

Kewaunee County Quality of Life Report 2012



Kewaunee Pierhead Lighthouse

Center for Community and Economic Development
University of Wisconsin-Extension

Andrew Bernhardt

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This project is adapted from the LIFE (Leading Indicators for Excellence) Study and related reports developed for Brown County, the Fox Cities, and Southern Winnebago County (see: www.lifestudy.info). The authors chose to replicate the approach used in the LIFE studies in order to allow for richer comparisons to Kewaunee County, a neighboring county. We acknowledge the work of those that pioneered the LIFE Study and are grateful to have been able to build on it. The authors also appreciate the input and guidance offered by Kewaunee County University of Wisconsin-Extension Community Development Educators Claire Thompson and Renee Koenig. The authors are responsible for errors of omission or commission. The opinions expressed in the report are those of the authors and not those of the University of Wisconsin System or Kewaunee County.

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Executive Summary

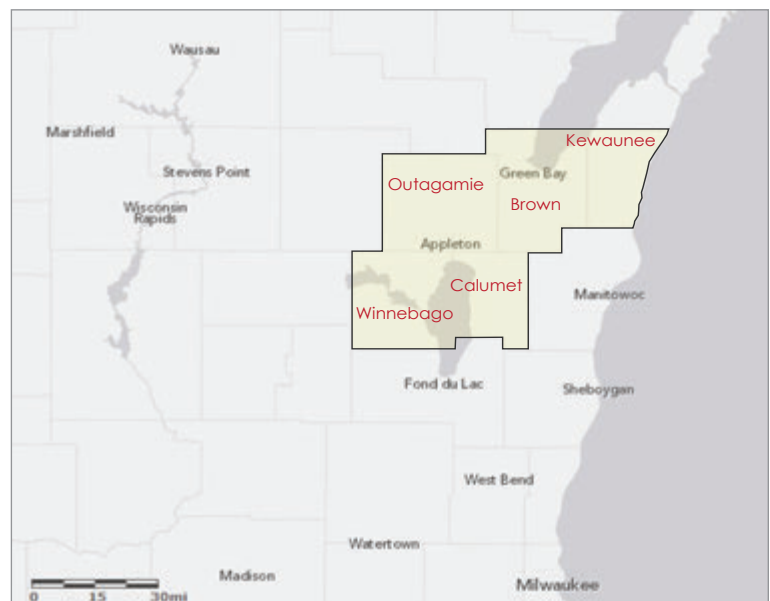
When most people think of the places they like, they think of a host of valued attributes. Yet, most analyses of a region or a county for a particular purpose—economic development for example—typically use a narrow set of indicators. It is rationalized that if it is about the economy it needs to be measured in terms of firms, or jobs, or income. While these are important factors to measure and track, by themselves, they fail to capture the totality of what makes a place attractive and vibrant. Most people acknowledge that the culture, attractions, environment and more are hugely important when it comes to the vitality of our communities.

Rebecca Ryan, author of *Live First, Work Second*, notes that three-quarters of Americans under the age of 28 believe a “cool city is more important than a good job.” This is affirmed in research in Michigan (Michigan Cool Cities Survey) and the Gogebic Range (*Attracting and Retaining Young People as an Economic Development Strategy*, Andresen). With this mounting evidence of the importance of a host of features making up a community’s potential, the authors set out to assess the broader quality of life of Kewaunee County rather than simply measure a few limited economic development assets.

It is also clear that “place” is becoming less defined as the particular community in which one votes for the mayor or town chair, but is the region that collectively offers a host of important attributes. For some, the region is vast, for others, more compact. But to fail to assemble information for the larger territory that people relate to as well as all of the assets of value for a place to be called home, to build a career at, or to visit, does not reflect the way most people think of their community.

When this project set out to take stock of Kewaunee County’s many assets, it was discovered that similar assessments had been done in neighboring counties to the east (see www.lifestudy.info). Because Kewaunee County is indeed a part of the greater regional economy, the format and indicators of the LIFE study was borrowed in order to compare Kewaunee County and capture its place in the larger region, which for this analysis is comprised of Kewaunee, Outagamie, Calumet, Brown and Winnebago Counties. Like the LIFE studies, we take stock of Kewaunee County by gaining a better understanding of Arts and Culture; Community; Health; Home; Learning; Natural Environment; Recreation and Leisure; Safety; Self-Sufficiency; and Work. The following are the key findings in each of the ten categories.

Five-County Region



ARTS AND CULTURE

- Art and Music classes in 6-12 grade on par with region and state.
- Employment in Arts and Culture low compared to region and state.
- Arts, Culture, and Humanities Organizations slightly lower than region and state.

COMMUNITY

- Voter participation second in region; fifteenth in state.
- Wealth gap lowest in region; income of highest earners lowest in region.
- Percent of residents with inadequate social support above state average; highest in region.

HEALTH

- Health ranking improving and highest in region; tenth in state.
- Drug and Alcohol related hospitalizations low in region; below state rate.
- Population without health insurance fluctuating: one of lowest in region and below state average with a spike from 2010-2011.
- Mothers with Prenatal Care increasing; high in region and above state rate.
- Psychiatric-related hospitalization low in region and below state rate.

HOME

- Childcare costs higher than state and nation.
- Older adult poverty declining; now lowest in region.
- Teen birth rate below state; low in region prior to 2010, then on par with region.

LEARNING

- Third grade reading proficiency highest in region and above state rate.
- Fifth grade attendance on par with region and above state rate.
- Tenth grade math proficiency second in region and above state average.
- Higher education attainment lower than region and state.
- Library circulation below state average and lags in region.

NATURAL ENVIRONMENT

- Number of impaired waters lowest in region; only county in region with no high-priority impaired waters.
- Air quality poor in Kewaunee County and region; Kewaunee County's average number of days with poor air quality dropped from 8.8 days/year (2002-07) to 1.5 days/year (2008-11).
- County physical environment ranking low in state and region.

RECREATION AND LEISURE

- State recreation facilities, parks and trails per capita above state and on par with region.
- Mean commute time to work (23 minutes one-way) and average number of weekly work hours (40 hours/week) both highest in region and above state average.
- Visitor spending increased 19% from 2010-11; fifth largest increase in state and greatest increase in region; total tourism-related expenditures increased from 1997-2010.

SAFETY

- Violent crime rate highest in region and below state; however, actual average number of violent crimes lowest in region.
- Property crime rate on par with region and above state rate.
- Alcohol-related automobile accidents mark sharpest decline in region; second lowest annual average number of accidents in region and below state average.
- Child abuse and neglect average lowest in region and below state average.
- Domestic violence rate lowest in region and below state average; experiencing greatest decline in region.

SELF-SUFFICIENCY

- Free and reduced lunch program eligibility lowest in region and below state average.
- Percent of burdened households lowest in region and below state average.
- Number of FoodShare recipients per capita on par with region and below state average.
- Percent of residents in poverty rising, but on par with region and below state average.

WORK

- Construction costs of new homes below region but on par with state.
- Unemployment spiked in 2009; on par with region and slightly below state.
- Proprietor earnings lowest in region and below state average; wage and salary disbursements see the largest percent growth.

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Arts & Culture

Arts and Culture Highlights:

- Art and Music classes in 6-12 grade on par with region and state.
- Employment in Arts and Culture low compared to region and state.
- Arts, Culture and Humanities Organizations slightly lower than region and state.

Arts and Culture

Art and culture mean vastly different things to different people and include events and activities that range from reoccurring community-wide festivals to informal activities such as regular gatherings in parks of friends or families. It also includes access to community centers where group traditions are maintained or invented, church-based activities, and the ability and opportunity to observe or make your own art. The definitions of art and culture carry very personal and community-based definitions that widely differ; however, a life lacking art and culture is one in which almost everyone would classify as possessing much room for improvement. Research is beginning to show more definitively, that art and culture can benefit communities in a variety of ways from adding to the sense of community to the creation of social capital.

In this section, this report will examine three indicators:

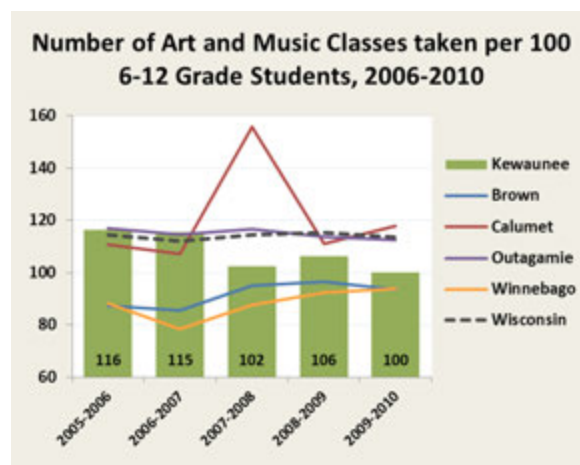
- Level of art in schools,
- Amount of art-related businesses, and
- Amount of art-related organizations.

6-12th grade participation in the arts

According to a U.S. Department of Education report, which involved a longitudinal study of over 25,000 middle and high school students with high arts involvement, researches found that students with high arts involvement performed better on standardized achievement tests than students with low arts involvement; watched fewer hours of TV; participated in more community service and reported less boredom in school.

Kewaunee County has remained on par in the region and only slightly below the state average for the number of art/music classes taken per student. Participation in the arts has remained steady from 2006 to 2010 for all the counties in the five-county region, except for a spike in the 2007-08 school year, in which 156 art and music classes were taken per 100 6-12th grade students in Calumet County.

Unfortunately, it is unable to know exactly what percentage of students are taking art and music classes because the data is gathered in aggregate to avoid traceability to any specific students. The Department of Public Instruction records do not specify if a student takes multiple art/music classes.



Source: Department of Public Instruction

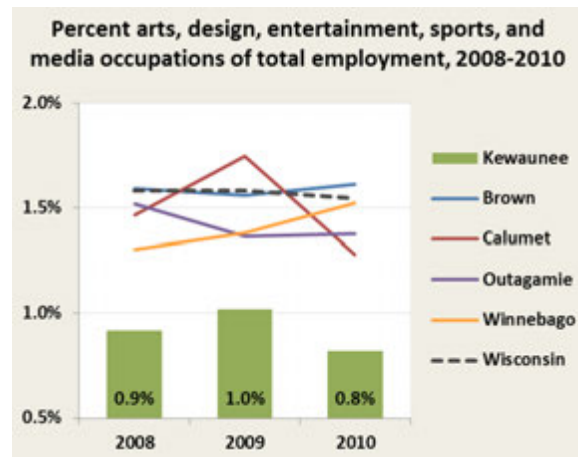


Arts & Culture

Employment in the arts-related field

Employment in the arts is an indicator of art-related businesses for residents to take advantage of and enjoy. Employment in the arts constitutes a very small percentage of total employment in Wisconsin as well as the five-county region. However, whereas the rest of the five-county region and the state has about 1.5% of its total employment in the arts-related field only around 1% of Kewaunee's total employment was in the arts from 2008 to 2010.

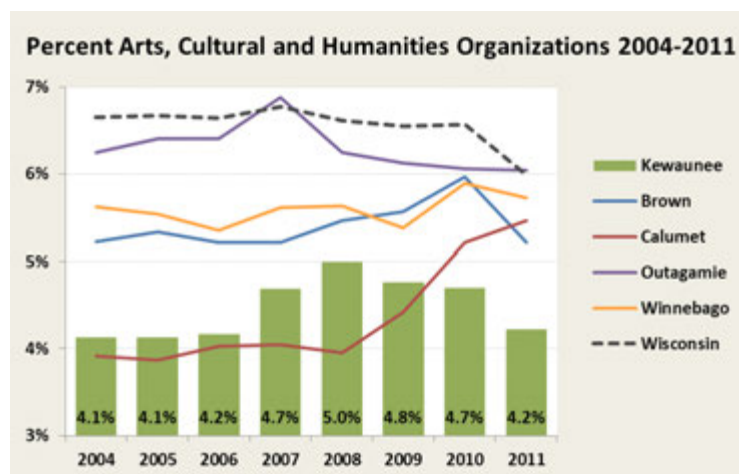
The U.S. Census generates this data based on the NAICS codes of businesses. There are two limitations to this data. One, NAICS codes are self-reported and two, the NAICS code used for this, 71, also includes employment numbers from businesses that are entertainment based, such as a movie theater, or sports and media based, such as a gym.



