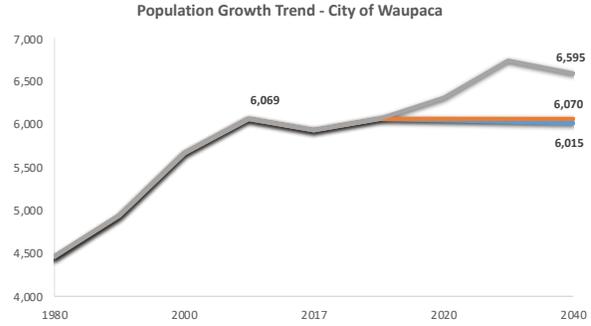


Waupaca Comprehensive Plan: Key Trends Report

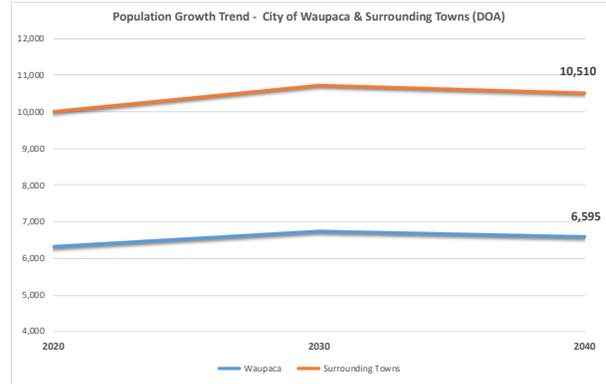
Future Population Growth is Flattening Out

After several decades of population growth, the City's growth has flattened out. State projections are for the City and surrounding Towns to grow modestly from 2020 to 2030, then decrease in population over the period 2030 to 2040. Job growth and availability of suitable housing will likely determine how much the City grows over the next 20 years. The high projection would see Waupaca add approximately 500 residents over the next 20 years, reaching a population of 6,595 by 2040.



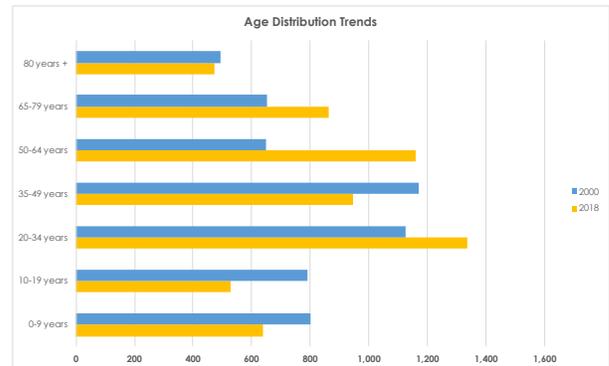
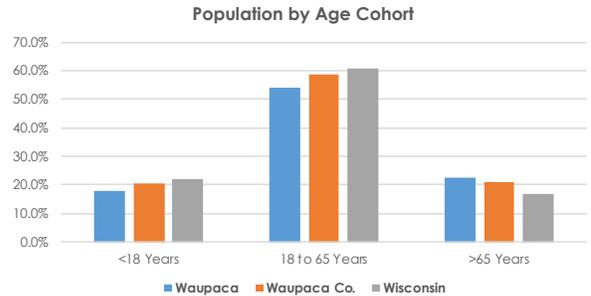
Waupaca City Demographics

Looking at current Population by Age Cohorts for the City, County, and State, the City has comparatively high numbers of older residents (65+) and comparatively fewer young residents (under 18).



Age Distribution Trends

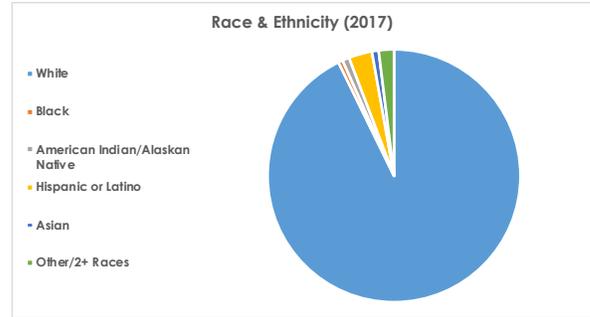
From 2010 to 2018, the City's population grew older, as noted above. However, the number of residents in the 20 to 34 age cohort also increased.



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Waupaca's Race & Ethnicity Profile Has Not Changed Much Since 2000

Unlike many other areas of the State, the City's racial and ethnic make-up has not changed significantly, with Whites making up a large majority of the population.



