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.

8TH Edition

When possible, data in the report spans a decade from 2010 - 2019

TABLE OF CONTENTS

DEMOGRAPHICS
  Population 4

CONSTRUCTION/HOUSING
  New Homes 5
  Non-Residential Projects 5
  Home Value 6
  Foreclosures 6

SOCIOECONOMIC
  Educational Attainment 7
  Unemployment 8
  Income 9
  Economic Assistance 10, 11
  Economic Disadvantage 12, 13
  Community Resource Referral 14

SUMMARY 15
**POPULATION**

- Population estimates for the city of Marshfield are beginning to show signs of promise that the community is growing.
- Contrarily, the population estimates for Wood County show a downward trend over the past ten years.

**AGE OF POPULATION**

- The age of population for the city of Marshfield is growing older. The number of people ages 15 to 44 is trending down while the percentage of people 60 and older are increasing.

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</thead>
<tbody>
<tr>
<td>5 to 14 years</td>
<td>11.2%</td>
<td>10.8%</td>
<td>11.5%</td>
<td>11.5%</td>
<td>11.7%</td>
<td>11.4%</td>
<td>10.9%</td>
<td>10.6%</td>
<td>9.6%</td>
<td>10.9%</td>
</tr>
<tr>
<td>15 to 17 years</td>
<td>3.2%</td>
<td>3.5%</td>
<td>3.4%</td>
<td>3.5%</td>
<td>3.3%</td>
<td>3.6%</td>
<td>3.5%</td>
<td>3.5%</td>
<td>3.5%</td>
<td>3.2%</td>
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<tr>
<td>18 to 24 years</td>
<td>8.9%</td>
<td>10.1%</td>
<td>8.6%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.7%</td>
<td>10.9%</td>
<td>11.2%</td>
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<tr>
<td>15 to 44 years</td>
<td>36.7%</td>
<td>38.3%</td>
<td>37.0%</td>
<td>37.7%</td>
<td>36.9%</td>
<td>37.7%</td>
<td>37.7%</td>
<td>38.1%</td>
<td>39.1%</td>
<td>39.5%</td>
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<tr>
<td>60 years and over</td>
<td>28.7%</td>
<td>26.8%</td>
<td>26.2%</td>
<td>25.5%</td>
<td>25.9%</td>
<td>24.9%</td>
<td>25.7%</td>
<td>25.2%</td>
<td>23.9%</td>
<td>23.1%</td>
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<tr>
<td>65 years and over</td>
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<td>20.4%</td>
<td>19.6%</td>
<td>19.1%</td>
<td>19.3%</td>
<td>19.0%</td>
<td>19.3%</td>
<td>19.1%</td>
<td>18.2%</td>
<td>17.6%</td>
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<tr>
<td>75 years and over</td>
<td>10.0%</td>
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<td>9.1%</td>
<td>9.6%</td>
<td>10.2%</td>
<td>10.4%</td>
<td>10.7%</td>
<td>10.8%</td>
<td>10.3%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>
NEW HOME CONSTRUCTION

A healthy community is a growing community and new residential and non-residential construction is a great indicator that the community is growing. New development and expansion projects provide more employment opportunities and increases the City’s tax base.

- 2017 was the best year in the past decade for new single family homes at 15. It’s worth noting that the Marshfield Residential Incentive (MRI) Program was initiated in 2017 which provided an incentive for developers and property owners to build new single and two-family homes in the city. The program ran from 2017-2019.
- Before then, the number of new single and two-family homes had remained rather stagnant.

Source: Marshfield Economic Development Annual Report

NON-RESIDENTIAL PROJECTS

- Non-residential alterations, remodels, and repairs have historically accounted for the majority of the nonresidential construction projects.
- For the past three years, we’ve seen an increase in new non-residential buildings being constructed and overall construction remains steady.

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.
- Since then, the average sale price of single family homes in Marshfield has continued to increase with 2019 seeing it’s highest prices in the past 10 years.

FORECLOSURES

- For the past ten years, foreclosures in Wood County and the city of Marshfield have declined.
- In 2019, Marshfield saw its lowest number of foreclosures in a decade.
- On average, Marshfield has consistently accounted for approximately 25-30% of the foreclosures in the county.