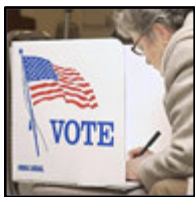
Source: US Census American Community Survey, Table C24010

Arts and cultural organizations

As a whole, the region falls below the state in percent of registered organizations that provide arts, cultural and humanities activities and services. From 2004 to 2011 the state average has remained around 6.5% where Kewaunee's has remained around 4.5%. In March 2012, according to the National Center for Charitable Statistics, there are five registered arts, cultural and humanities organizations in Kewaunee County out of the total 2,148 registered arts, cultural and humanities organizations in Wisconsin and 185 in the five-county region.



Source: National Center for Charitable Statistics



Community

Community Highlights:

- Voter participation second in region; fifteenth in state.
- Wealth gap lowest in region; income of highest earners lowest in region.
- Percent of residents with inadequate social support above state average; highest in region.

Community

Community has many definitions, but one common theme that all definitions carry is the requirement that members possess a sense of connection, belonging and importance. Communities come together for different reasons; communities may form over common interests, a common mission, a common threat, or a common location. Any single person can belong to many communities simultaneously.

Fostering a strong sense of community is often an amorphous and indirect challenge for many community leaders. Sometimes, the simplest idea takes root and becomes a rich focal point in which community members identify with and rally around. What works in one community may or may not work in another community. Although the strategy is not always clear, the goal is: for residents to interact with one another and get involved.

Being actively involved in the community, helps build links, connections, networks and a sense of belonging. These strong connections in the community build 'social capital.' Social capital refers to relationships of mutual trust and reciprocity with friends, family and fellow community members. Research at the Harvard School of Public Health (I. Kawachi, 2006) found that communities with higher levels of trust and reciprocity also have higher levels of health. A report published by the Quarterly Journal of Economics (S. Knack & Keefer, 1997) found that trust and civic cooperation have significant impacts on economic activity.

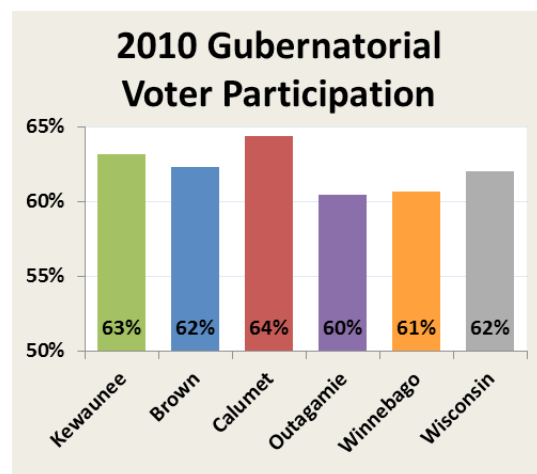
In this section, this report will examine three indicators:

- Voter participation,
- Income distribution, and
- Level of social support networks.

Voter participation

According to the University of New Hampshire-Cooperative Extension, building a sense of community requires creating connections among citizens and developing a sense of civic pride with open communication, networking, and involved citizens as key ingredients. One way to measure civic pride and the level of involvement of citizens is to evaluate voter participation.

In the 2010 gubernatorial election, Kewaunee County ranked second in the region and fifteenth in the state in voter turnout with 63% participation. The state average voter turnout was 62%.



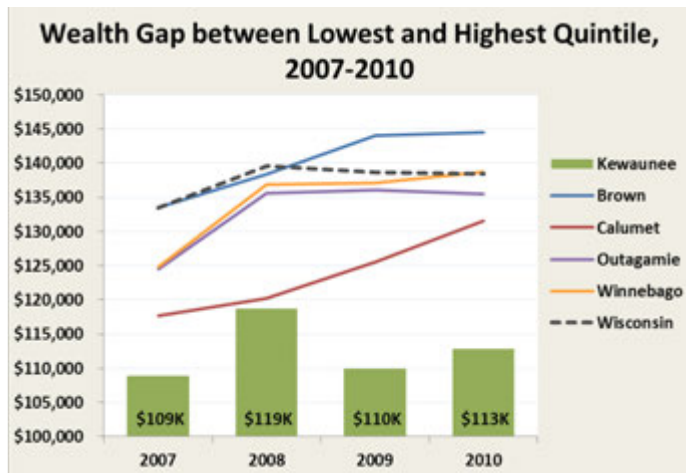
Source: WI Governmental Accountability Board



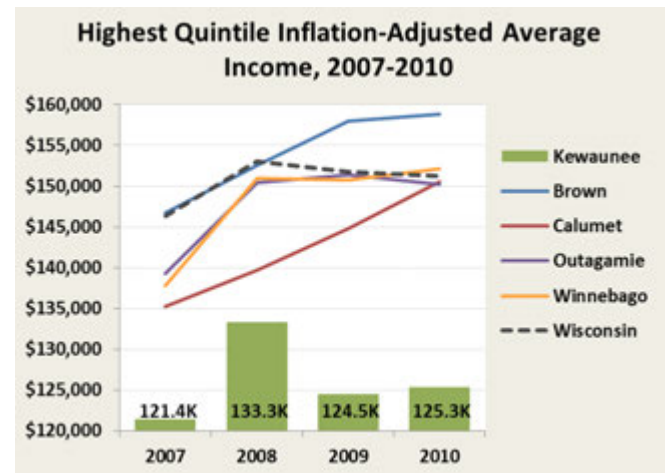
Community

Income distribution

The wealth gap between Kewaunee County's lowest quintile and the highest quintile is the smallest in the region at an average difference of \$112,586 from 2007 to 2010, where a quintile is one-fifth of a population. A small wealth gap typically indicates an increased equitable distribution of a community's financial capital; however, the low wealth gap is not due to a higher mean income for the lowest quintile, but instead, a low mean income for the highest quintile. While the State average income for the highest quintile has hovered around \$150,000, Kewaunee County's highest quintile average income has stayed closer to \$125,000.



Source: US Census American Community Survey 3 year data



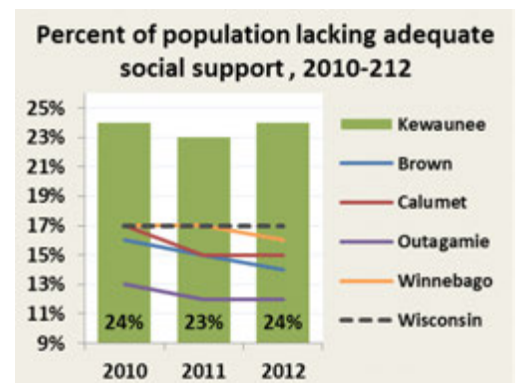
Source: US Census American Community Survey 3 year data

Social Support

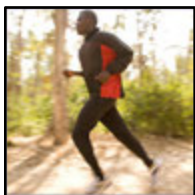
Research has shown that parents in low-income environments are more prone to depression when there is a lack of social support. A 2003 study published by BioMed Health Services Research found evidence of higher cognitive function in elderly people who possessed a larger social support network. According to the County Health Rankings, "Poor family support, minimal contact with others, and limited involvement in community life are associated with increased morbidity and early mortality. Furthermore social support networks have been identified as powerful predictors of health behaviors, suggesting that individuals without a strong social network are less likely to have a healthy lifestyle."

The National Center for Health Statistics using data obtained from the Centers for Disease Control and Prevention's Behavioral Risk Factor Surveillance System collect data for this indicator through a telephone survey in which people over the age of 18 are asked, "How often do you get the social and emotional support you need?" This indicator is a measure of the percent of the adult population that respond, "Never," "Rarely," or "Sometimes."

Kewaunee County has an average of 23 percent of its residents that have inadequate social support networks, a rate that is above the state average of 17 percent and above the five-county region rate.



Source: www.countyhealthrankings.org



Health

Health Highlights:

- Health ranking improving and highest in region; tenth in the state.
- Drug and Alcohol-related hospitalization low in region; below state rate.
- Population without health insurance fluctuating: one of lowest in region and below state average with a spike from 2010-2011.
- Mothers with Prenatal Care increasing; high in region and above state rate.
- Psychiatric-related hospitalization low in region and below state rate.

Health

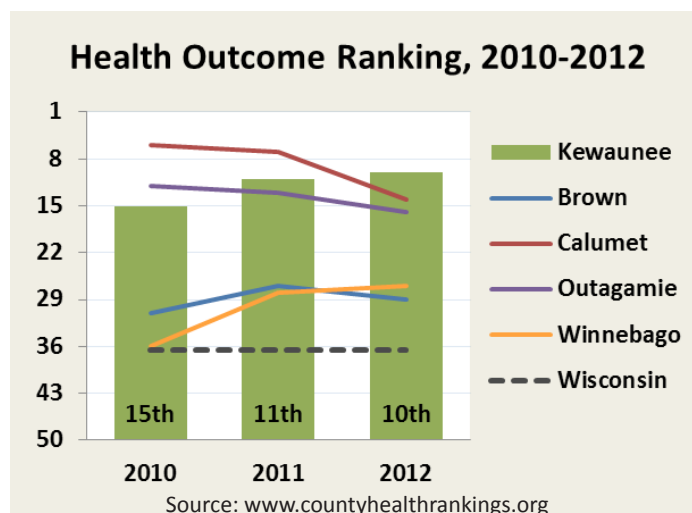
Although health has traditionally been measured narrowly and from a deficit perspective (often using measures of morbidity or mortality) the Center for Disease Control states that “health is seen by the public health community as a multidimensional construct including physical, mental, and social domains. As medical and public health advances have led to cures and better treatments of existing diseases and delayed mortality, it was logical that those who measure health outcomes would begin to assess the population’s health not only on the basis of saving lives, but also in terms of improving the quality of them.” Whereas many quality of life categories may have less direct impact on the quality of one’s life, health is an indicator that has direct implications to all residents and is universally important. It should be noted that “hospitalizations” could reflect elevated incidences, effective interventions, or both.

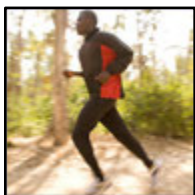
In this section, this report will examine five indicators:

- County health ranking,
- Drug and alcohol hospitalizations,
- Health insurance coverage,
- Mothers with prenatal care, and
- Psychiatric-related hospitalizations.

County health outcome ranking

The county health outcome ranking is a measure of several indicators, including how long people live (mortality) and how healthy people are while alive (morbidity). The chart shows a split in the region. Although each county in the five-county region is above the state average, Kewaunee, Calumet and Outagamie rank high in the region whereas Brown and Winnebago rank much lower. Kewaunee County experienced an increase from 15th in the state in 2010 to 10th by 2012, the highest rank of the five-county region.





Health

Drug and Alcohol-related Hospitalization Rate

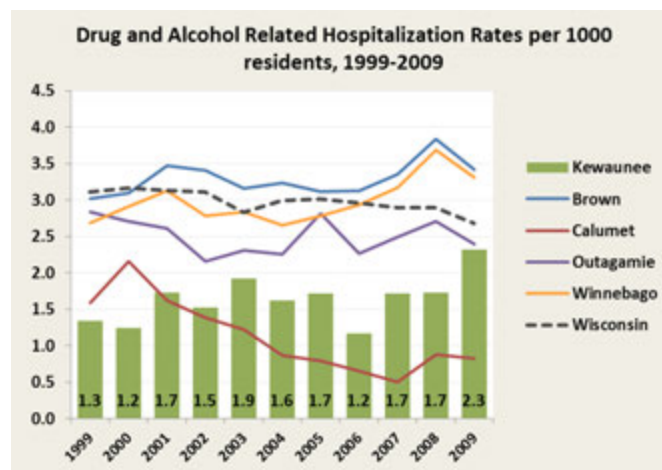
When life becomes or seems too difficult to handle, people may turn to some form of escape. This can be a person to talk to, physical activity, something pleasurable or something that pulls one away and dulls the pain. The latter often comes in the form of drugs and alcohol. When overused, misused, or abused these substances may put people in the hospital from both direct and indirect impacts. By measuring the rate at which drug and alcohol-related hospitalizations occur, this indicator offers a metric for the level of difficulty and struggles a community is facing.

Although experiencing a slight increase of 72% over the ten years from 1999 to 2009, Kewaunee County remains below the state average and second lowest in the region.

