

## Community Description

The City of Marshfield, located in central Wisconsin, lies within both Marathon and Wood County and is the largest city within Wood County. Settled around 1818 Marshfield has grown from a lumber and trading community into a dynamic community.

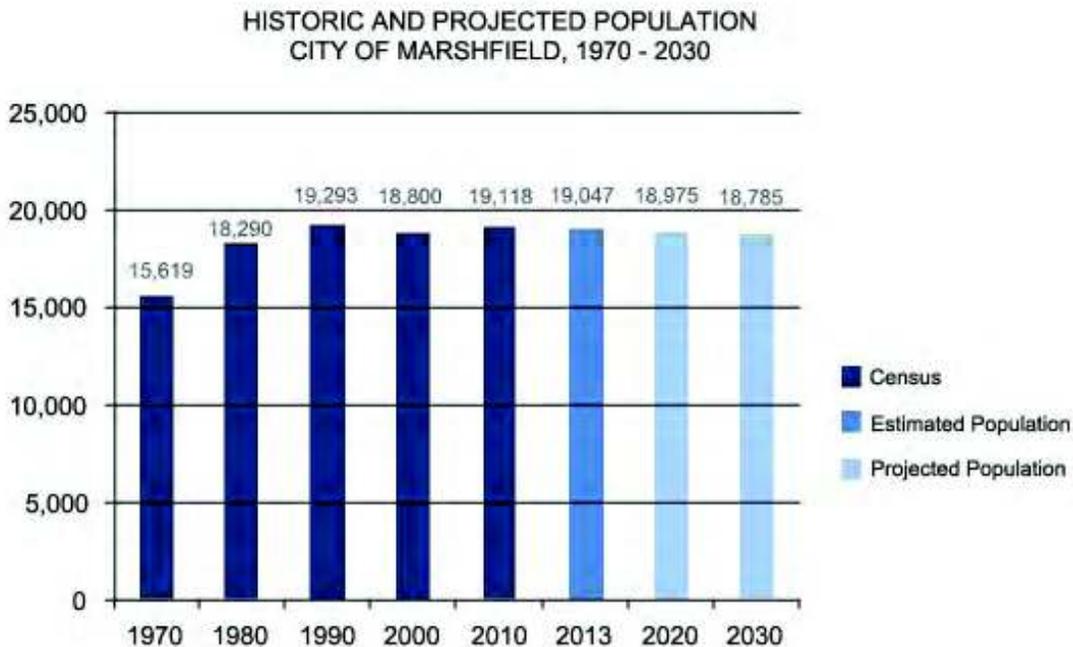
Marshfield highlights include a historic downtown, the UW-Marshfield/Wood County and Mid-State Technical College campuses, Marshfield Clinic (the largest private group medical practice in Wisconsin) and Saint Joseph's Hospital, a 500-plus bed tertiary care teaching facility. Marshfield is also home to the Central Wisconsin State Fair and the world's largest round barn.

### A. Social

#### Population trends

Between 1990 and 2010, Marshfield population has remained stable. According to the 2020 and 2030 population estimates produced by the Wisconsin Department of Administration, the population of the City is estimated to remain close to or even drop slightly from 2010 levels.

<http://www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Demographic-Services-Center>



Numbers taken from the Wisconsin Department of Administration  
<http://www.doa.state.wi.us/subcategory.asp?linksubcatid=105&locid=9>

### Age and Gender

2010 census figures show that persons less than 18 years old made up 20.9% of the population and persons 65 years and older made up 18.4%, leaving 60.7% of the citizens between these age ranges. The numbers of children were very close to the state percentages while the population of senior citizens was somewhat higher than state numbers.

Census figures show the 2010 median age of City of Marshfield residents was 41.3 years and the 2000 median age was 38.7 years, which suggests the City's overall population is aging. However, this trend is also becoming more of an issue in many other municipalities in Wood County and the state as the "Baby Boom" generation continues to age.

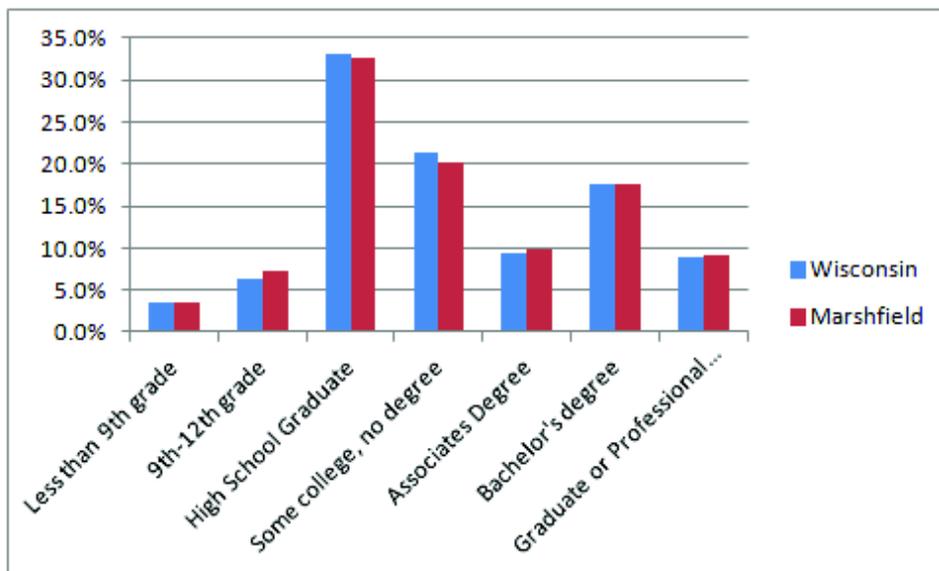
Women made up 52.7% of Marshfield's population as compared to 50.4% in the state of Wisconsin.

