51
Nasonville Elementary	17	14	23	23	14
Washington Elementary	-	13	19	22	22
Marshfield Middle School	-	16	17	27	17
Marshfield High School	-	2			21
Granton School District	37	49	40	41	30
Spencer School District	-	48	40	52	16
Auburndale School District	-	16	17	9	25
North Wood County Head Start	-	46	35	67	57
Greenwood School District	-	-	-	55	35
Loyal School District	-	-	-	31	23
Stratford School District					18
Pittsville School District					10
Total Number of Children Served Throughout School Year	113	297	308	451	428

the past thirty days because there was not enough food in the home. In 2017, 27.1% of Marshfield Middle School students and 20.4% Marshfield High School students indicated he or she had gone to bed hungry at least once in the past 30 days because there was not enough food in the home.

A pilot of the program began serving twenty-nine children in the Marshfield School District in October 2013. In four years, the program grew to serve 400-450 students weekly on an annual basis in the Marshfield, Auburndale, Granton and Spencer School Districts. In the 2017-18 school year, 428 children were provided supplemental food packs during the 2017-18 school year.

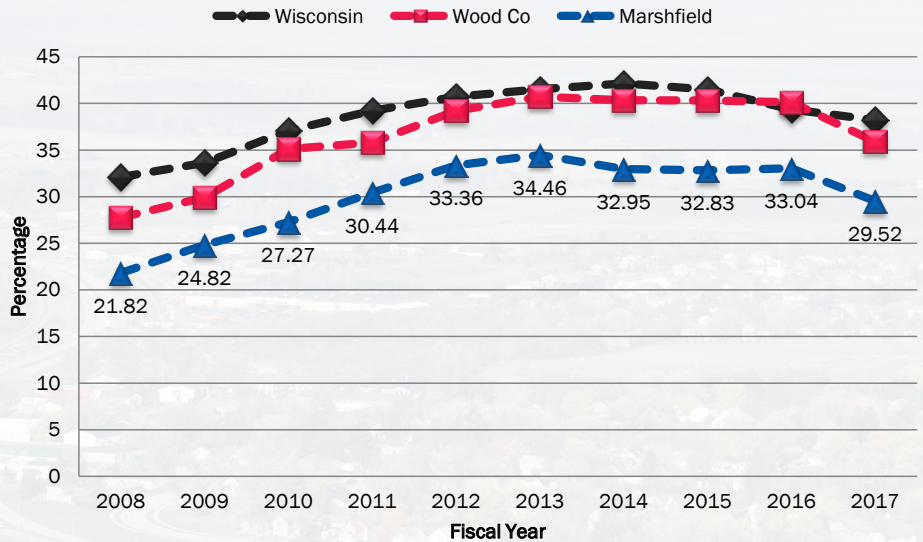
Source: Youth Risk Behavior Survey - Marshfield Schools