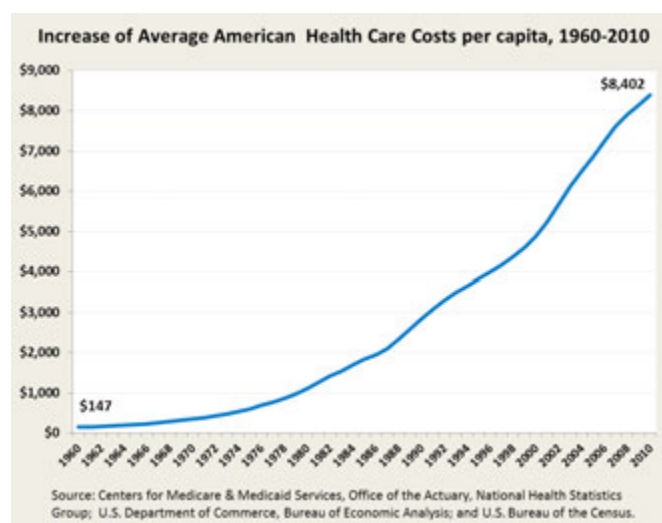
WI Health Insurance Coverage

The cost of health care is rising. In a 2012 study published by the Annals of Family Medicine, utilizing data from the Medical Expenditure Panel Survey and the U.S. Census Bureau, DeVoe and Young found that with current trends, the cost of health insurance will exceed household income by 2033. In just 50 years from 1960 to 2010, the average annual cost per person for health care increased from \$147 to \$8,402, a 57-fold increase.

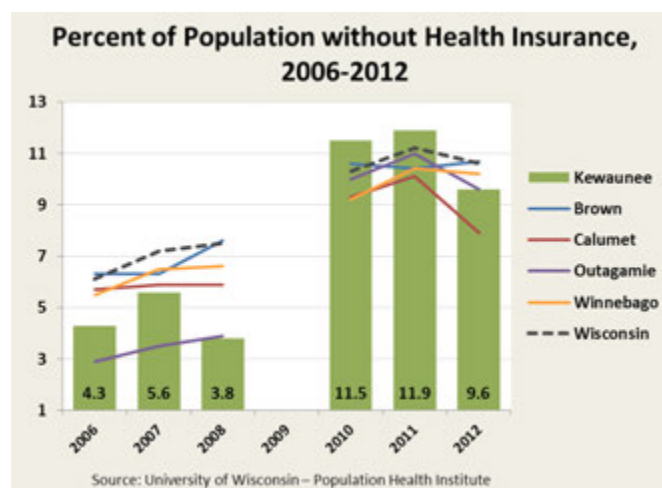
Without health insurance, many families and individuals cannot afford the medicine and care they need to stay healthy or cope with illnesses. From 2004 to 2008, Kewaunee County had one of the smallest percentages of its population without health insurance. However, in 2010, along with the region and the entire state of Wisconsin, Kewaunee County experienced a sharp increase in the number of uninsured residents. Kewaunee County experienced the greatest change during this peak and surpassed the state average and the region with the greatest percentage of residents without access to health care in 2010 and 2011. In 2012, Kewaunee dropped back below the state average and back on par with the five-county region.



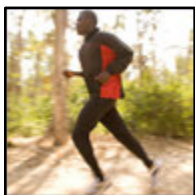
Source: WI Depart. of Health Services - Public Health Profiles



Source: Centers for Medicare & Medicaid Services, Office of the Actuary, National Health Statistics Group; U.S. Department of Commerce, Bureau of Economic Analysis; and U.S. Bureau of the Census.



Source: University of Wisconsin - Population Health Institute

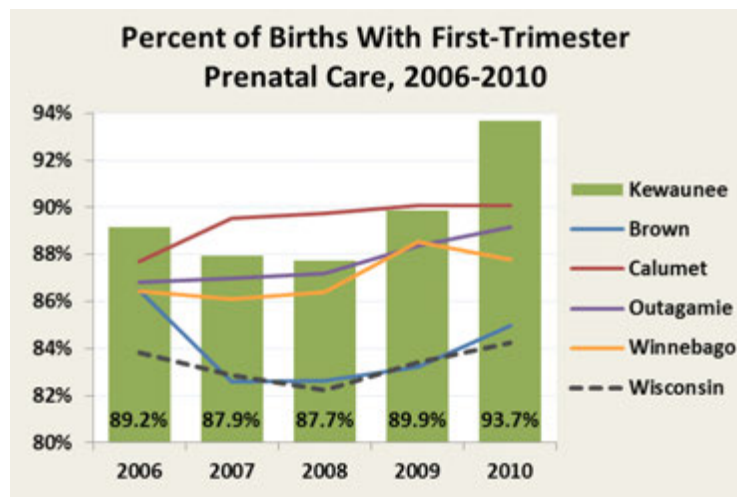


Health

Mothers with Prenatal Care

According to WomensHealth.gov, “Babies of mothers who do not get prenatal care are three times more likely to have a low birth weight and five times more likely to die than those born to mothers who do get care.” By seeing a doctor prior to birth, doctors can identify and treat health problems early and talk to pregnant women about strategies that give babies a healthy start to life.

Kewaunee County has maintained a history of providing its mothers with the care they deserve. From 2007 to 2010, the county experienced a seven percent increase in mothers receiving care. Currently, Kewaunee County ranks first in the region with 93.7 percent of births where mothers received first trimester prenatal care.

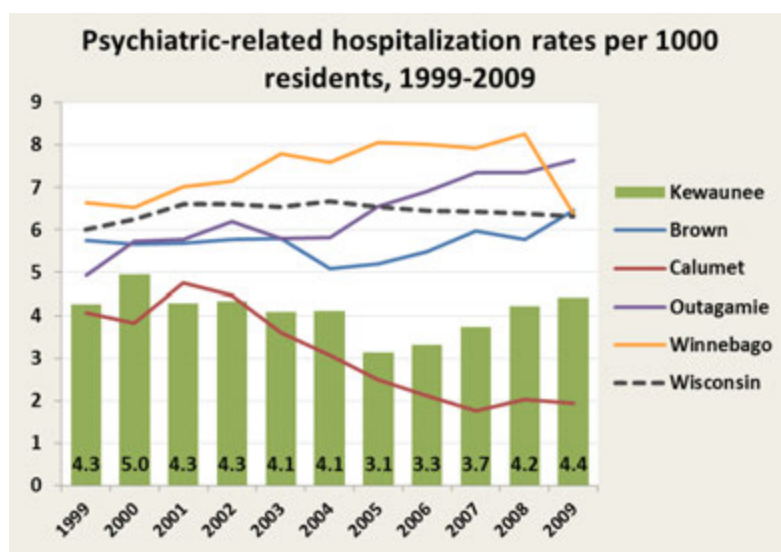


Source: Wisconsin Department of Health Services

Psychiatric-related hospitalization

Access to psychiatric-related care is a necessary service that community members with these needs rely upon. It is good that these services are available and accessible, but not good when this need is present in high numbers in a community. The data presented here only shows the rate of hospitalization; it does not show what the need is or what level of service is provided, so this data should be used and interpreted with care.

Whereas some of the other counties in the region have experienced greater change in the number of psychiatric-related hospitalizations, Kewaunee County has remained relatively steady from 1999 to 2009 at about two-thirds the rate of the state.



Source: WI Department of Health Services - Public Health Profiles



Home

Home Highlights:

- Childcare costs higher than state and nation.
- Older adult poverty declining; now lowest in region.
- Teen birth rate below state; low in region prior to 2010; then on par with region.

Home

An affordable, safe, comfortable home is necessary for a good life. However, a home is more than just a roof over one's head. A good home is one where basic needs are met, the tight bonds of friends and family are nurtured, and one can relax and escape from the stress of daily life. Providing all the basic needs for one's self or a family demands being able to create and maintain a good home, whether rented or owned. This is particularly important for new parents and older residents where needs and expenses such as medical bills may be higher and income lower. The combination of increased costs and limited incomes make it more difficult to create a home that fosters a higher quality of life.

In this section, this report will examine three indicators:

- Childcare costs,
- Older resident poverty, and
- Teen birth rate.

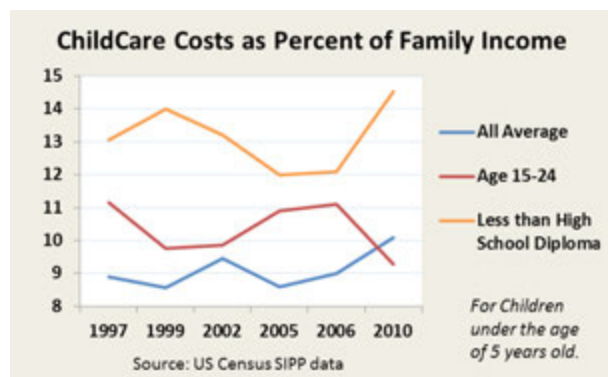
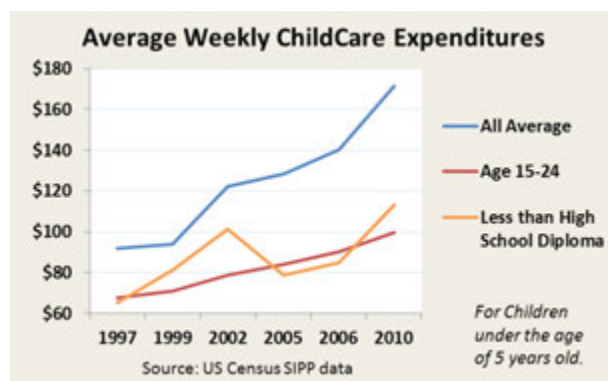
Childcare costs

According to the 2011 Regional Life Study of the Fox River Region, families in the Fox River Region pay between 9 and 11 percent of their annual household income for infant care or care for 3-5 year old children. This reflects national figures, with total average annual childcare costs at \$8,907 (\$171 weekly) in 2010 according to the US Census. This study found that in Wisconsin, the average annual cost for full time care is-

- \$10,520 for an infant at a center.
- \$9,039 for a 4-year-old at a center.
- \$8,534 for an infant at home.
- \$7,661 for a 4-year-old at home.

An estimate for Kewaunee County is-

Licensed group day care center for two children is \$300.00 per week for a yearly cost of \$15,600 and licensed in-home family day care is \$120.00 a week per child for a yearly cost of \$6,240 per child. Source: Kewaunee County Human Services and U.S. Department of Health & Human Services.



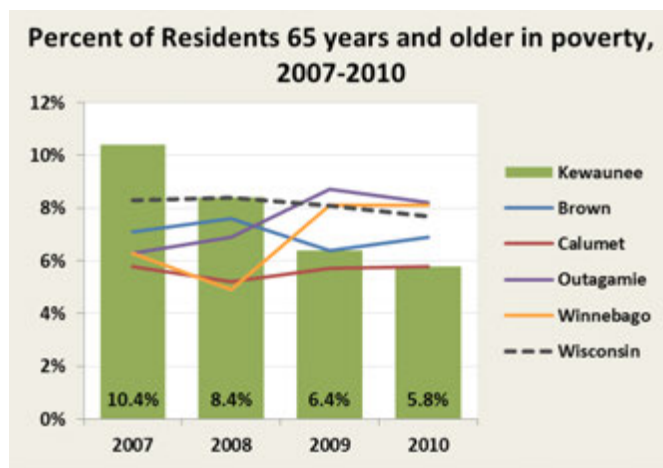


Home

Older adult poverty

Poverty is a state anyone without the means to pay for basic needs can find themselves in. This state is particularly threatening and devastating to older residents, who often have less income and higher health care costs. According to analysis of U.S. Census data by the nonprofit research organization, Wider Opportunities for Women, nearly half, 47 percent, of the 20 million Americans 65 years and older who live alone or with a spouse cannot afford everyday necessities such as proper nutrition and medical care.

Kewaunee has experienced a steady decline in the percentage of its older residents in poverty, a 44 percent decrease from 2007 to 2010. The National Average for the same statistic is 10 percent. Wisconsin as a whole is doing well in comparison to the nation.

