

VITAL SIGNS

COMMUNICATING THE ECONOMIC & SOCIAL HEALTH
OF THE MARSHFIELD AREA COMMUNITY

JULY 2015



Photo by American Images®, Marshfield, WI

INTRODUCTION

Vital Signs is produced by a partnership between Marshfield Area United Way, the Marshfield Area Community Foundation, and the City of Marshfield. 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.

Fourth Edition

When possible, data in the report spans a decade from
2004-2014



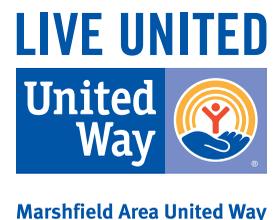
Jason Angell



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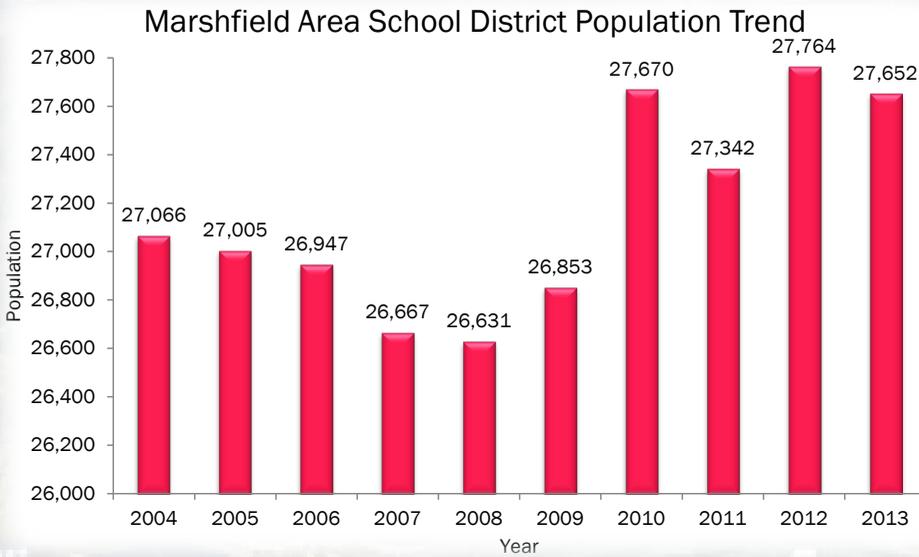
Paula Jero



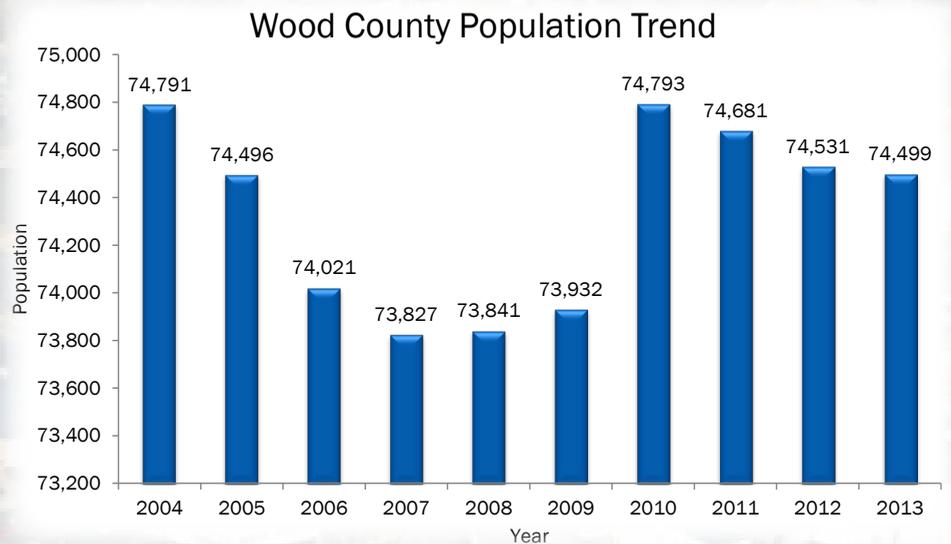
POPULATION

Population for the area was estimated by using the Marshfield School District as the examined area. The population trend for the Marshfield School District was relatively uniform from 2004 to 2006 at 27,000 people. In 2007 & 2008 the school district population saw its population decrease hitting its lowest population total in 2008 at an estimated 26,631 people. The population saw a significant increase from 2008 to 2010 and has since averaged around 27,600 over the past four years.

The population trend for Wood County from 2004 to 2008 was on a gradual decline. There was a slight increase in the estimated population in 2010 (census year) to 74,793 people but has since shown a downward trend in estimated population in the county.