### Foreclosures in Wood County

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Wood County Foreclosures</th>
<th>Marshfield Foreclosures</th>
<th>Other Wood County Foreclosures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>246</td>
<td>70</td>
<td>176</td>
</tr>
<tr>
<td>2011</td>
<td>228</td>
<td>58</td>
<td>170</td>
</tr>
<tr>
<td>2012</td>
<td>206</td>
<td>50</td>
<td>156</td>
</tr>
<tr>
<td>2013</td>
<td>163</td>
<td>41</td>
<td>122</td>
</tr>
<tr>
<td>2014</td>
<td>127</td>
<td>34</td>
<td>93</td>
</tr>
<tr>
<td>2015</td>
<td>121</td>
<td>34</td>
<td>87</td>
</tr>
<tr>
<td>2016</td>
<td>87</td>
<td>27</td>
<td>60</td>
</tr>
<tr>
<td>2017</td>
<td>103</td>
<td>33</td>
<td>70</td>
</tr>
<tr>
<td>2018</td>
<td>101</td>
<td>32</td>
<td>69</td>
</tr>
<tr>
<td>2019</td>
<td>88</td>
<td>21</td>
<td>67</td>
</tr>
</tbody>
</table>

Source: Wisconsin Circuit Court Access System
Educational attainment for the population of people 25 years or older in the city of Marshfield is increasing. The percentage of individuals without a high school diploma is going down, while the percent of individuals with a bachelor’s degree or higher is on the rise. Additionally, the city of Marshfield performs well when looking at educational attainment for the county, state and United States. Marshfield consistently falls in line with or performs above the others in all categories.

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>No high school diploma</th>
<th>High School Graduate</th>
<th>Some College or Assoc./Tech Degree</th>
<th>Bachelor’s Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Marshfield</td>
<td>6.3%</td>
<td>32.6%</td>
<td>29.5%</td>
<td>32.0%</td>
</tr>
<tr>
<td></td>
<td>Wood County</td>
<td>7.3%</td>
<td>38.0%</td>
<td>33.0%</td>
<td>21.6%</td>
</tr>
<tr>
<td></td>
<td>Wisconsin</td>
<td>7.8%</td>
<td>30.6%</td>
<td>31.5%</td>
<td>30.1%</td>
</tr>
<tr>
<td></td>
<td>U.S.</td>
<td>12%</td>
<td>27%</td>
<td>28.9%</td>
<td>32.2%</td>
</tr>
<tr>
<td>2018</td>
<td>Marshfield</td>
<td>6.7%</td>
<td>32.3%</td>
<td>30.1%</td>
<td>30.8%</td>
</tr>
<tr>
<td></td>
<td>Wood County</td>
<td>7.2%</td>
<td>37.7%</td>
<td>33.6%</td>
<td>21.5%</td>
</tr>
<tr>
<td></td>
<td>Wisconsin</td>
<td>8.1%</td>
<td>30.9%</td>
<td>31.4%</td>
<td>29.5%</td>
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<tr>
<td></td>
<td>U.S.</td>
<td>12.4%</td>
<td>27.1%</td>
<td>29.0%</td>
<td>31.5%</td>
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<tr>
<td>2017</td>
<td>Marshfield</td>
<td>7.9%</td>
<td>33.2%</td>
<td>29.1%</td>
<td>29.7%</td>
</tr>
<tr>
<td></td>
<td>Wood County</td>
<td>7.4%</td>
<td>38.1%</td>
<td>33.4%</td>
<td>21.1%</td>
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<tr>
<td></td>
<td>Wisconsin</td>
<td>8.3%</td>
<td>31.3%</td>
<td>31.4%</td>
<td>29.1%</td>
</tr>
<tr>
<td></td>
<td>U.S.</td>
<td>12.6%</td>
<td>27.3%</td>
<td>29.1%</td>
<td>30.9%</td>
</tr>
<tr>
<td>2016</td>
<td>Marshfield</td>
<td>8.9%</td>
<td>33.2%</td>
<td>29.0%</td>
<td>29.0%</td>
</tr>
<tr>
<td></td>
<td>Wood County</td>
<td>7.6%</td>
<td>38.9%</td>
<td>33.1%</td>
<td>20.4%</td>
</tr>
<tr>
<td></td>
<td>Wisconsin</td>
<td>8.7%</td>
<td>31.7%</td>
<td>31.3%</td>
<td>28.3%</td>
</tr>
<tr>
<td></td>
<td>U.S.</td>
<td>13.0%</td>
<td>27.5%</td>
<td>29.2%</td>
<td>30.3%</td>
</tr>
<tr>
<td>2015</td>
<td>Marshfield</td>
<td>10.2%</td>
<td>33.1%</td>
<td>30.2%</td>
<td>26.6%</td>
</tr>
<tr>
<td></td>
<td>Wood County</td>
<td>8.1%</td>
<td>39.2%</td>
<td>33.1%</td>
<td>19.6%</td>
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<tr>
<td></td>
<td>Wisconsin</td>
<td>8.9%</td>
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<td>31.2%</td>
<td>27.8%</td>
</tr>
<tr>
<td></td>
<td>U.S.</td>
<td>13.3%</td>
<td>27.8%</td>
<td>29.2%</td>
<td>29.7%</td>
</tr>
</tbody>
</table>