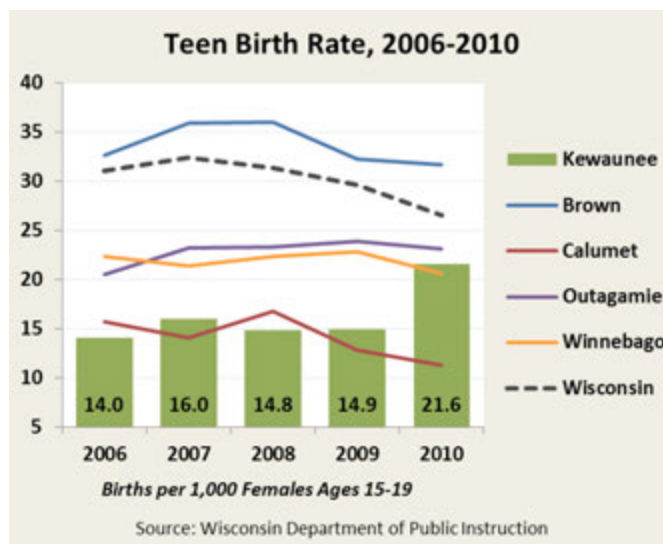


Source: US Census ACS 3 year estimates, Table S1701

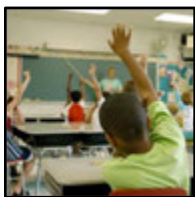
Teen birth rate

According to the Center for Disease Control, “More than 400,000 teen girls give birth each year in the United States. TV, music, the Internet, and other popular youth media tend to glamorize teens having sexual intercourse and teen parenting, but the reality is starkly different. Having a child during the teen years carries high costs—emotionally, physically, and financially—to the mother, father, child, and community.”

Kewaunee County’s birth rate for teens age 15-19 has increased 54 percent from 2006 to 2010. During this same period, the state rate decreased by 18 percent. However, Kewaunee County still remains low for the region and below the state rate.



Source: Wisconsin Department of Public Instruction



Learning

Learning Highlights:

- Third grade reading proficiency highest in region and above state rate.
- Fifth grade attendance on par with region and above state rate.
- Tenth grade math proficiency second in the region; above state average.
- Higher education attainment lower than region and state.
- Library circulation below state average and lags in the region.

Learning

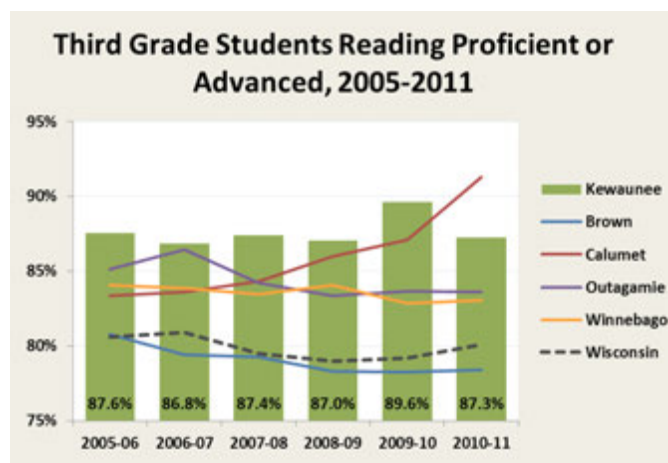
Education reduces economic hardship and provides increased opportunities in life, both of which have direct impacts on quality of life. Access to learning impacts quality of life in other ways too. A study by the Journal of Health and Social Behavior, which interviewed over 4,500 people between the ages of 18 and 95 (C. Ross & Willigen, 1997) showed that the well-educated, in addition to having higher incomes, also have higher levels of social support, a greater sense of personal control, and lower levels of emotional and physical distress than the poorly educated. This study also found that the poorly educated have higher levels of depression, anxiety, malaise, aches and pains, and, to a lesser extent, anger. Poorly educated persons have lower levels of enjoyment, hope, happiness, fitness, and energy.

In this section, this report will examine five indicators

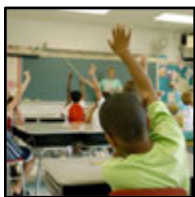
- Third grade reading proficiency,
- Fifth grade attendance,
- Tenth grade math proficiency,
- Education attainment, and
- Library circulation.

3rd grade reading proficiency

Most children learn how to read by second grade. Measuring third grade reading proficiency not only provides a metric of the effectiveness of the education system but also serves as a determinant for the future success of a community's youth. Every aspect of life is influenced by the ability, or the lack thereof, to read. Research has shown that reading difficulties lead to a lack of motivation and engagement, high levels of anxiety, and misbehavior in the classroom (Lane, et al., 2002; Taylor, Hasselbring, & Williams, 2002). A report by the Annie E. Casey Foundation found that one in six children not reading proficiently in third grade does not graduate from high school on time, a rate four times greater than that for proficient readers. However, the



Source: Department of Public Instruction



Learning

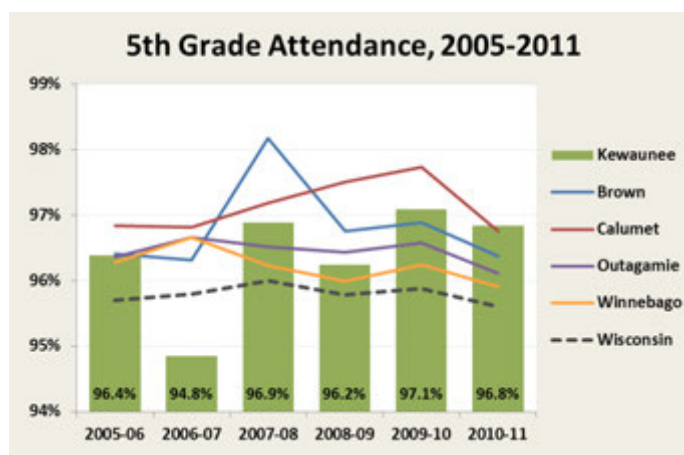
inability to read not only prevents students from doing well in school, but also hampers their ability to thrive as citizens long after leaving the classroom.

Kewaunee County ranks high in the region and above the state rate for third grade reading proficiency. Despite a recent increase by Calumet County, Kewaunee County has been number one in the region, and from 2005 to 2010, has the highest average percent of third grade students reading proficiently or advanced (88 percent).

5th grade attendance

Student chronic-absenteeism is a growing problem in America. When students do not regularly attend school, it becomes increasingly more difficult for a student to keep up in class. A study in Baltimore found a strong correlation with 6th grade attendance and a student's ability to graduate on time. Balfanz & Byrnes (2012) identified three main categories for why a student misses school. The student is unable to attend (illness), avoiding a bad situation at school (bullying), or does not attend because the student or parent do not see the value in school over some other activity.

From 2005 to 2010, Kewaunee County has experienced fifth grade attendance rates on par with the region and except for 2006, above the state rate. The County's ranking was the highest in the five-county region in 2010.

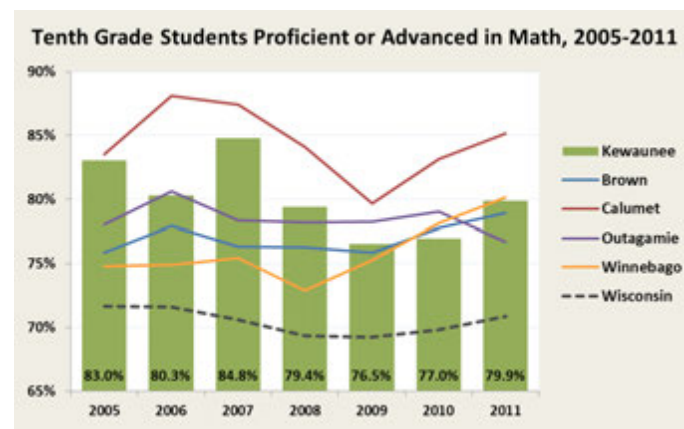


Source: Department of Public Instruction

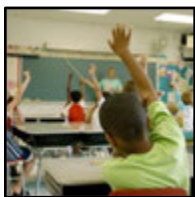
10th grade math achievement

As the world becomes more and more data driven, the ability to process information quickly and well has started to command higher wages. According to the book, *Overcoming Math Anxiety*, starting annual salaries across all industries increase by \$2,000 for every math class someone has taken after the ninth grade. A longitudinal study that followed students after graduation for ten years found a strong correlation with the level of math courses completed and college degree attainment and salary earnings. The study conclude that the more advanced the math course taken in high school, the higher the future salary and the greater the likelihood for higher degree attainment in secondary education.

With an average of 80 percent of tenth grade students proficient or advanced in math from 2005 to 2011, Kewaunee County ranks second in the five-county region and remains above the region average of 77 percent and well above the state average of 70 percent.



Source: Department of Public Instruction



Learning

Education attainment

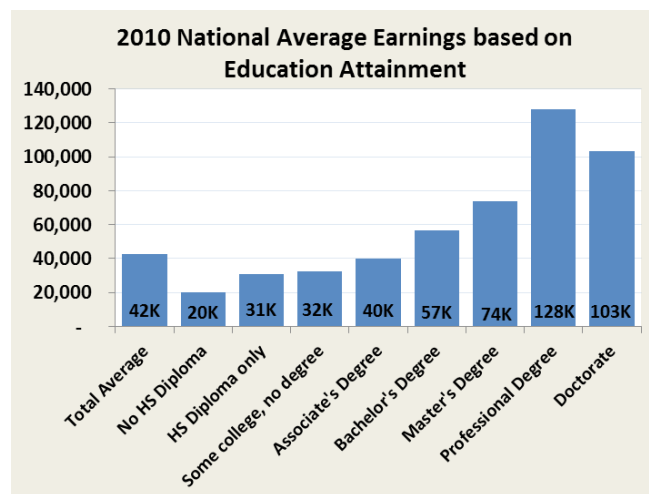
Completing high school is a big achievement in which to be proud. Even still, continued education and further degree attainment is necessary to earn enough to afford even the most basic needs in today's society. In Wisconsin, the minimum wage is \$7.25 an hour and working full time at this wage only allows an employee to make \$15,000 in a year before taxes are withdrawn. In 2010, according to the U.S. Census Bureau, the average income for a person with a Bachelor's Degree was double what the same person would make with only a High School Diploma, and a person with a Master's Degree made two and half times as much as a person with only a High School Diploma.

Kewaunee County does not have high numbers of people lacking high school degrees, but there is an opportunity to increase the percent of the county population with higher degree attainment. In 2009, Kewaunee had half the percent of residents with a graduate, professional or doctorate degree of the five-county region average and three quarters the percent of residents with a Bachelor's Degree compared to the region.

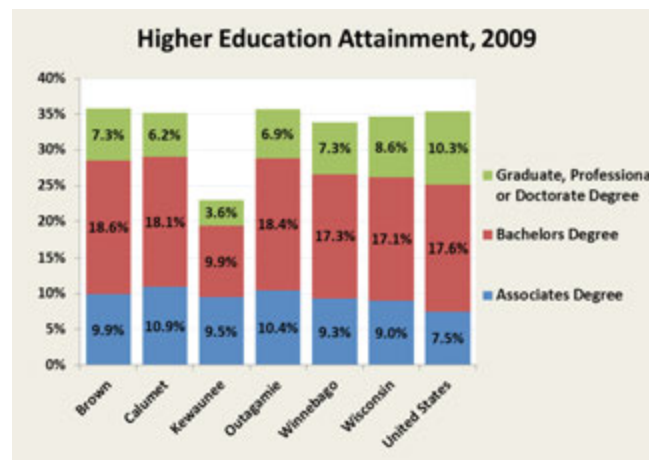
Library circulation

Not only is getting lost in a good book one of life's greatest joys, but it also is good for us, too. According to the U.S. Department of Education, children who were read to at least three times a week are almost twice as likely to score in the top 25 percent in reading, than children who were read to less. And a 2007 National Center for Education Statistics (NCES) finding provides evidence of a strong, positive link between the amount of children's materials circulated by public libraries and fourth-grade reading scores on the agency's National Assessment of Educational Progress (NAEP) report.