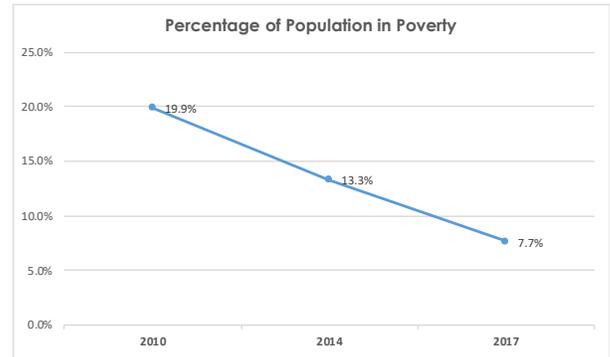
Most of Waupaca's Residents Drive Alone to Work

84% of working residents drive alone to work, while 3% carpool. 4% work at home, a number which is expected to increase in the future according to many experts.

Commute to Work (2017)	Percentage	% Change Since 2010
Drove Alone	84%	6%
Carpooled	3%	-7%
Public Transport	1%	1%
Bike	1%	0%
Walk	6%	1%
Taxi	1%	-1%
Worked at Home	4%	0%

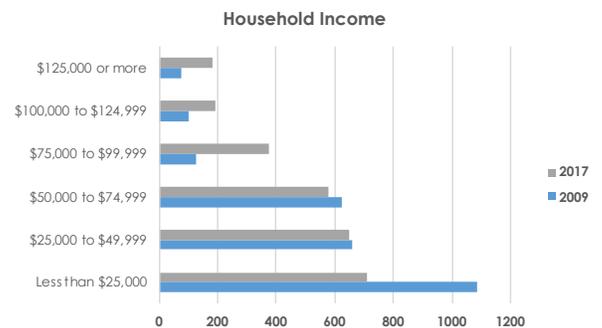
Household Incomes Are Going Up

Approximately 30 participants attended the workshop on January 6th at the Dane's Hall in downtown Waupaca.



Poverty Rates are Going Down, Income Up

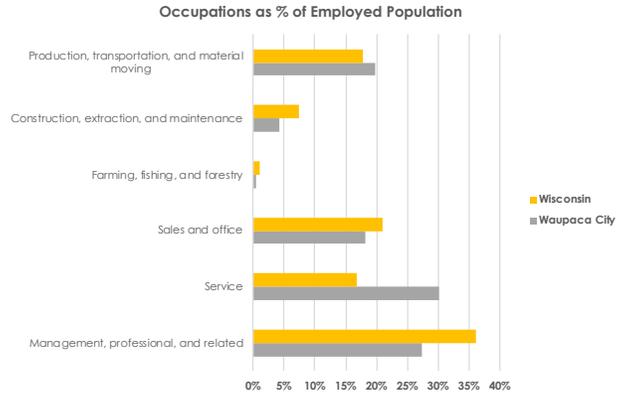
The percentage of residents living in poverty has decreased from nearly 20% in 2010 to less than 8% in 2017. New census data in 2020 will help shed light on this encouraging trend. Household incomes have risen, especially for those making over \$75,000 per year. The inflation adjusted median HH income rose from to \$36,578 in 2009 to \$46,932 in 2017.



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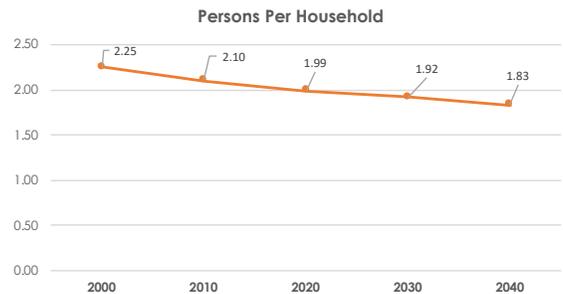
Waupaca's Residents Work in Diverse Occupations

In 2018 there were 3,059 residents working in a variety of occupations. Compared with statewide figures, residents are more likely to work in sales and service occupations, and less likely to work in management and professional service occupations.



More People Are Living Alone

The average number of persons per household has been declining for several years, mirroring State and national trends. Fewer people per household means less demand for larger homes and a growing demand for smaller units. The total number of housing units rose steadily from 1980 to 2010, but then tapered off through 2017. More recently, the City has seen an uptick in new housing construction.

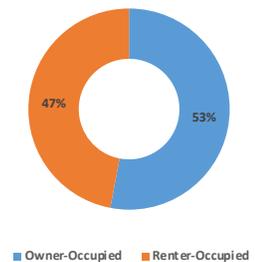


More People Renting

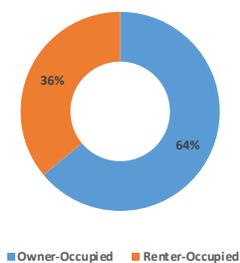
More people are choosing to rent instead of buy homes in Waupaca. From 1980 to 2017 the percentage of renters increased from 64% to 53%. Demographic changes, student debt, and delayed home purchases are likely contributing to this trend.