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

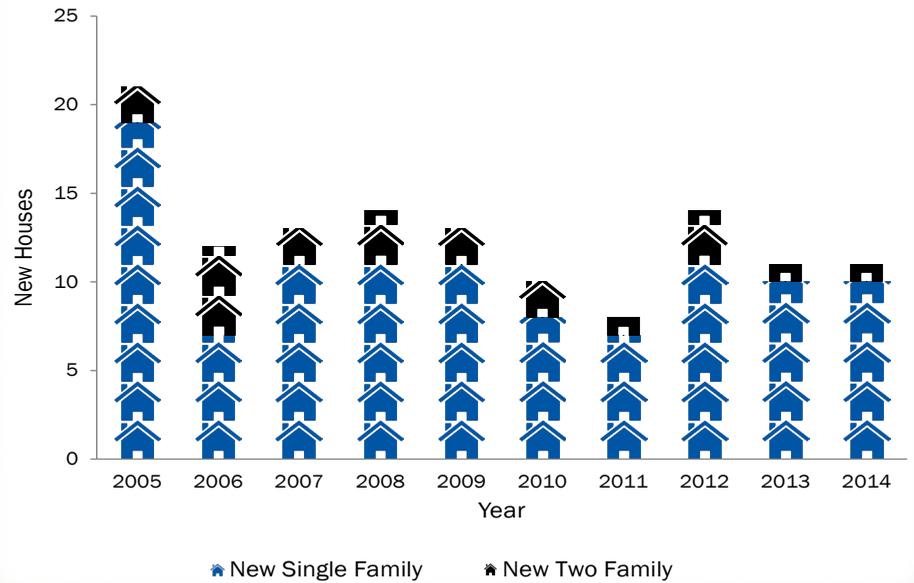


Source: U.S. Census Bureau – Population Estimates, Counties

NEW HOME CONSTRUCTION

From 2000 until 2005, Marshfield saw its greatest years in new home construction. This is attributed to the City's development assistance program that provided funding assistance to local developers to increase residential inventory. Since the program ended in 2005, new home construction has returned to its historic average of twelve homes per year.

City of Marshfield New Home Starts



Source: Marshfield Economic Development 2014 Annual Report

NON-RESIDENTIAL PROJECTS

City of Marshfield Non-Residential Projects



The total number of non-residential construction projects in Marshfield has oscillated over the past decade. Non-residential construction projects consist of: new non-residential buildings, non-residential alterations/remodel/repair, and non-residential additions. Non-residential alterations, remodels, and repairs have historically accounted for the majority of the non-residential construction projects. Over the past ten years, new non-residential buildings and non-residential additions have both trended downward.

Source: Marshfield Economic Development 2014 Annual Report

HOME VALUE

From 2005 to 2007, the average sale price of a home significantly increased from \$120,403 to \$141,122. The average sale price of a home in Marshfield then gradually decreased every year until 2010 averaging out near the value in 2005. In 2012, the average sale price fell to \$111,870 but has since recovered to an average value around \$123,500 in 2014.

Average Sale Price of Single Family Homes in Marshfield



Source: 2014 Marshfield Housing Study

FORECLOSURES

As would be suspected, during the Great Recession, the number of foreclosures in Wood County increased dramatically. Wood County foreclosures nearly doubled from 2007 to 2009 increasing by 89%. Since 2009, foreclosures in Wood County have steadily declined. In 2014, there were 127. The lowest there has been since 2007. For the past six years, Marshfield has consistently accounted for approximately 25-30% of the county foreclosures every year.

Foreclosures in Wood County

Year	Total Wood County Foreclosures	Marshfield Foreclosures	Other Wood County Foreclosures
2007	141	32	109
2008	207	44	163
2009	266	67	199
2010	246	70	176
2011	228	58	170
2012	206	50	156
2013	163	41	122
2014	127	34	93

Source: Wisconsin Circuit Court Access System

EDUCATIONAL ATTAINMENT

Educational attainment for the population of people 25 years or older in the city of Marshfield has remained rather consistent over the past five years. On average, 11% of this age population does not have a high school diploma, 33% have a high school level education, and 26% of this age population have a bachelor's, graduate, or professional degree. A further breakdown of this can be seen below:

2009

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

2010

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

2011

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

2012

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

2013

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

Educational Attainment, Population 25 Years and Older

2013	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.3%	6.2%	32.8%	21.2%	9.6%	17.7%	9.1%
Marshfield	4.6%	6.6%	32.4%	20.2%	9.8%	15.9%	10.5%
Wisconsin Rapids	3.0%	5.8%	39.0%	24.5%	13.1%	10.1%	4.5%
Stevens Point	2.7%	3.4%	28.8%	23.9%	8.6%	20.8%	11.9%
Wausau	6.1%	6.2%	32.8%	19.1%	11.3%	15.7%	8.6%
2012	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.4%	6.4%	33.1%	21.3%	9.4%	17.5%	8.9%
Marshfield	3.5%	7.2%	32.6%	20.1%	9.8%	17.6%	9.2%
Wisconsin Rapids	4.1%	7.1%	37.7%	25.7%	11.8%	9.3%	4.3%
Stevens Point	3.5%	3.2%	30.5%	22.8%	8.4%	20.4%	11.2%
Wausau	6.8%	6.5%	32.1%	19.4%	10.7%	15.4%	9.1%
2011	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.6%	6.6%	33.6%	21.0%	9.1%	17.3%	8.8%
Marshfield	3.6%	7.1%	32.6%	20.5%	10.2%	16.7%	9.3%
Wisconsin Rapids	4.7%	7.6%	37.6%	25.7%	12.2%	7.9%	4.3%
Stevens Point	3.9%	3.4%	30.5%	23.3%	7.7%	20.2%	11.0%
Wausau	6.6%	7.0%	32.7%	19.8%	10.1%	15.4%	8.4%
2010	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.8%	6.9%	34.0%	20.6%	9.0%	17.1%	8.6%
Marshfield	3.3%	7.9%	32.9%	18.9%	10.3%	17.1%	9.6%
Wisconsin Rapids	4.8%	8.4%	36.7%	25.5%	11.5%	8.4%	4.7%
Stevens Point	3.6%	3.7%	30.8%	21.8%	6.9%	20.6%	12.6%
Wausau	6.8%	7.0%	32.5%	20.4%	10.5%	14.5%	8.3%
2009	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.8%	7.2%	34.3%	20.5%	8.8%	17.0%	8.4%
Marshfield	4.9%	8.2%	34.2%	17.7%	9.0%	16.4%	9.6%
Wisconsin Rapids	6.2%	8.5%	37.5%	23.0%	11.5%	9.4%	3.9%
Stevens Point	4.4%	3.9%	31.1%	22.1%	6.0%	20.2%	12.3%
Wausau	7.6%	7.0%	32.1%	20.2%	9.9%	14.7%	8.5%

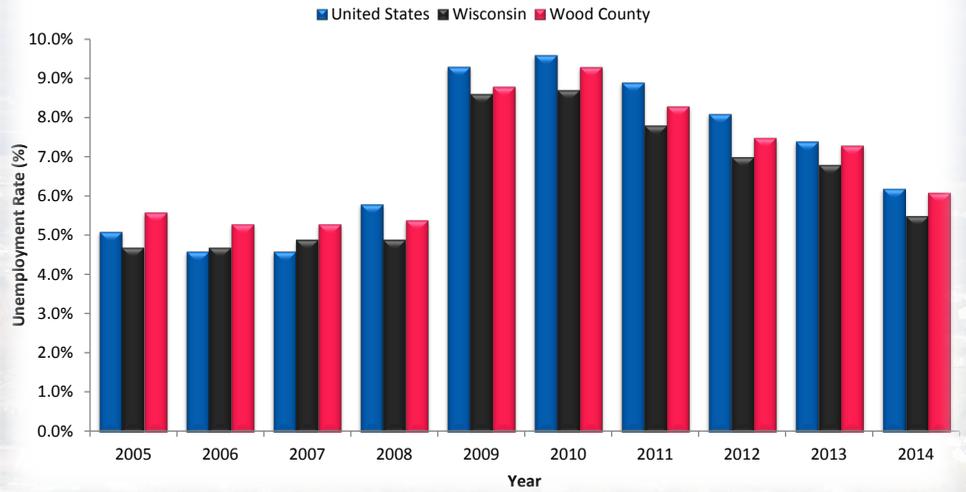
Please note: Data included is for city limits of each municipality listed.

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

UNEMPLOYMENT

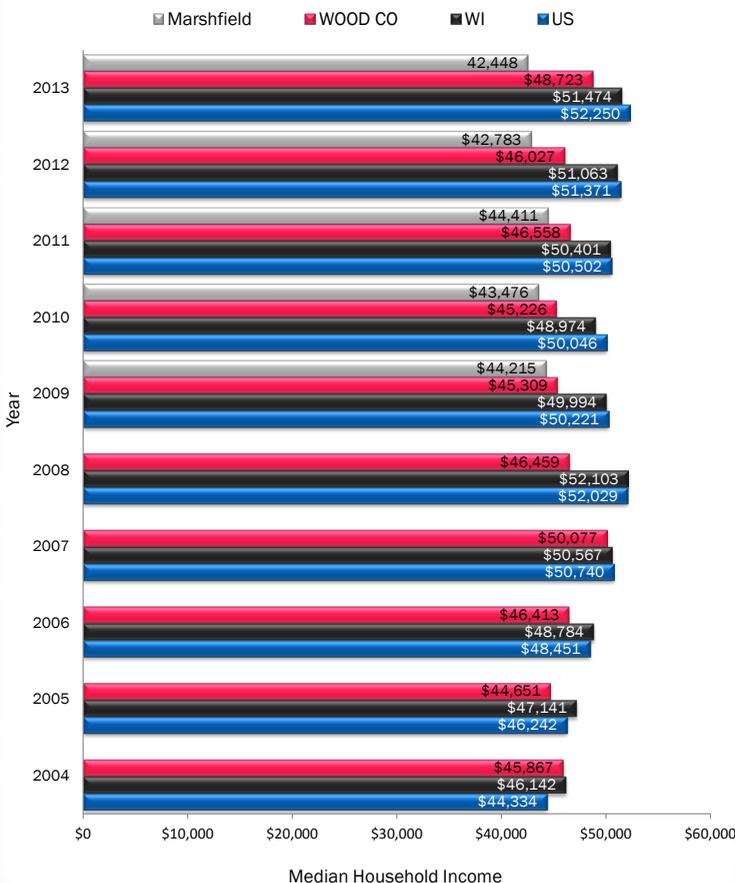
Wood County's annual unemployment rate has been higher than the state of Wisconsin's over the past decade. From 2007 to 2010, the Wood County unemployment rate jumped from 5.3% to 9.3%, increasing 4%. 2010 was the highest annual unemployment rate for Wood County (9.3%), the State of Wisconsin (8.7%), and the United States (9.6%). Wood County's annual unemployment rate was higher than the National rate from 2005 until 2007. Since 2009, both the Wisconsin unemployment rate and the Wood County unemployment rate have remained below the National unemployment rate though the unemployment rate for Wood County has been closer to the National unemployment than Wisconsin's. In 2014, the Wood County annual unemployment rate was 6.1%. The state average was 5.5%.