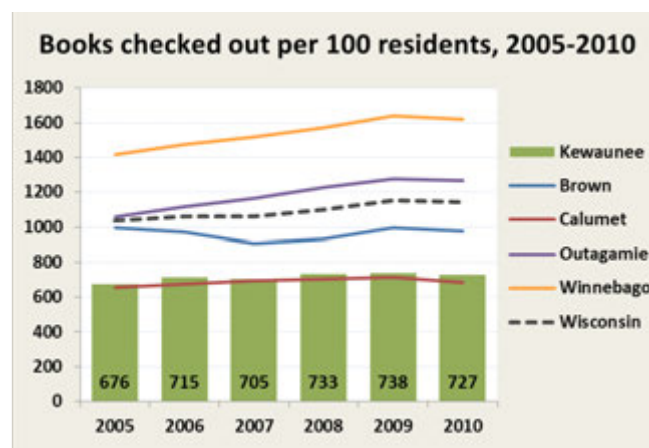
Kewaunee County, falls below the state and five-county region in library usage, with approximately six books checked out for every ten people in the community for each year from 2005 to 2010.



Source: US Census 2010



Source: US Census ACS 5 yr, 2004-2009 Table S1501



Source: Department of Public Instruction



Natural Environment

Natural Environment Highlights:

- Number of impaired waters lowest in region; only county in region with no high-priority impaired waters.
- Air Quality poor in region; number of poor air quality days dropped from 2002-07 to 2008-11.
- County physical environment ranking low in state and region.

Natural Environment

The natural environment is the source of the water we drink, the air we breathe, and the land on which we grow the food that nourishes us. Our environment also provides critical services such as flood mitigation. Access to nature provides us with places to find respite, places to play, and places to behold beauty. New research even shows that access to nature is a critical requirement for optimal childhood-development and the mental and emotional well-being of our youth.

Recent findings indicate that limited exposure to nature and green space may have serious physical and psychological health ramifications (S. Strife & Downey, 2009; Faber Taylor & Kuo, 2006; Kellert, 2005; R. Kaplan & Kaplan, 1989; S. Kaplan, 1995). Nature does more than improve our physical and emotional well-being. A community with a well preserved and accessible natural environment also adds to its economic vitality. A study on the value of access to open space in southeastern Pennsylvania found that on average homes in the region were worth \$10,000 more because of access to open space, totaling an addition of more than \$16.3 billion for the region's homeowners and economy.

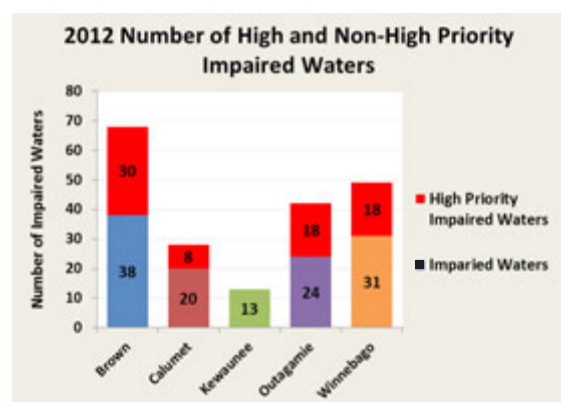
In this section, this report will examine three indicators

- Impaired surface water,
- Air quality, and
- County environment health rankings.

Impaired surface water

The federal Clean Water Act requires states to develop a list of impaired waters. Water Quality standards are created for a wide range of pollutants such as phosphorus, sediment, bacteria (E.coli), PCBs, and mercury. Water is polluted or "impaired" if it does not support full use by humans, wildlife, fish and other aquatic life and it is shown that one or more of the pollutant criteria are not met.

The Wisconsin Department of Natural Resources (WI DNR) updated its list of impaired surface waters in 2012, bringing the total to 1,012 listings, of which, 107 are found within the five-county region. Of these 107 listings (which may include multiple counties within for one listing), Kewaunee County has the fewest impaired waters, with only 13 listings. The County has no impaired waters that the WI DNR has identified as high priority.



Source: WI Department of Natural Resources



Natural Environment

Good air quality days

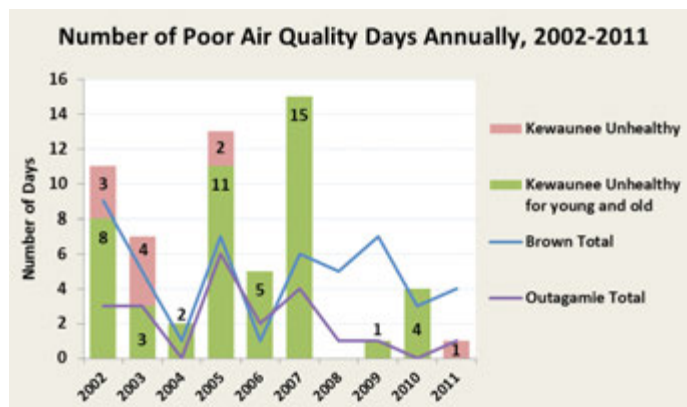
According to the 2012 State of the Air Report produced by the American Lung Association, breathing polluted air can harm your health and shorten your life. The most common health impacts include decreased lung function, chronic bronchitis, asthma, and other adverse pulmonary effects. According to the report, 127 million people—41 percent of the nation—still suffer from and are exposed to air pollution levels that are too often dangerous to breathe. Air pollution not only has devastating effects on human health, it also has negative impacts on the natural environment. These externalities are not restricted to the air we breathe, but can also get absorbed into bodies of water and even into the food we eat when the pollutants in the air settle on the ground.

The EPA calculates air quality holistically in a combined metric called the Air Quality Index (AQI) for five major air pollutants regulated by the Clean Air Act: ground-level ozone, particle pollution (also known as particulate matter), carbon monoxide, sulfur dioxide, and nitrogen dioxide. In the five-county region, the EPA only has data for three of the counties: Brown, Kewaunee and Outagamie. Of these three counties, Kewaunee County has historically had the highest number of unhealthy air quality days. However, Kewaunee County has experienced a greatly reduced average annual AQI, whereas Brown County's AQI has remained unchanged. From 2002 to 2007, Kewaunee County's average AQI was 8.8 days per year compared to Brown County's 4.8 days per year. From 2008 to 2011, Kewaunee County's average dropped to 1.5 days per year, while Brown County's average remained at 4.8 days per year.

County environmental health ranking

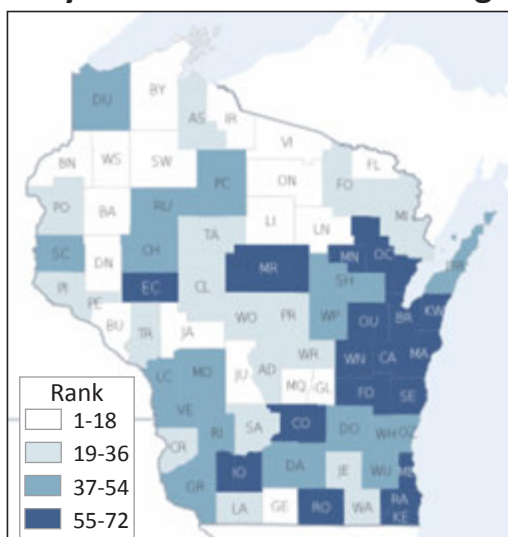
The county physical environment ranking is a collaborative effort between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute and is a measure of several indicators. The combination of indicators changes from year to year, rendering a comparison over time difficult.

For the most part, the region ranks low in the physical environment because of air quality issues, but Kewaunee County ranked high in the state in 2010 due to two additional indicators used in that year only: Contaminants in municipal water and access to healthy food.

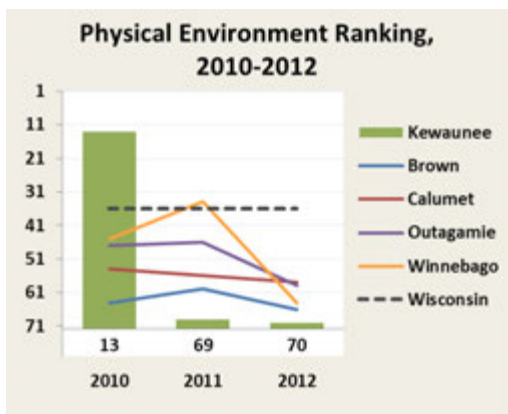


Source: EPA AirNOW County Comparison

Physical Environment Ranking



Source: www.countyhealthrankings.org



Source: www.countyhealthrankings.org



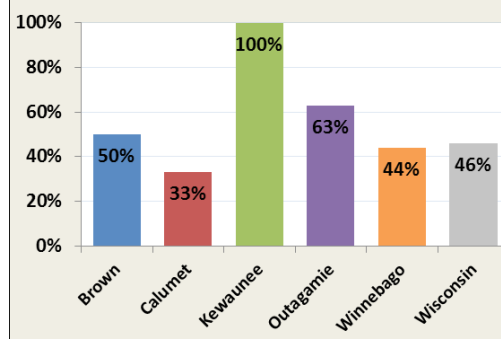
Natural Environment

Contaminants in municipal water were measured at 0% and the indicator of access to healthy food measured 100% in 2010.

According to the U.S.D.A., “Food deserts are defined as urban neighborhoods and rural towns without ready access to fresh, healthy, and affordable food. Instead of supermarkets and grocery stores, these communities may have no food access or are served only by fast food restaurants and convenience stores that offer few healthy, affordable food options. The lack of access contributes to a poor diet and can lead to higher levels of obesity and other diet-related diseases, such as diabetes and heart disease.”

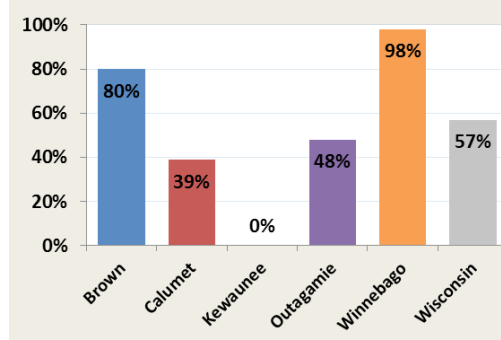
Contaminants in municipal water represent the percent of the population on municipal water exposed to any maximum contaminant limit (MCL) violation in a calendar year. The U.S. Environmental Protection Agency has established maximum contaminant limits (MCLs) for approximately 90 contaminants considered harmful to human health at excess levels. MCLs are established for several classes of contaminants including microorganisms, disinfectants and their byproducts, inorganic and organic chemicals, and radionuclides. Though MCL violations often do not pose immediate health risks, they indicate that interventions are required to limit adverse health effects in the future.

2010 Access to Healthy Foods



Source: www.countyhealthrankings.org

2010 Contaminants in Municipal Water



Source: www.countyhealthrankings.org



Recreation & Leisure

Recreation & Leisure Highlights:

- State recreation facilities, parks and trails per capita above state rate and on par with region.
- Mean commute time to work and average number of weekly work hours both highest in region and above state average.
- Visitor spending increased 19% from 2010-2011; fifth largest increase in state and greatest in region. Total tourism-related expenditures increased 7% from 1997-2010.

Recreation and Leisure

According to the publication, *Dimensions of Leisure for Life*, by Human Kinetics, “leisure is everywhere, but its impact on people’s lives is often overlooked. Leisure is more than “doing nothing” or “hanging out.” It has implications for society, affecting economics, politics, business, health, and the environment. On an individual level, it offers multiple opportunities for personal growth and development, and contributes to a better quality of life for individuals and communities as a whole.”

The concept of recreation and leisure normally evokes thoughts of “spare time” or “time not working” and does not imply or demand that one uses this extra time doing anything in particular, such as reading a book, relaxing, pursuing a hobby, or spending time with friends. The specific activity does not define recreation and leisure, but instead, recreation and leisure is defined by the ability of residents to acquire daily needs and then possess time, resources and the freedom to choose to do something for fun or personal betterment. Whereas many of the other quality of life categories measure human necessities, this category attempts to measure those things in life that are extra, the things we can do without but which add so much richness, pleasure and enjoyment to life.

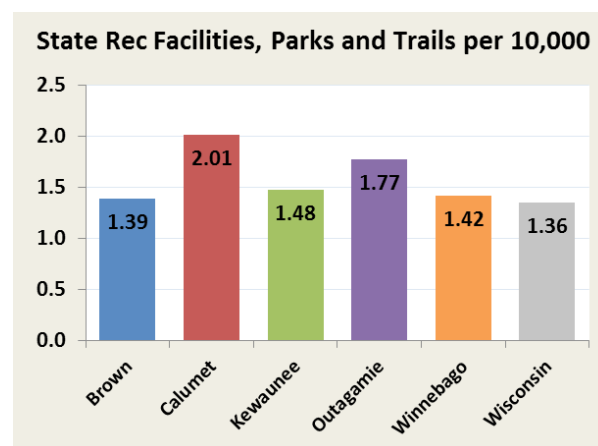
In this section, this report will examine three indicators

- Amount of recreation and leisure resources,
- Commute & work time, and
- Visitor spending & tourism expenditures.