Housing Tenure: 2017



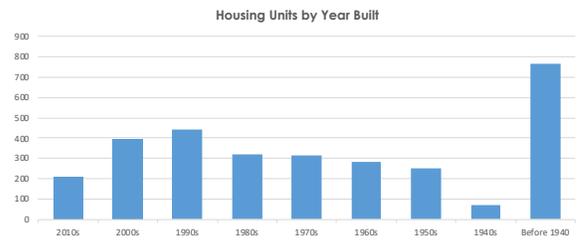
Housing Tenure: 1980



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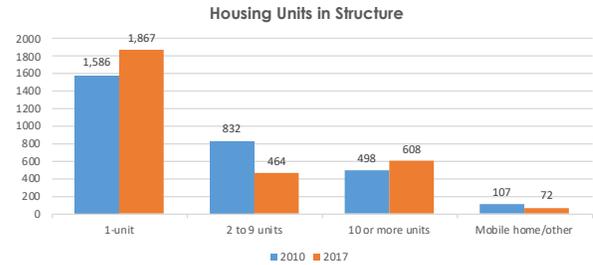
¼ of Waupaca’s Housing Stock was Built Before 1940

Like many older established cities, a large percentage of the housing stock is pre-World War Two. As the housing stock ages, new private and public sector investment will likely be needed to maintain quality housing especially in older established neighborhoods.



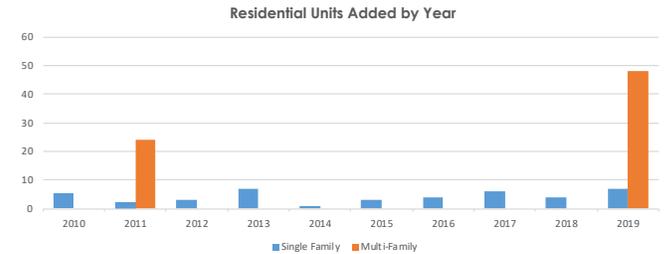
Single Family and Larger (10+ units) Multifamily Units Have Increased in Number

From 2010 to 2017, the mix of 1-unit and larger (10+) unit has increased, while the number of “missing middle” (2 to 9) housing units have decreased.



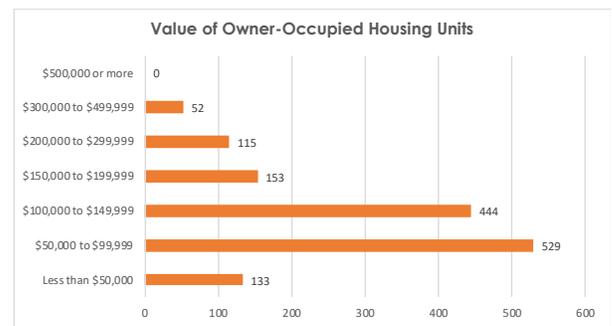
Housing Unit Growth is Being Driven by Multifamily New Construction

Looking at more recent locally available data through 2019, 63% of new housing units added since 2010 have come from multi-family construction, versus 37% attributable to single family construction. With planned development of Tower Ridge Phase Two apartments, this trend is expected to continue.



Most Owner-Occupied Housing Units Cost Less than \$150,000

78% of the City’s owner-occupied housing stock is valued at less than \$150,000. Filling available lots with new single family construction has been challenging in recent years.



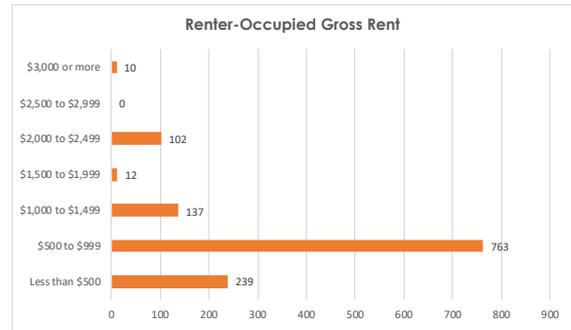
Waupaca Comprehensive Plan: Key Trends Report

Most Renter-Occupied Housing Units Cost between \$500 and \$999 per Month

61% of rental housing is leased for \$500 to \$999 per month and 80% is leased for \$999 or less. Only 20% of rental housing is leased for \$1,000 or more per month.

Renters are More Cost Burdened than Owners When it Comes to Housing

Housing is typically considered “affordable” for a household when it consumes no more than 30% of household income. While only 14% of homeowners spend 30% or more of their income on housing, 38% of renters do. In other words, roughly 4 out of 10 renters are considered cost burdened when it comes to housing.



38% of Renters Spend Over 30% of HH Income on Rent



14% of Homeowners Spend Over 30% of HH Income on Rent