Please note: Data included is for city limits of each municipality listed.
Source: U.S. Census Bureau
The unemployment rate at all levels (national, state, and county) have all declined since 2010. Also worth noting that state and county unemployment rates have remained rather flat the past few years.

Source: Wisconsin’s Worknet.

8 Vital Signs
• 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.
• There are signs of promise for closing the gap the past two years showing a new trend in the City’s median household income growing closer to both county and national levels.

Median Household Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Marshfield</th>
<th>WOOD CO</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$52,615</td>
<td>$56,278</td>
<td>$60,773</td>
<td>$63,712</td>
</tr>
<tr>
<td>2018</td>
<td>$50,419</td>
<td>$55,273</td>
<td>$60,779</td>
<td>$61,937</td>
</tr>
<tr>
<td>2017</td>
<td>$46,978</td>
<td>$55,346</td>
<td>$59,300</td>
<td>$61,937</td>
</tr>
<tr>
<td>2016</td>
<td>$46,621</td>
<td>$52,591</td>
<td>$56,808</td>
<td>$57,617</td>
</tr>
<tr>
<td>2015</td>
<td>$43,639</td>
<td>$51,025</td>
<td>$55,623</td>
<td>$55,775</td>
</tr>
<tr>
<td>2014</td>
<td>$42,619</td>
<td>$51,003</td>
<td>$52,632</td>
<td>$53,657</td>
</tr>
<tr>
<td>2013</td>
<td>$42,448</td>
<td>$48,723</td>
<td>$51,474</td>
<td>$52,250</td>
</tr>
<tr>
<td>2012</td>
<td>$42,783</td>
<td>$46,027</td>
<td>$51,063</td>
<td>$51,371</td>
</tr>
<tr>
<td>2011</td>
<td>$44,411</td>
<td>$46,358</td>
<td>$50,401</td>
<td>$50,502</td>
</tr>
<tr>
<td>2010</td>
<td>$43,476</td>
<td>$45,226</td>
<td>$48,976</td>
<td>$50,046</td>
</tr>
</tbody>
</table>

vs. State of Wisconsin
2009 — ↓ 11.55%
2010 — ↓ 11.2%
2011 — ↓ 11.9%
2012 — ↓ 16.2%
2013 — ↓ 17.5%
2014 — ↓ 19%
2015 — ↓ 21.5%
2016 — ↓ 17.9%
2017 — ↓ 20.8%
2018 — ↓ 17%
2019 — ↓ 13.4%

vs. Wood County
2009 — ↓ 2.4%
2010 — ↓ 3.9%
2011 — ↓ 4.6%
2012 — ↓ 7%
2013 — ↓ 12.8%
2014 — ↓ 16.4%
2015 — ↓ 14.5%
2016 — ↓ 11.4%
2017 — ↓ 11.9%
2018 — ↓ 8.8%
2019 — ↓ 6.5%

Source: U.S. Census Bureau
ECONOMIC ASSISTANCE

PUBLIC ASSISTANCE INCOME

- The estimated number of households in Wood County receiving public assistance income* has more than doubled over the past decade.
- Marshfield has (on average) accounted for 24% of Wood County households and is on the decline.

*Public assistance income (examples of public assistance income includes, but is not limited to: Section 8 housing, W-2 participants, child care assistance). Data for Public Assistance Income does not include SNAP recipients.

![Graph showing Public Assistance Income Recipients](image)

Source: U.S. Census Bureau

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.
- The average caseload peaked in 2014 at 181 participants, reaching the highest average caseload over the past decade, but since turned downward until recently where it seems to be heading for a slight increase.