<http://quickfacts.census.gov/qfd/states/55/5549675lk.html>

### Housing, Education, and Income

The 2010 census revealed 8,777 households in Marshfield. 4,995 of these were family households and 3,782 were classified as nonfamily households with the householder living alone in 3,228 cases. 5,260 of the 8,777 occupied housing units were owner-occupied and 3,517 were renter occupied.

#### EDUCATIONAL ATTAINMENT OF POPULATION 25 YEARS AND OLDER



The percentage of Marshfield residents age 25 and older with at least a High School diploma has increased from 82.8% in 2000, to 89.3% in 2012. The percentage of those

who have pursued additional education past high school graduation has also continued to increase. In addition to the local public and private school system, opportunities for higher level degrees and certificate programs are available at the Mid-State Technical College and the University of Wisconsin-Marshfield.

The median household income for Marshfield families for 2012 was \$42,783, up from \$37,248 in 2000. Per capita income was listed as \$27,326.

<http://quickfacts.census.gov/qfd/states/55/55496751k.html>

### **Employment Characteristics and Forecasts**

The US Census Bureau prepares economic data and forecast reports for various municipalities and for the state as a whole. Information in this section is based on two reports: *Profile of Selected Economic Characteristics: 2000* and *Selected Economic Characteristics 2008-2012 American Community Survey 5-Year Estimates.*”

Overall, Marshfield experienced very slight employment increases between 2010 and 2012 (about 0.5%).

The 2000 Census reported that approximately 85% of Marshfield workers ages 16 and older were employed in the private sector, 9% were government workers, and 6 percent were self-employed. The American Community Survey of 2012 report indicates that these numbers changed very little. In 2012, 87% of the Marshfield workers were employed in the private sector, 9% government sector, and 4% were self employed.

## **B. Physical Description**

Marshfield is located primarily in the northwest corner of Wood County where U.S. Highway 10, Highway 13 and Highway 97 meet. Its nearest neighbors are Neillsville, Pittsville, Granton, Nekoosa, Wisconsin Rapids, Stevens Point, and Wausau. While the majority of the city is in Wood County, a small northern piece is located in Marathon County.

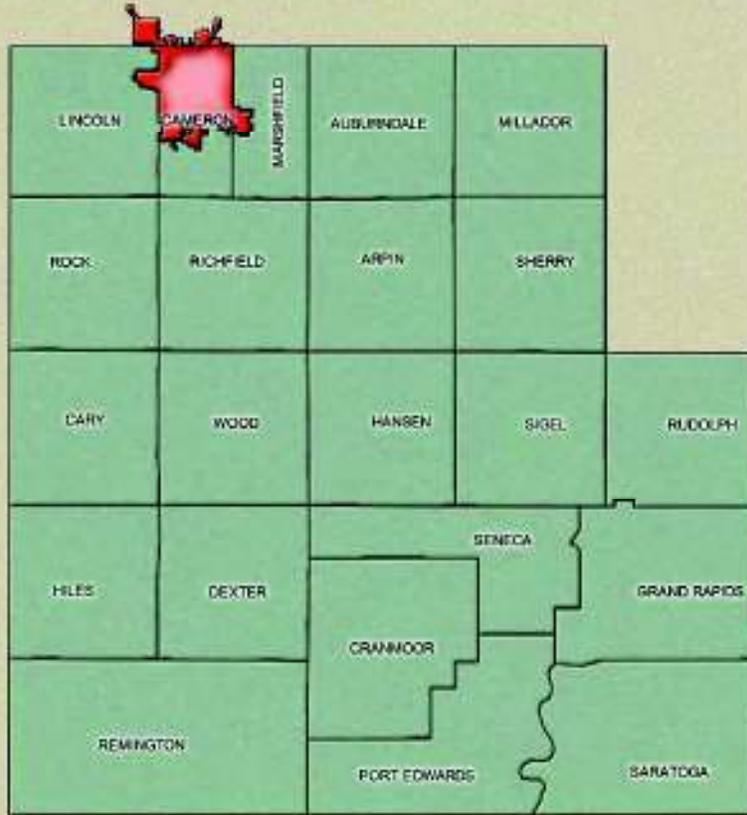
Primary soil types are Withee silt loam, 2 to 6 percent slopes (making up about 60% of city area), and Marshfield silt loam (making up about 20% of city area).

The City of Marshfield is, perhaps unsurprisingly, surrounded by wetlands. The largest of these protected areas is the George W. Mead and McMillan Marsh Wildlife area to the north. The 6,500 acre McMillan Marsh wetland, less than a mile north of the city, is managed by Wisconsin DNR personnel and contains a seasonal 7 mile bicycle trail. Other waterways supporting wetlands in and around Marshfield are: Mill Creek, East Branch Yellow River, Little Eau Pleine River, Squaw Creek, and Scheuer Creek.

There are approximately 1,110 acres of woodlands within the current City limits. In addition to woodlands, the municipality recognizes the value of trees throughout the city.

Marshfield is a member of the national “Tree City, USA” program and has continuously met the program requirements for over 31 years.

### C. Spatial



CITY OF MARSHFIELD LOCATION IN WOOD COUNTY