ECONOMIC DISADVANTAGE

FREE AND REDUCED MEALS PROGRAM PARTICIPATION

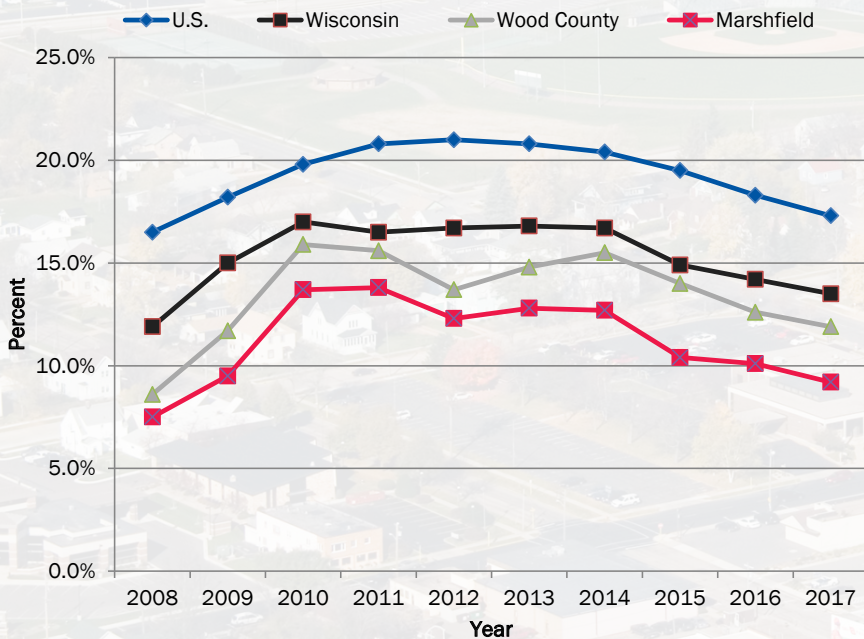
The Marshfield School District has, over all, had a lower percentage of students enrolled in the Free and Reduced Meals Program compared to Wood County and Wisconsin. From 2008 to 2012, Marshfield was, on average, increasing participation by 3 percentage points each year, which was at a greater rate than both county and state participation. Most recently, however, the Marshfield School District has seen the Free and Reduced Meals participation rate show a slight decline and was 29.52% in 2017.

Percent of Public Students Participating in Free and Reduced Meals Program



Source: Wisconsin Department of Public Instruction

Percent of Children Ages 5-17 in Families in Poverty



PERCENT OF CHILDREN AGES 5 TO 17 YEARS OLD IN FAMILIES IN POVERTY

Marshfield's percent of children ages 5 to 17 years old in families in poverty has historically been less than percentages at the county, state and national level. Since peaking at 13.8% in 2013, the percent of children ages 5 to 17 in families in poverty, in Marshfield, has gradually declined to its current rate of 9.2% in 2017.

2017 Poverty Threshold for a family of four: 2 adults and 2 children= \$24,858.

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

ECONOMIC DISADVANTAGE

NUMBER OF HOMELESS YOUTH (Marshfield Public School District)

Homelessness correlates directly to poor academic achievement and an increased dropout rate. The Marshfield School District defines homeless children and youth as individuals who lack a fixed, regular, and adequate night-time residence. The number of homeless youth in the Marshfield School District has fluctuated over the past ten years and ultimately has tripled over the decade.



The term "homeless" includes children and youth who:

Source: Wisconsin Department of Public Instruction

- Share the housing of other persons due to the loss of housing, economic hardship, or a similar reason
- Are living in motels, hotels, trailer parks, or camping ground due to the lack of alternative adequate accommodations
- Are living in emergency or transitional shelters; are abandoned in hospitals
- Are awaiting foster care placement
- Have a primary night-time residence that is a public or private place not designed for or ordinarily used as a regular sleeping accommodation for human beings
- Are living in cars, parks, public spaces, abandoned buildings, substandard housing, bus or train stations, or similar settings
- Are migratory children who qualify as homeless because they are living in circumstances described above

MONTHLY POINT – IN – TIME SURVEY

North Central Community Action Program, Inc. (NCCAP) provides services to low-income persons to alleviate poverty and encourage self-sufficiency. NCCAP conducts a monthly (Point-in-Time) survey of sheltered homeless persons in the city of Marshfield one (random) day of every month in the year. The number of homeless people per month in families increased dramatically upon the Frederic Ozanam Transitional Shelter opening its doors in April 2014 and decreased dramatically when they closed in November of 2017.

	2014		2015		2016		2017	
	Family	Single	Family	Single	Family	Single	Family	Single
January	2	3	26	4	29	6	31	4
February	2	4	22	4	29	22	29	4
March	2	4	27	4	60	4	12	23
April	2	4	40	4	41	4	25	32
May	21	2	42	4	38	9	44	6
June	37	0	30	4	44	6	46	4
July	28	11	32	6	44	7	31	4
August	40	5	42	4	29	5	15	3
September	34	4	46	4	31	6	31	3
October	46	6	50	5	44	5	46	6
November	30	4	44	6	43	5	3	4
December	13	9	38	5	37	5	4	5

Data for both family and singles is persons per month

Source: North Central Community Action Program Point-in-Time Survey data.