Annual Unemployment Rate



Source: <http://worknet.wisconsin.gov/>. Note: The information on this site is updated regularly. The same search run at another time may produce different results.

Median Household Income



INCOME

The gap between median household income for the city of Marshfield compared to Wisconsin and Wood County is widening. In 2009, Marshfield's median household income was 11.55% lower than the State's and 2.4% lower than Wood County's. In 2013, Marshfield's median household income was 17.5% lower than the State's and 12.8% lower than the county's. Below, are comparisons between Marshfield's median household income versus Wisconsin and Wood County's median household income over the past five years:

vs. State of Wisconsin	vs. Wood County
2009 — ↓ 11.55%	2009 — ↓ 2.4%
2010 — ↓ 11.2%	2010 — ↓ 3.9%
2011 — ↓ 11.9%	2011 — ↓ 4.6%
2012 — ↓ 16.2%	2012 — ↓ 7%
2013 — ↓ 17.5%	2013 — ↓ 12.8%

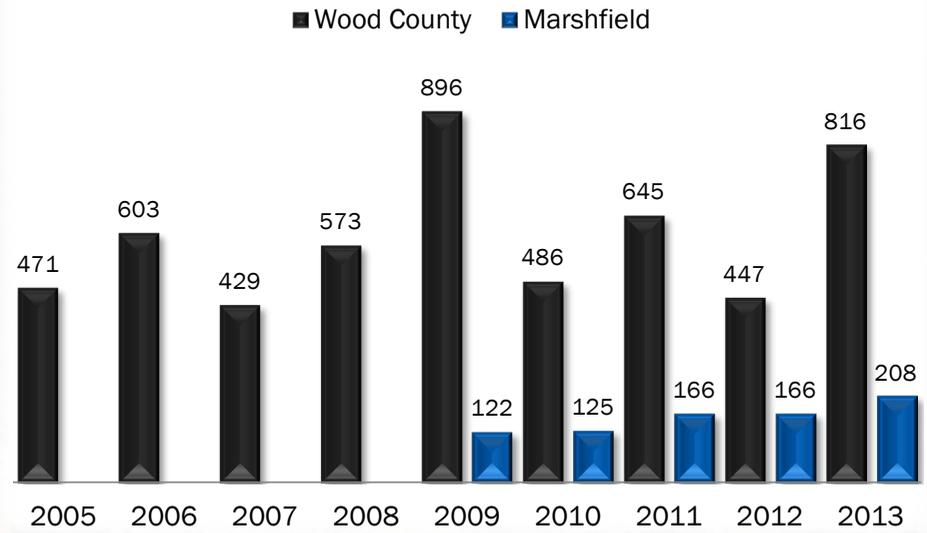
Source: U.S. Census Bureau — Small Area Income and Poverty Estimates (SAIPE) Program

ECONOMIC ASSISTANCE

PUBLIC ASSISTANCE INCOME

Households in Wood County receiving some type of public assistance income* (examples of public assistance income includes, but is not limited to: Section 8 housing, W-2 participants, child care assistance) peaked in 2009 at 896. That number fell by nearly 50% in the next year and bounced back up in 2011 increasing by 159 recipients from 2010. From 2012 to 2013, it's estimated that the number of public assistance income recipients nearly doubled, going from 447 to 816. Though the increase was significant in Wood County (+369), recipients in Marshfield only increased by 42.