State recreational facilities, parks and trails

In addition to the oldest winery in Wisconsin, some of the best deep water fishing on Lake Michigan and two challenging golf courses, Kewaunee County has 23 acres of park land per 1,000 residents and 2.6 miles of bike and hiking trail per 1,000 residents (not including trails/land within incorporated areas).

Considering the number of state owned recreation facilities, parks and trails per capita, Kewaunee County has 1.48 sites per 10,000 residents; higher than the state rate of 1.36 per 10,000 residents.



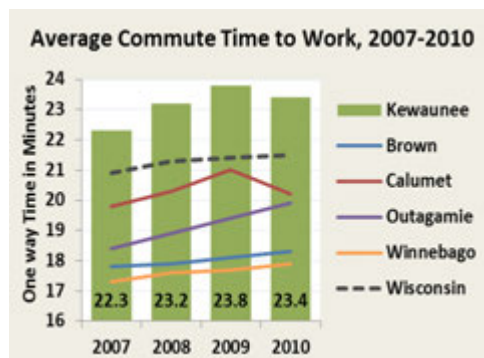
Source: Wisconsin Department of Natural Resources



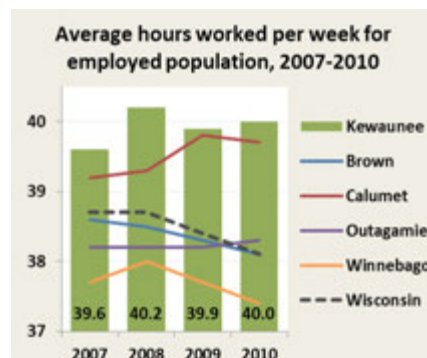
Recreation & Leisure

Commute and Work Time

A necessary component of successfully engaging in recreation and leisure activities is adequate free time. Kewaunee County residents on average spend more time working and commuting to their place of employment than residents in the region and the state. From 2007 to 2010, Kewaunee residents 16 years and older who do not work at home spent an average of 23 minutes to get to work (one-way), above the state average of 21 minutes and the five-county region average of 20 minutes.



Source: US Census ACS Table S0802



Source: US Census ACS Table B23020

Kewaunee County residents work on average more hours per week than the state and the region, which implies that while some residents, either by choice or not, work part time, others have to work more than one job to make ends meet, limiting the time residents have to recreate and relax.

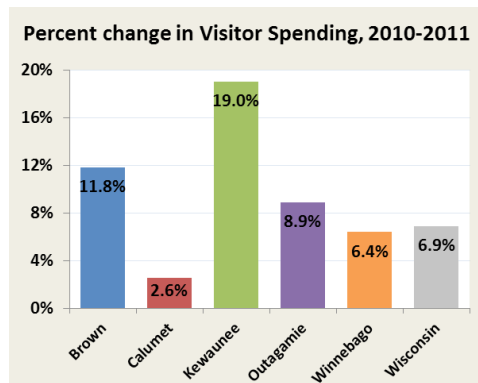
Tourism and Visitor Expenditures

According to the Wisconsin Department of Tourism, in addition to contributing to quality of life and keeping other industries strong, Wisconsin tourism has a return-on-investment that comes to \$12.5 billion in traveler spending with 1 in every 13 jobs sustained by tourism.

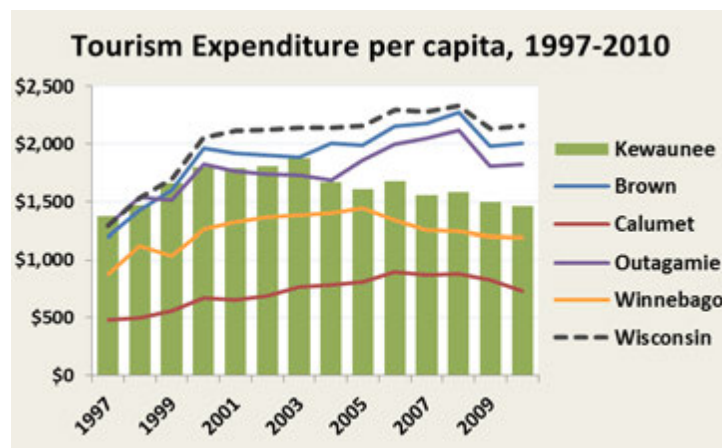
In the same report by the Wisconsin Department of Tourism, it is noted that in 2011 Wisconsin visitors spent \$9.9 billion, compared to \$9.2 billion in 2010, an 8 percent increase. This marks the second consecutive year of increases in state travel spending from \$8.5 billion in 2009.

According to the same report Kewaunee County experienced a 19 percent increase from 2010 to 2011, the largest increase in the five-county region. This exceeds the state average increase of 6.9 percent in visitor spending in the same time period.

Kewaunee County's total tourism expenditures did not experience much growth from 1997 to 2009, 7 percent compared to the 5-county region's 40 percent increase and the state's 69 percent increase.



Source: Wisconsin Department of Tourism



Source: Wisconsin Department of Tourism



Safety

Safety Highlights:

- Violent crime rate highest in region and below state; however, average total number of violent crimes lowest in region.
- Property crime on par with region and above state rate.
- Alcohol-related automobile accidents mark sharpest decline in region; second lowest annual average number of accidents in region and below the state average.
- Child abuse and neglect average lowest in region and below state rate average.
- Domestic violence rate lowest in region and below state average; experiencing greatest decline in region.

Safety

According to the psychologist Abraham Maslow, safety is second only to physical needs such as food, shelter and water. Only after first sufficiently meeting these physical needs and the need of safety can one then begin actualizing the other human needs of belonging, self-esteem, and self-actualization. The non-profit organization Civic Change Inc., which provides communities and community leaders with research and best practices to create community-wide change, supports Maslow's hierarchy of needs and states that safety is also an important indicator of economic and social health.

In addition to individual harm, crime contributes to community neglect and disintegration, making new incentives and investments more difficult to initiate, both economically and socially. As crime sets into a community, the effects of resident fear, illegal activities, and social breakdown on neighborhood safety become more difficult to overcome (Reiss and Roth, 1993).

By monitoring crime indicators we gain insight into some of the deeper factors that create crime in the first place—lack of economic opportunities and weak social bonds between residents. In practice, efforts to create safer neighborhoods must go hand in hand with other community development activities such as attracting jobs and increasing access to affordable housing (Sampson, 1999). In the same way that high-crime can serve as an indicator of limited economic and social opportunities, the opposite is true; low crime implies that a high quality of life is being achieved. It should be acknowledged that elevated rates could reflect elevated incidences, effective interventions, or both.

In this section, this report will examine five indicators

- Violent crime,
- Property crime,
- Alcohol-related car accidents,
- Child abuse & neglect, and
- Domestic violence.

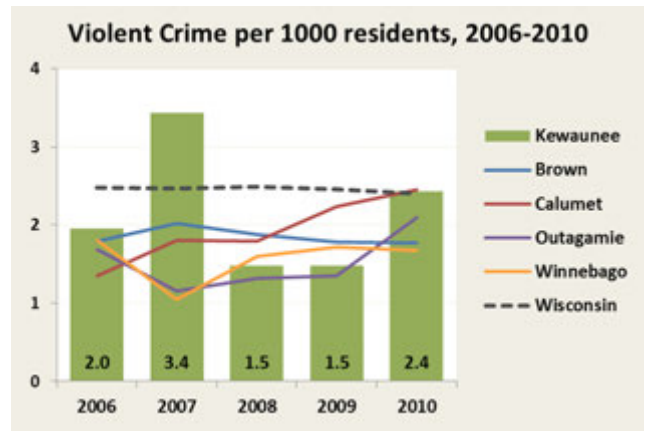


Safety

Violent Crime

The most threatening type of crime are ones that directly impact oneself or one's friends and family. A life high in quality is one where residents do not have to fear this type of crime. Violent crime causes fear, stress, a degraded sense of safety, and poor mental health. A London, England study found that participants who reported feeling unsafe were 64 percent more likely to be in the lowest quartile of mental health.

Except for a high rate of violent crime in 2007, Kewaunee County experiences violent crime on par with the region, whose average rate is 1.8 violent crimes annually per 1,000 residents. Factoring in 2007, the average rate of violent crimes per 1,000 residents is 2.2. While that is the highest in the five-county region, it is below the state rate of 2.5 violent crimes per 1,000 residents. In spite of the slightly higher violent crime rate, Kewaunee County has the fewest, number of reported violent crimes at an average of 94 crimes each year from 2006 to 2010.

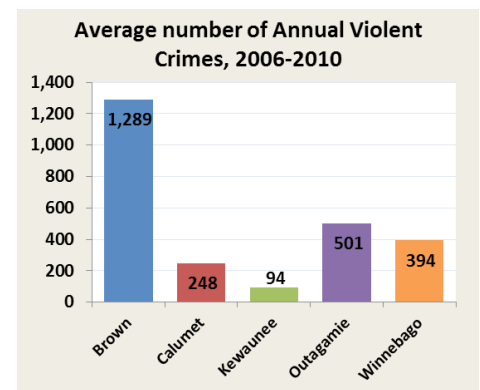


Source: US Federal Bureau of Investigation

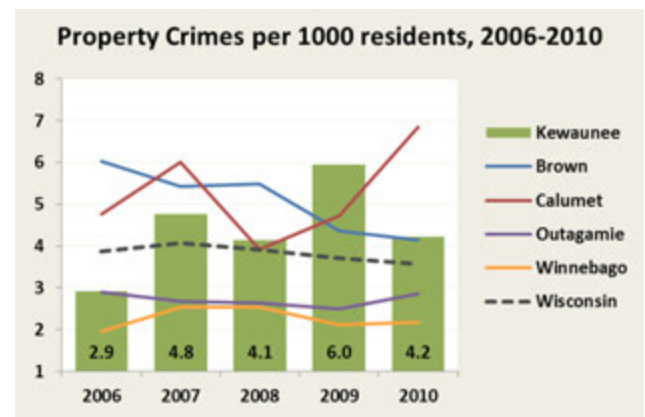
Property Crime

According to the Federal Bureau of Investigation, "Property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims." Although property crimes carry less direct threats to human safety, they still possess serious negative consequences to individuals, families, and communities. Property crime has a direct economic impact for the victim if the crime involved possessions being stolen and can also have economic impacts when a property crime involves vandalism. This second type of property crime also has indirect negative economic impacts on neighboring property values and the community as a whole.

Whereas the state experienced a slight decrease in its property crime rate, Kewaunee and Calumet Counties both experienced the highest increase in the rate of property crime at 45 percent. However, Kewaunee County ranked in the middle of the five-county region with an average property crime rate of 4.4 property crimes per year.



Source: US Federal Bureau of Investigation



Source: US Federal Bureau of Investigation



Safety

Alcohol-related Automobile Accidents

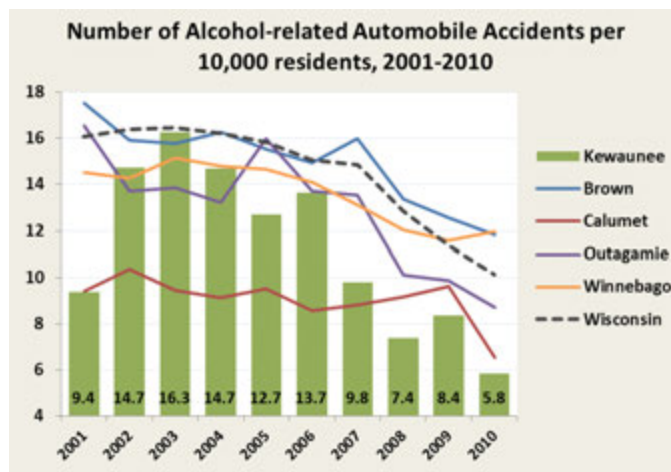
According to the Center for Disease Control, almost 30 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver every day of the year. This amounts to one death every 48 minutes, resulting in a cost greater than \$51 billion to the nation annually. In 2009, alcohol-impaired drivers were involved in about 1 in 3 crash deaths, resulting in nearly 11,000 deaths.