![Graph showing Yearly Average W-2 Caseload](image)

Source: Wisconsin Department of Children and Families
ECONOMIC ASSISTANCE

FOODSHARE WISCONSIN

- FoodShare Wisconsin helps individuals and families who have little money to purchase the food they need for good health.
- Since peaking in 2014, the amount of FoodShare recipients in the county have been declining.

FoodShare at a Glance December 2019
- 56% of the FoodShare members are female and 44% are male. 59% are adults and 41% are minors.
- Members between ages 6–17 have the largest number for any grouping, making up to 26% of recipients.
- 41.16% of FoodShare members are 17 and younger.

NUTRITION ON WEEKENDS (NOW) PROGRAM

- The Nutrition On Weekends program is a collaborative, community effort to target childhood hunger. The program provides healthy, ready-to-eat foods for children during the weekend.
- The program now serves more than 150 children every year in the Marshfield School District.
- The program also serves 7 school districts on the surrounding area. (listed below)

<table>
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</thead>
<tbody>
<tr>
<td>Marshfield School District</td>
<td>168</td>
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<td>168</td>
<td>168</td>
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<tr>
<td>Lincoln Elementary</td>
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<td>Grant Elementary</td>
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<tr>
<td>Neosho Elementary</td>
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<td>Marshfield Middle School</td>
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<td>Marshfield High School</td>
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<td>Grafton School District</td>
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<td>Spencer School District</td>
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<td>Auburndale School District</td>
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<td>North Wood County Head Start</td>
<td>56</td>
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<tr>
<td>Loyal School District</td>
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<tr>
<td>Stratford School District</td>
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<td>30</td>
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</tr>
<tr>
<td>Pittsville School District</td>
<td>3</td>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total Number of Children Served Throughout School Year</td>
<td>113</td>
<td>297</td>
<td>308</td>
<td>451</td>
<td>428</td>
<td>418</td>
<td>377</td>
</tr>
</tbody>
</table>

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

Unduplicated Food Stamp/FoodShare Recipients Wood County

• 2016-17 had the highest enrollment since the programs inception in 2013 and has gradually declined since.
ECONOMIC DISADVANTAGE

FREE AND REDUCED MEALS PROGRAM PARTICIPATION

• The Marshfield School District has, overall, had a lower percentage of students enrolled in the Free and Reduced Meals Program compared to Wood County and Wisconsin.
• 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.

Source: Wisconsin Department of Public Instruction

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.
• In terms of looking back over the past decade, the percent of children ages 5-17 in families in poverty in Marshfield has remained relatively flat ranging between 9-14%.
• 2019 Wood County Poverty Threshold for a family of four: 2 adults and 2 children= $25,085.

Source: U.S. Census Bureau
NUMBER OF YOUTH EXPERIENCING HOMELESSNESS (Marshfield Public School District)

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

The term “homeless” includes children and youth who:

- 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

Source: Wisconsin Department of Public Instruction

MONTHLY HOUSING INVENTORY

- North Central Community Action Program, Inc. (NCCAP) provides services to low-income households to obtain or maintain safe, stable, affordable housing. NCCAP collects data monthly of sheltered homeless households in the city of Marshfield. This data is collected the 4th Wednesday of each month. This is a once a month snapshot of what homelessness looks like in the community.
- NCCAP also conducts an annual Point in Time count on the 4th Wednesday of January and July. During the Point in Time count volunteers go out into the community and look for unsheltered households and connect them to services.

Source: North Central Community Action Program, Inc. Housing Inventory Chart
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 need in just one phone call.
- Significant increase in 2019 due to 2-1-1 taking over responsibility of AARP TAX AIDE appointment scheduling from Marshfield Area United Way.
- 557 of the 1276 calls in 2019 were for AARP Tax Preparation assistance.

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.

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

**2019 - 1276**
- 1. EMPLOYMENT & INCOME (AARP Tax Aide)
- 2. HOUSING & SHELTER
- 3. MENTAL HEALTH & ADDICTIONS
- 4. UTILITY ASSISTANCE
- 5. GOVERNMENT & LEGAL

**2018 - 281**
- 1. HOUSING & SHELTER
- 2. MENTAL HEALTH & ADDICTIONS
- 3. UTILITY ASSISTANCE
- 4. GOVERNMENT & LEGAL SERVICES
- 5. EMPLOYMENT & INCOME

**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

Source: United Way’s 2-1-1
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
Executive Director
Marshfield Area United Way