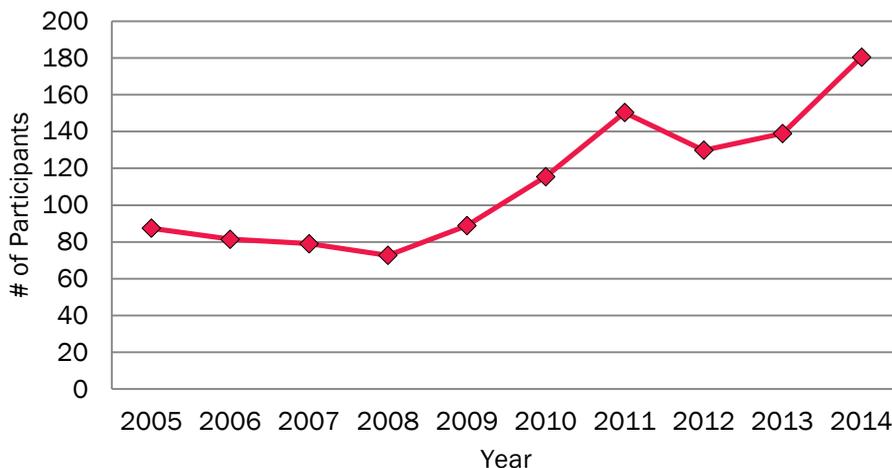
Public Assistance Income Recipients



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

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

Yearly Average W-2 Caseload Wood County



WISCONSIN WORK (W-2) PROGRAM

The W-2 program helps individuals prepare for a job, find and keep a job, collect child support, help with child care, and move families toward becoming self-sufficient. After the economic downturn, the average caseload increased every year through 2011 reaching an average of 105 participants. 2012 and 2013 remained constant at approximately 135 participants in Wood County. The average caseload in 2014 was 181 reaching the highest number of participants over the past decade.

Source: Wisconsin Department of Children and Families

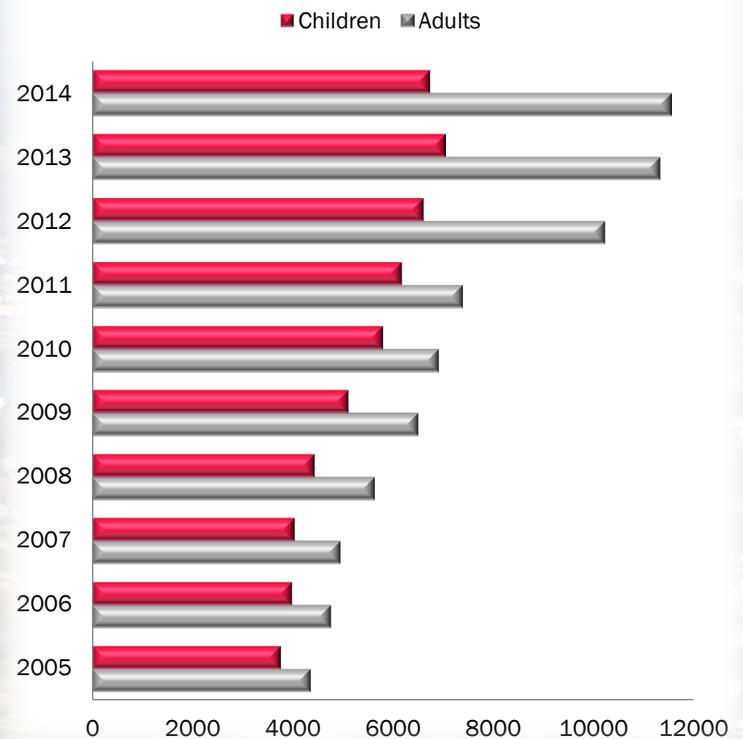
ECONOMIC ASSISTANCE

FOODSHARE WISCONSIN

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

Historically, FoodShare participation has increased nearly every year. However, in 2014, Wood County remained relatively flat decreasing slightly from 18,332 individuals in 2013 to 18,242 in 2014. Of the 18,242 participants in 2014, 11,532 of them were adults and 6,710 were children. It should be noted that 50% of FoodShare recipients are 24 or younger.

Unduplicated Food Stamp/FoodShare Recipients Wood County



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

FoodShare Wisconsin Program at a Glance

- 14.4% of the 5.7 million people in Wisconsin receive FoodShare. In 2009, 12.4% of the state population was at or below the federal poverty rate. This is about 2% lower than the National rate.
- 55% of the recipients are female and 45% are male. 59% are adults and 41% are minors.
- 39% of households have minors in them. Of the households that contain minors, 66% have one parent in the household, 32% have two parents, and 2% have no parents in the household. "Parent" is defined as a biological or adoptive parent.
- Children, between ages 5-9 make up the largest 5 year age grouping, making up 13% of recipients. 50% of FoodShare recipients are 24 and younger.
- 22% of FoodShare recipients are either, elderly, blind, or disabled. 40% of households contain at least one individual that is, either elderly, blind, or disabled. The average allotment for households that contain an elderly, blind, or disabled member is at \$145. However 25% of the EBD caseload is receiving an allotment of \$20 or less.
- 33% of the households have at least one person working. The average monthly earned income of those households is \$1234. 39% of adult FoodShare recipients are employed.
- A "working family" is defined as a FoodShare household that contains at least one minor, at least one parent of a minor, and at least one employed recipient. Working families make up 20% of the statewide FoodShare households, average 3.6 persons per household and average \$1,500 in earned income per month.