The rate of alcohol-related automobile accidents was peaking in the state and highest throughout the region in 2003. Kewaunee County, along with the region and state have all witnessed a steady decline in the number of alcohol-related automobile accidents, with Kewaunee County experiencing the greatest reduction of 64 percent from 2003 to 2010. From 2001 to 2010, Kewaunee County had the second lowest average rate in the five-county region of 11.3 alcohol-related automobile accidents per year, which is also below the state average of 14.5 accidents per year during the same time period.

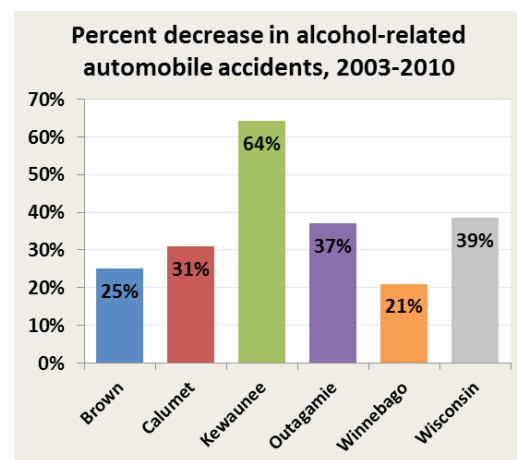
Child Abuse and Neglect

Child abuse and neglect is a serious problem. According to the Wisconsin Department of Children and Families, in 2010, 4,839 children were victims of maltreatment, a rate of 3.7 children per 1,000 children. In addition, according to the joint 2010 Child Maltreatment report by the U.S. Department of Health & Human Services, Administration for Children and Families, Administration on Children, Youth and Families and the Children's Bureau, nationally, the rate was 10.0 per 1,000 children. Children under 1 year old experienced the highest rate of victimization at 20.6 per 1,000 children.

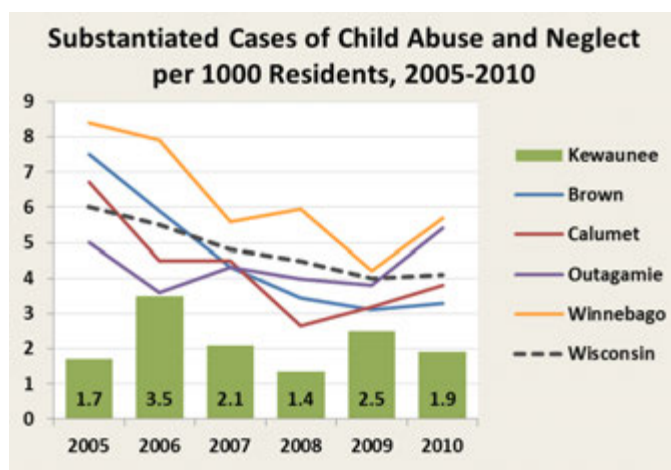
Kewaunee County has a very low rate of substantiated cases of child abuse and neglect—the lowest average in the region from 2005 to 2010 (2.2 cases per year). The five-county average over the same time period was 4.3 substantiated cases per year and the state average was 4.8 per year.



Source: WI Department of Transportation



Source: WI Department of Transportation



Source: WI Department of Children and Families



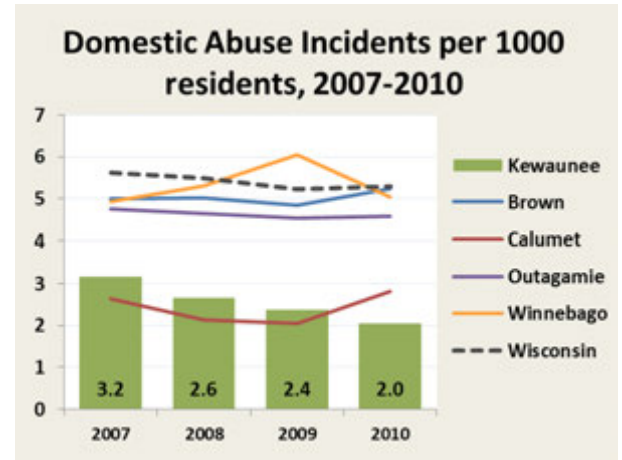
Safety

Domestic Violence

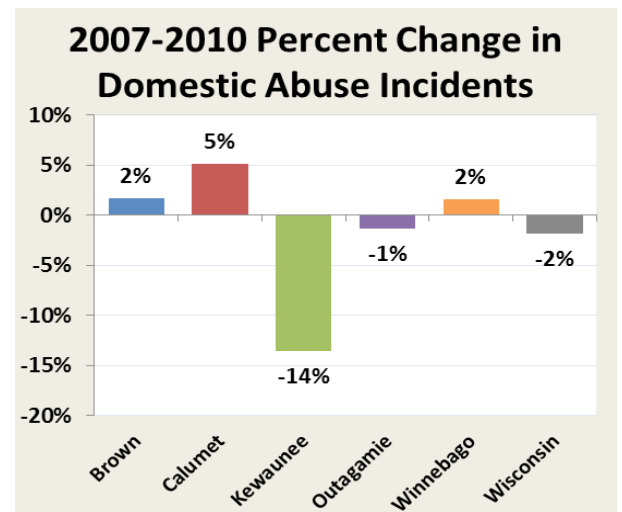
According to the Mayo Clinic, “Domestic violence—also called domestic abuse, battering or intimate partner violence—occurs between people in an intimate relationship. Domestic violence can take many forms, including emotional, sexual and physical abuse and threats of abuse. Men are sometimes abused by partners, but domestic violence is most often directed toward women and can happen in both heterosexual and same sex relationships.”

According to DomesticViolenceStatistics.org, every 9 seconds a woman is assaulted or beaten in the United States, and more than three women are murdered by their husbands or boyfriends every day in the US. Domestic violence is the leading cause of injury to women—more than car accidents, muggings, and rapes combined.

The region as a whole falls below the state rate of incidents of domestic abuse. Kewaunee County stands out with one the lowest incidents of domestic abuse and the steepest decline in this crime—14 percent annually and a total decline of 36 percent from 2007 to 2010. In 2010, Kewaunee County had the lowest incidence of domestic violence in the region with only 2.0 incidents per 1,000 residents. From 2007 to 2010 Kewaunee County had the lowest average rate of domestic violence of 2.6 cases per year, compared to the five-county region average of 4.0 cases per year and the state average of 5.4 cases per year during the same time period.



Source: WI Department of Justice



Source: WI Department of Justice



Self-Sufficiency

Self-Sufficiency Highlights:

- Free & reduced lunch program eligibility lowest in region and below state average.
- Percent of burdened households lowest in region and below state average.
- Number of FoodShare recipients per capita on par with region and below state average.
- Percent of residents in poverty rising; on par with region and below state average.

Self-Sufficiency

According to the United Way, “Being able to meet basic needs, like access to safe housing, adequate food, and medical care, enables individuals and families to build a stable life thus providing greater stability in our community.” Many families are faced with having to decide whether to pay for rent or food. And with rising child care and health care costs, more parents struggle to provide for their children. Many seniors cannot even afford such basic needs as heating their home when they have to pay for ever rising health care costs. Individuals and families need the tools and resources to become financially stable and self-sufficient, so that they can improve the quality of their lives and end their dependency on support programs.

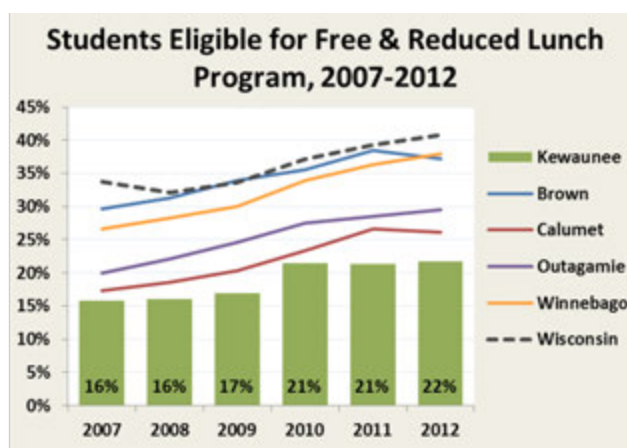
In this section, this report will examine four indicators

- Eligibility for Free & Reduced Lunch Program,
- Cost-burdened households,
- FoodShare recipients, and
- Poverty

Free & Reduced Lunch Program

For many families affording or adequately providing a lunch for their children is challenging. Studies make clear that a dependable healthy school lunch is essential for the success and performance of students. A lack of proper food intake is known as malnutrition or malnourishment. It not only implies a lack of food, but a lack of nutrients. While most American children may be taking in a great deal of calories, they may not be taking in essential nutrients, vitamins, and minerals, which can result in health problems, such as long-term neural brain damage. This can impact a child’s emotional responses, reactions to stress, learning ability, psycho-social behavior and lead to other medical complications.

Although there has been a 7 percent increase in the region of students qualifying for the free and reduced lunch program, Kewaunee County’s students have remained the lowest participants in the region from 2007 to 2012 with an average of 19 percent of students qualifying. This compares to the five-county region’s 30 percent and the state’s 36 percent of students eligible for the free and reduced lunch program.



Source: Department of Public Instruction



Self-Sufficiency

Cost Burdened Households

Housing affordability affects more than just where we live, it also determines the amount of remaining money to meet other needs. Which community a family lives in and the available school and employment options are all impacted by the housing one can afford.

The U.S. Department of Housing and Urban Development (HUD) defines, “families who pay more than 30 percent of their income for housing as *cost-burdened*,” According to a HUD report, twelve million U.S. renter and homeowner households now pay more than 50 percent of their income for housing. Families with one full-time worker earning the minimum wage cannot afford local fair-market rent for a two-bedroom apartment anywhere in the country. Lack of affordable housing is a significant hardship that prevents households from meeting other basic needs, such as nutrition and healthcare, or saving for their future and that of their families.

From 2007 to 2010, Kewaunee County had the lowest percent of cost-burdened households at an average of 24 percent compared to the five-county average of 26 percent and the state average of 29 percent.

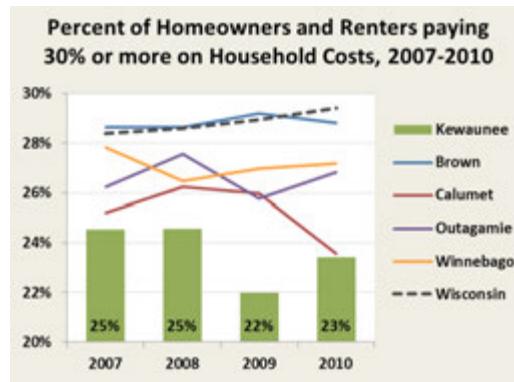
FoodShare Recipients

FoodShare Wisconsin was created by the Wisconsin Department of Health Services to help stop hunger and improve nutrition and health. FoodShare helps a wide variety of people with limited funds to buy healthy food each month. From 2005 to 2010, Kewaunee County has averaged a rate of 52 FoodShare recipients per 1,000 residents each year. Compared to the five-county region average rate of 57 and the state average rate of 94 FoodShare recipients annually.

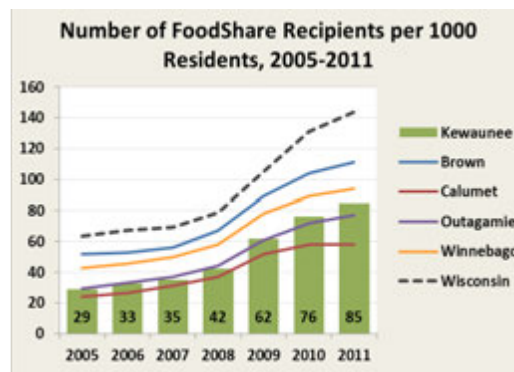
Poverty

According to the U.S. Census, in 2010, 15.1 percent or 46.2 million Americans were in poverty, a level not seen since the 1950's. According to the organization, Teaching Tolerance, “Some are thrown into poverty by illness or unemployment; others live in a seemingly endless cycle of poverty spanning lifetimes and generations.”