Average # of homeless persons in families:

Average # of single persons:

- 2014–21.3
- 2015–36.6
- 2016–39.1
- 2017–26.4

- 2014–4.6
- 2015–4.5
- 2016–7.0
- 2017–8.2

COMMUNITY RESOURCE REFERRAL

United Way's 2-1-1 is a valuable community program that has helped thousands of callers find the resources or referrals they needed in just one phone call. 2-1-1 is a three digit number individuals can dial to receive free and confidential information and referral to community resources. 2-1-1 also directs callers who wish to donate items or volunteer their time. United Way's 2-1-1 service is available 24 hours a day, seven days a week, 365 days a year. In addition to connecting callers to local resources, United Way's 2-1-1 also tracks caller needs and uses that information to analyze trends, such as identifying gaps in services.

Call volume was up in 2017 and 1.5 referrals are made per call.

Please note: The number of Marshfield calls is for calls received through United Way's 2-1-1 phone system only. This number does not include referrals made through the Marshfield Area United Way office by phone or walk-in basis.

UNITED WAY'S 2-1-1 WEBSITE VISITS

2011	32,400
2012	24,000
2013	30,000
2014	28,500
2015	34,400
2016	36,500

Source: United Way's 2-1-1

TOP FIVE 2-1-1 REFERRALS - CITY OF MARSHFIELD

2017 CALLS - 457

1. HOUSING
2. INFORMATION SERVICES
3. UTILITY ASSISTANCE
4. FOOD/MEALS
5. MENTAL HEALTH/ADDICTIONS

2016 CALLS - 353

1. RENT PAYMENT ASSISTANCE
2. ELECTRIC SERVICE PAYMENT ASSISTANCE
3. LOW INCOME HOUSING
4. FOOD PANTRIES
5. GENERAL COUNSELING SERVICES

2015 CALLS - 415

1. RENT PAYMENT ASSISTANCE
2. FOOD PANTRIES
3. ELECTRIC SERVICE PAYMENT ASSISTANCE
4. HOUSING AUTHORITIES
5. HOMELESS MOTEL VOUCHERS

2014 CALLS - 595

1. RENT PAYMENT ASSISTANCE
2. FOOD PANTRIES
3. ELECTRIC SERVICE PAYMENT ASSISTANCE
4. HOUSING AUTHORITIES
5. VOLUNTEER RECRUITMENT/PLACEMENT

2013 CALLS - 533

1. FOOD PANTRIES
2. ELECTRIC SERVICE PAYMENT ASSISTANCE
3. RENT PAYMENT ASSISTANCE
4. VOLUNTEER RECRUITMENT
5. HOUSING AUTHORITIES

SUMMARY

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

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

NOTE ON DATA:

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

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

Prepared by Ashley Winch
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Marshfield Area United Way

INDICATOR SUMMARY

POPULATION

Population in Wood County and area of the Marshfield School District were flat in 2017, the first year it hasn't decreased in 5 years.



CONSTRUCTION

New home construction has remained rather flat over the past ten years, averaging to about 10 new homes built per year.



HOUSING VALUE

The average sale price of a home in Marshfield is on the rise the past several of years, increasing 32% since 2012.



FORECLOSURES

Overall Marshfield and Wood County foreclosures have decreased in past decade.



UNEMPLOYMENT

Wood County unemployment has declined over 5% since 2010. 2017 was lowest rate in the county in the past decade.



INCOME

Median household income in Marshfield continues to lag behind the median household income at county, state and national levels.



ECONOMIC ASSISTANCE

Public assistance income recipients in the City of Marshfield has either held steady or increased slightly the past five years.



FOOD INSECURITY

FoodShare program and Free and Reduced Lunch participation in the NOW program has remained steady.