Source: WI Department of Health Services FoodShare Wisconsin Data - December 2014 Summary

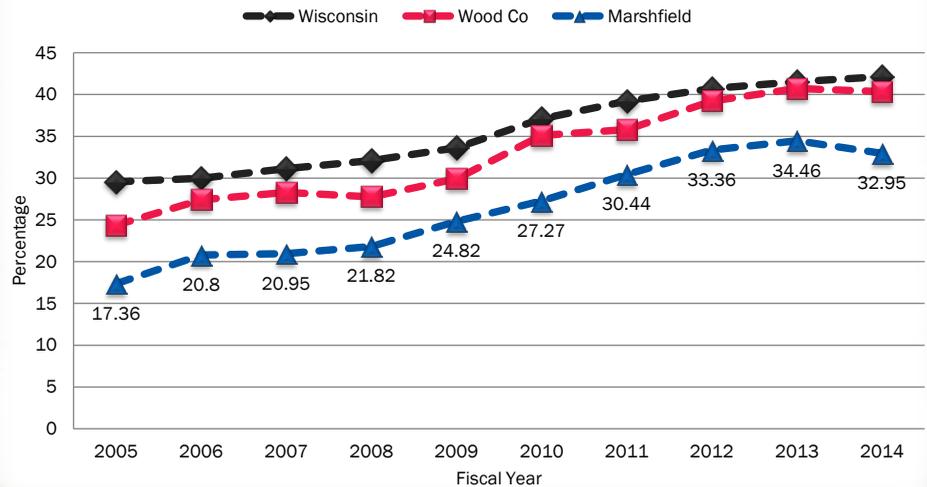
ECONOMIC DISADVANTAGE

FREE AND REDUCED MEALS PROGRAM PARTICIPATION

Though Free and Reduced Meals program participation in the Marshfield School District has doubled over the past ten years, the Marshfield School District has historically had a lower percentage of students enrolled in the program compared to Wood County and Wisconsin. From 2008 to 2012, Marshfield was, on average, increasing participation by 3 percentage points each year, which was at a greater rate than both county and state participation. Most recently, all three (State, County, and Marshfield) percentages increased at a similar rate of about one percent from 2012 to 2013. In 2014 though, the state and county free and reduced rates remained relatively flat and Marshfield's rate fell by 1.5%.

Currently, 32.95% of public students participate in the Free and Reduced Meals Program.

Percent of Public Students Participating in Free and Reduced Meals Program



Source: Wisconsin Department of Public Instruction

NUTRITION ON WEEKENDS (NOW) PROGRAM

The Nutrition On Weekends program is a collaborative, community effort to target childhood hunger. The program was created in response to data collected from 8th, 10th, and 12th grades students in the 2012 Youth Risk Behavior Survey. Over twenty percent of students surveyed indicated he/she had gone to bed hungry at least once in the past thirty days because there was not enough food in the home. The program provides healthy, easy-to-prepare nutritional foods for children during the weekend. The program started serving children in our area in October 2013.

In the past year, the NOW program has expanded at a rapid rate going from serving 113 students in two school districts to now serving nearly 300 students in four school districts.

It should be noted that there is a summer program offered to NOW families, however, certain barriers, like transportation, keep families from being able to participate.

Those who have gone hungry in the <u>past 30 days</u> because there was not enough food in their home.		
	2012	2015
Middle School	20.30%	24.20%
High School	21.40%	22.30%
NOW PROGRAM ENROLLMENT		
	2013-2014	2014-2015
Marshfield School District		
Lincoln Elementary	20	15
Madison Elementary	15	20
Grant Elementary	24	58
Nasonville Elementary	17	14
Washington Elementary	-	13
Marshfield Middle School	-	16
Marshfield High School	-	2
Granton School District	37	49
Spencer School District	-	48
Auburndale School District	-	16
North Wood County Head Start	-	46
Total	113	297