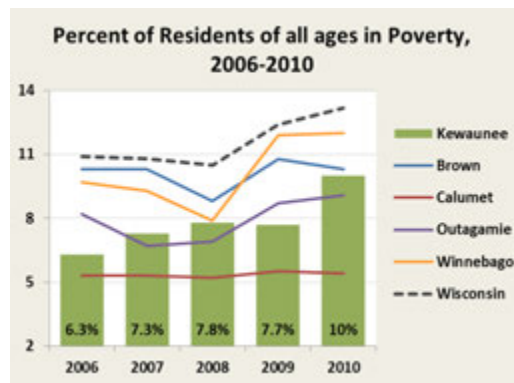
Likewise, Wisconsin, the region and Kewaunee County experienced an increase in the percent of Wisconsin residents in poverty. Kewaunee County experienced the greatest increase—59 percent—compared to the region's 19 percent increase and the state's increase of 21 percent. However, Kewaunee County's average percent of residents in poverty from 2006 to 2010 was 7.8 percent compared to the region's 8.3 percent and the state's average of 11.6 percent of residents in poverty.



Source: US Census ACS Table DP04



Source: Wisconsin Council on Children and Families



Source: US Census American Community Survey



Work

Work Highlights:

- Construction costs of new homes below region and on par with state.
- Unemployment rate on par with region; slightly below state.
- Proprietor earnings lowest in region and below state average; wage and salary disbursements experience largest growth.

Work

Work does more than provide families and individuals with the necessary income to pay for basic needs and afford additional recreation and leisure activities, the ability to work provides residents with a sense of purpose and usefulness in society.

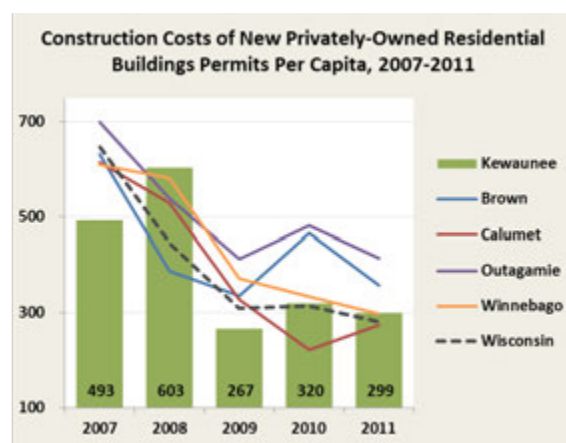
Robert Putnam, author of *Bowling Alone: The Collapse and Revival of American Community*, is most noted for his research on social capital and community structure. Putnam has since pulled together experts to work collaboratively on creating practical strategies for increasing Americans' connections with one another. In a report this group published, they found that, "Work is an increasingly important part of our lives. The average working American spends the majority of his or her waking hours on the job. Some of us live and breathe our work. Others of us work to pay our mortgages. Either way, the workplace has become an important source of social capital for millions of Americans – a center of meaning, membership, and mutual support. More than ever, we find our close friends and life partners on the job, we serve our communities through work-organized programs, and we use the office as a forum for democratic deliberation with people different from ourselves." Finding and possessing a job not only pays the bills but also gives people satisfaction in life and helps people form friendships and community. A job that is fulfilling is a critical part in creating a high quality of life.

In this section, this report will examine three indicators

- New home construction activity,
- Unemployment, and
- Proprietor earnings & salary and wage.

Construction Costs of New Homes

New home construction is a good metric for how well an economy is faring. According to the June 2012 report, *The U.S. Housing Market: Metrics of Recovery & Links to Economic Growth*, "The housing recovery is strongly linked to the overall performance of the economy, and more than anything else, a pick-up in construction will ultimately signal the recovery of the U.S. housing market." Since 2005, the new residential construction has been on the decline. From 2007 to 2011, Kewaunee County experienced the smallest decline in construction costs of new homes—39 percent—compared to the region with 46 percent and the state with a 56 percent decline during the same period.



Source: US Census - Building Permits Estimates



Work

Unemployment

The prospect of losing one's job with no replacement in sight can be one of the most stressful situations an individual faces. Without a regular source of income, many people would be unable to pay the mortgage on their home or afford the necessities they or their family requires.

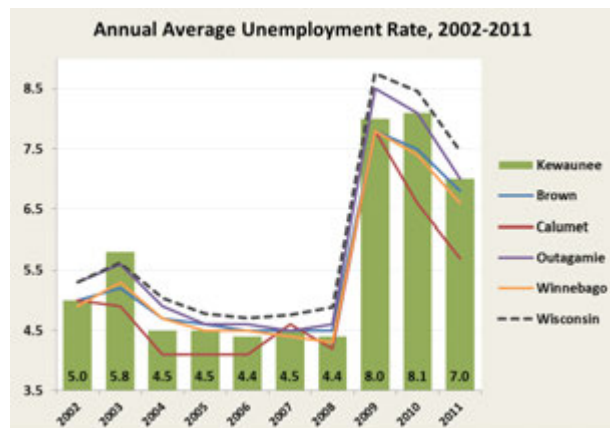
A Detroit, Michigan study conducted during the 1980's national recession, when several of the auto manufacturing plants were closing, found that unemployment and related financial hardship had a significant impact on increasing levels of conflict between family members. Another study with 300 men found that for those who were unemployed had significantly more physical achiness, depression, and anxiety than those employed. Those unemployed made significantly more visits to their physicians, took more medications, and spent more days in bed sick than did employed individuals.

Kewaunee County experienced a significant jump in its unemployment rate in 2009 along with the region and the state. From 2008 to 2009, Kewaunee County experienced an 82 percent increase in the unemployment rate, the median increase for the region and slightly greater than the state increase of 81 percent. Before and after this increase, Kewaunee County has remained slightly above the five-county region average but below the state rate.

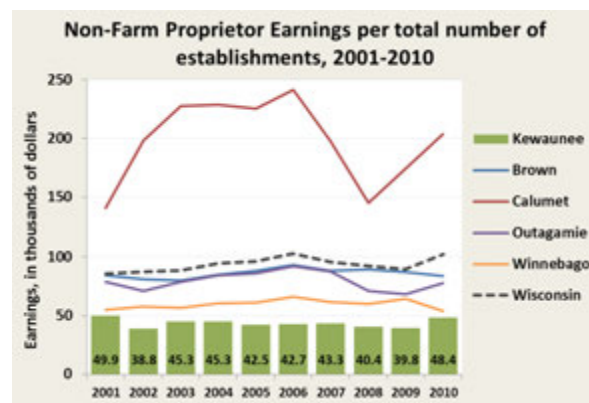
Proprietor Earnings, Wage & Salary

Proprietor earnings refer to employment and income from sole proprietorships, partnerships, and tax-exempt cooperatives. Wage and salary earnings refer to income earned by employees; those who work for someone else. Growth of proprietor employment and income can be a healthy sign that opportunities for entrepreneurship exist.

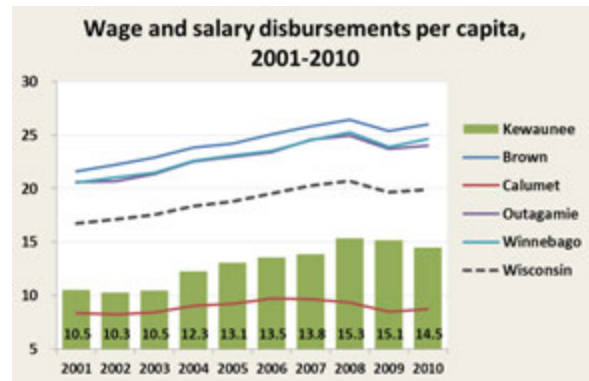
Kewaunee County non-farm proprietor earnings are the lowest in the region and have held steady from 2001 to 2010, averaging \$43,600 per establishment, well below the region and state averages, both which are \$93,500 per establishment. Kewaunee County wage and salary disbursements per capita are below the state and region average, at \$12,900 from 2001 to 2010. However, Kewaunee County wage and salary disbursements have experienced the largest growth in this time period—40 percent—while the five-county region experienced a 29 percent increase and the state a more modest 25 percent growth in wage and salary disbursements per capita.



Source: Bureau of Labor Statistics LAU



Source: Bureau of Economic Analysis, table CA05N





Kewaunee County Snapshot

Addendum

Kewaunee County and the Region—Social, Economic and Demographic Snapshot

Kewaunee County is located in east-central Wisconsin. Water factors strongly in the county, with Lake Michigan making up the entire eastern border and with an opening to Green Bay to the northwest. Neighboring counties include Door to the north, Brown to the west, and Manitowoc to the south.

COUNTY MORE RURAL.

- With a 2010 population of 20,642, Kewaunee County is less than half the size of the next smallest county—Calumet (the other counties range from eight to almost twelve times bigger).
- Land use patterns are dominated by undeveloped land used for agriculture and the average residential acres per person is greater than neighboring counties.
- Using 2007 figures, eighty percent of land in Kewaunee County is in farms (175,449 total acres or 196 acres per farm).

GROWTH HAS BEEN MODEST.

- The county has only grown modestly since 1970 (6.5%) and increased by 455 residents over the decade from 2000 to 2010 (a 2.3% increase).
- By contrast, the balance of the region increased by nearly eight percent over that same decade.
- However, Kewaunee County has seen a larger percent change in residential land area from 1980 to 2000 compared to the region.

RESIDENTS SOMEWHAT OLDER, HOMOGENOUS.

- From 2000 to 2010, Kewaunee County remained the county with the oldest average age population (41.2 years of age); becoming even more dominated by older persons than its neighbors (ranging from 36.0 to 37.5 years of age on average).
- Kewaunee County is the least diverse (96% white), but the region offers diversity with a growing Hispanic population (4.5% in 2010).

EMPLOYMENT PATTERNS ARE UNIQUE.

- At 13.7 percent, farm employment as a percent of total employment dominates Kewaunee County (compared to 1.6% for the region and 2.7% for the state).
- Employment by industry affirms that Manufacturing (25.8%) Construction (8.4%) are more dominant in Kewaunee County than the region.
- At less than 60 percent, service sectors jobs are considerably less important to Kewaunee County than the region (74.1%).
- At 11.7 percent, Travel and Tourism-related employment is slightly below the regional and state average (12.7% and 13.6%, respectively).
- Percent change in employment was slowest in Kewaunee County (25.9%) from 1970 to 2009 (compared to 120.6% for the region).



Kewaunee County Snapshot

REGIONAL PATTERNS DOMINATE.

- In the region as a whole, 73.8% of workers worked in the same county that they lived in (26.2% worked outside of their county of residence).
- In Kewaunee County, 53.3% of workers also lived in the county, but 46.7% of residents worked outside of Kewaunee County (Calumet County had the most people working outside of the county, likely attributable to the fact that Appleton sits on the border of Outagamie and Calumet counties, but the majority of business and industry lies in Outagamie County).
- Almost 35 percent of Kewaunee County workers traveled 30 minutes or more to get to work compared to less than 17 percent for the region.

INCOME SHOWS MIXED RETURNS.

- On a per capita basis, Kewaunee County income lags, but 2010 median household income (\$54,152) is 4.3% higher than the US average (\$51,914) and lags only Calumet (\$61,685) and Outagamie (\$55,914) counties in the region.
- Kewaunee County is about on par with the region in terms of families below the poverty line (6.3%); the region (6.2%) fares better than the US average (10.1%).
- A larger share of the county's income is derived from social security (31.9%) compared to the region (24.6%) and retirement income (17.5% compared to 15.4%).
- However, personal income grew most modestly in Kewaunee County (105.4%) from 1970 to 2009 compared to the region (155.8%).

EDUCATIONAL ATTAINMENT LAGS.

- The county has a slightly higher percentage of residents 25 years and over that do not have a high school degree, but the major difference lies in the percent with a bachelor's degree or higher—13.6% for Kewaunee County compared to 24.8% for the region.

HOUSING STOCK IS OLDER.

- In 2010, not quite 90 percent of Kewaunee County housing was occupied compared to almost 94 percent for the region.
- Forty-six percent of Kewaunee County housing stock was built in 1959 or prior, compared to 33.3 percent for the region.
- Median monthly mortgages and rents are lower in Kewaunee County than other counties in the region, but they consume a similar percentage of earnings (income being lower).
- At nearly 5 percent, Kewaunee County has the largest share of second homes of all the counties in the region (1.6%).

Kewaunee County Quality of Life Report 2012

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