Source: 2012, 2015 Youth Risk Behavior Survey

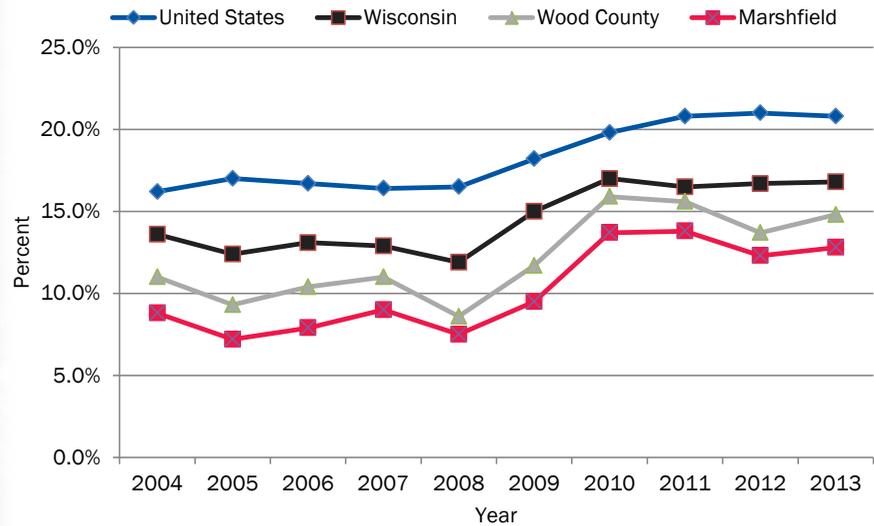
ECONOMIC DISADVANTAGE

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

The Marshfield School District, historically, has a lower percentage of children ages 5-17 in families in poverty compared to national, state and county levels. Though Marshfield has had a lower percentage of children in poverty, the rate at which the number of children in poverty in Marshfield has grown in the past decade has been at a faster rate than all others. Over the past ten years, national, state, county and local percentages for children in poverty have increased by the following percentages:

- National: +29.2%
- State: +64.7%
- Wood: +78.3%
- Marshfield: +91.0%

Percent of Children Ages 5-17 in Families in Poverty



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

Youth Risk Behavior Survey Mental Health ?'s	2012	2015
Those who reported feeling so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities during the <u>past 12 months</u> .		
Middle School	19.30%	20.70%
High School	21.20%	21.70%
Those who seriously considered attempting suicide during the <u>past 12 months</u> .		
Middle School	12.80%	14.70%
High School	12.00%	12.50%
Those who reported actually attempting suicide in the <u>past 12 months</u> .		
Middle School	5.30%	5.30%
High School	6.10%	6.40%
Those who made a suicide attempt resulting in an injury, poisoning, or overdose that had to be treated by a medical professional.		
Middle School	N/A	N/A
High School	6.30%	2.10%
Those who reported having any long-term emotional or mental health problems like depression, anxiety, ADD/ADHD, eating disorders or cutting.		
Middle School	N/A	N/A
High School	22.80%	27.30%

Source: 2012, 2015 Youth Risk Behavior Survey

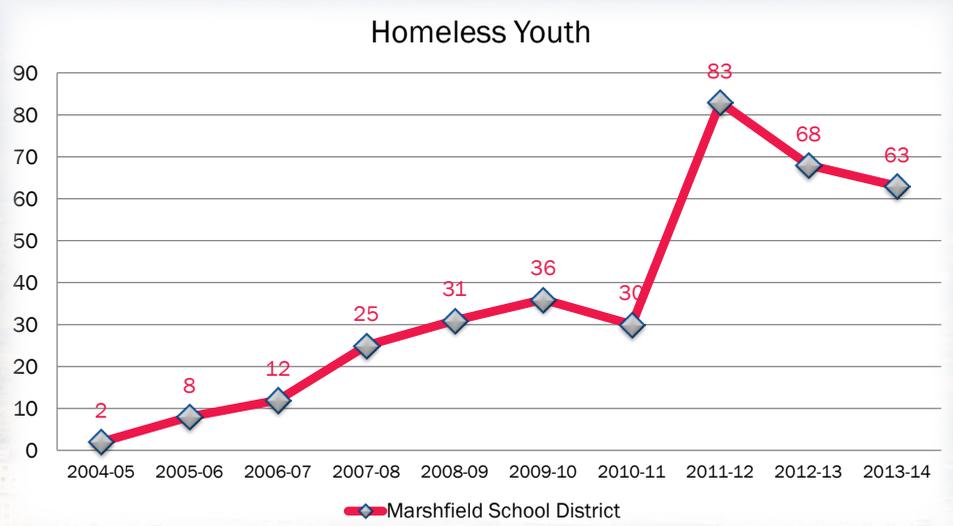
MENTAL HEALTH SNAPSHOT (YOUTH)

This data was taken from the Youth Risk Behavior Survey given to middle and high school students at both Marshfield public and private schools. The survey is anonymous and optional. Topics the survey covers include: alcohol and drug use, violence related behavior, bullying, distracted driving, mental health, hunger and healthy lifestyle behaviors. According to the data from the survey, 20% of children's lives in our community have been affected by having feelings of sadness/hopelessness, an alarming amount (approximately 13%) have considered attempting suicide and about half of those that have considered it have actually attempted to commit suicide.

ECONOMIC DISADVANTAGE

NUMBER OF HOMELESS YOUTH (Marshfield Public School District)

Homelessness correlates directly to poor academic achievement and an increased dropout rate. The Marshfield School District defines homeless children and youth as individuals who lack a fixed, regular, and adequate night-time residence. The number of homeless students spiked in the 2011-12 school year with 83 students reported. This is an alarming increase in homeless youth numbers, as just seven years prior in the 2004-05 school year, there were two reported homeless youth in Marshfield. Since peaking in 2011-12, the number of homeless youth has gradually declined.



Source: Wisconsin Department of Public Instruction

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

MONTHLY POINT – IN – TIME SURVEY

North Central Community Action Program, Inc. (NCCAP) provides services to low-income persons to alleviate poverty and encourage self-sufficiency. NCCAP conducts a monthly (Point-in-Time) survey of sheltered homeless persons in the city of Marshfield one (random) day of every month in the year. The chart on the right has the monthly Point-In-Time numbers for 2014. In 2014, there were an average of 21.25 persons in families and 4.66 singles per month that experienced homelessness. The number of homeless people per month in families increased dramatically upon the Frederic Ozanam Transitional Shelter opening its doors in April. Before the shelter was open, it was difficult to measure the number of families experiencing homelessness throughout the year.

2014	Family	Single
January	2	3
February	2	4
March	2	4
April	2	4
May	21	2
June	37	0
July	28	11
August	40	5
September	34	4
October	46	6
November	30	4
December	13	9
Data for both family and singles is persons per month		

Source: North Central Community Action Program

COMMUNITY RESOURCE REFERRAL

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

Though overall call volume is down, United Way's 2-1-1 projects that, on average, 1.5 referrals are made per call. Access to the information database online continues to average about 30,000 visits a year.

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

United Way's 2-1-1 Website Visits

2011	32,400
2012	24,000
2013	30,000
2014	28,500

Top 10 2-1-1 REFERRALS - CITY OF MARSHFIELD

2011 CALLS - 627

1. ELECTRIC SERVICE PAYMENT ASSISTANCE
2. LOW INCOME HOUSING
3. RENT PAYMENT ASSISTANCE
4. GAS MONEY
5. FOOD PANTRIES
6. ADRC
7. COMPREHENSIVE INFORMATION & REFERRAL
8. OUTREACH PROGRAMS
9. HEATING FUEL PAYMENT ASSISTANCE
10. HOUSING AUTHORITIES

2012 CALLS - 635

1. FOOD PANTRIES
2. RENT PAYMENT ASSISTANCE
3. ELECTRIC SERVICE PAYMENT ASSISTANCE
4. GAS MONEY
5. LOW INCOME HOUSING
6. ADRC
7. HOUSING AUTHORITIES
8. AARP TAX AIDE PROGRAM
9. DIRECTORY ASSISTANCE
10. HEATING FUEL PAYMENT ASSISTANCE

2013 CALLS - 533

1. FOOD PANTRIES
2. ELECTRIC SERVICE PAYMENT ASSISTANCE
3. RENT PAYMENT ASSISTANCE
4. VOLUNTEER RECRUITMENT
5. HOUSING AUTHORITIES
6. FREE SCHOOL SUPPLIES
7. AARP TAX AIDE PROGRAM
8. ADRC
9. HOMELESS MOTEL VOUCHERS
10. LOW INCOME HOUSING

2014 CALLS - 595

1. RENT PAYMENT ASSISTANCE
2. FOOD PANTRIES
3. ELECTRIC SERVICE PAYMENT ASSISTANCE
4. HOUSING AUTHORITIES
5. VOLUNTEER RECRUITMENT/PLACEMENT
6. GAS MONEY
7. TAXI SERVICES
8. HEATING FUEL PAYMENT ASSISTANCE
9. AGING AND DISABILITY RESOURCE CENTER
10. GENERAL LEGAL AID, LOW-INCOME/SUBSIDIZED PRIVATE RENTAL HOUSING, PUBLIC FOUNDATIONS

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
Communications Director
Marshfield Area United Way

INDICATOR SUMMARY

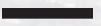
POPULATION

Though population in the Marshfield School District area has remained rather flat since 2010 (census year), the population for Wood County has shown a gradual decline.



CONSTRUCTION

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



HOUSING VALUE

The average sale price of a home in Marshfield is on the rise the past couple of years, increasing 10.5% since 2012.



FORECLOSURES

Marshfield and Wood County foreclosures have decreased by 52% and 49%, respectively since 2009.



UNEMPLOYMENT

Wood County unemployment has declined nearly 3% since 2009.



INCOME

Median household income in Marshfield has fallen 4% since 2009. Conversely, Wood County median household income has increased 7.5% over the same time period.



ECONOMIC ASSISTANCE

Public assistance income recipients in Marshfield have increased by 70% since 2009. Additionally, the average W-2 caseload in Wood County has increased by 56% in the past five years.



FOOD INSECURITY

The number of FoodShare recipients in Wood County has increased by 44% since 2010. The free and reduced meal participation rate for the Marshfield School District has increased by nearly 6% over the same time period. Also worth noting, food pantries have been the top two referrals United Way's 2-1-1 program has made to residents in the Marshfield area since 2012.



