

## 2.0 Issues and Opportunities Element

### 2.1 Introduction

### 2.2 Key Issues

### 2.3 Survey

## 2.1 Introduction

The Wisconsin Comprehensive Planning Law, enacted in 1999, requires each local unit of government, including counties, cities, villages, and towns, to have a comprehensive plan in effect before 2010, if that unit of government engages in any program or action that affects land use. Wis. Act 233 adopted (4/28/04), amended the law to clarify that the planning requirements are limited to those municipalities that manage land use through official mapping, subdivision regulation, zoning and shoreland zoning.

Beginning in 2010 a local governmental unit's land use actions must be consistent with its adopted comprehensive plan. Therefore local units must have a plan in place if they are to engage in land use. Comprehensive planning is also required for receipt of certain state funding.

The Comprehensive Planning Law requires nine elements to be included. Those nine elements are: Issues & Opportunities, Housing, Transportation, Utilities & Community Facilities, Agricultural, Natural & Cultural Resources, Economic Development, Intergovernmental Cooperation, Land Use and Implementation.

The intent of this existing conditions report is to give a clear and concise snapshot of the county and its municipalities. The data included in the report shows population, household and employment forecasts, demographic trends, age distributions, education levels, income levels and various other employment characteristics, as well as information regarding transportation and agriculture in Chippewa County. This data will be used as background information to fulfill the required data components of the elements and to assist in creating the objectives and goals of each element.

### *General Background of Chippewa County*

#### History

Louis Hennepin and his companions were the first Europeans to traverse the Chippewa County area. They journeyed up the Chippewa River in 1680. The first permanent settlement in the area was established in 1822, when a sawmill was built along the Chippewa River. Soon after that date, the valley of the Chippewa River became an important lumber region. White pine was abundant in the virgin forests. In 1837, the largest sawmill in the world was built in Chippewa Falls.

*Wis. Stats. 66.1001(2)(a)  
(a) Issues and opportunities  
element. Background  
information on the local  
governmental unit and a  
statement of overall objectives,  
policies, goals and programs of  
the local governmental unit to  
guide the future development  
and redevelopment of the local  
governmental unit over a 20-  
year planning period.  
Background information shall  
include population, household  
and employment forecasts that  
the local governmental unit uses  
in developing its Comprehensive  
Plan, and demographic trends,  
age distribution, educational  
levels, income levels and  
employment characteristics that  
exist within the local  
governmental unit.*

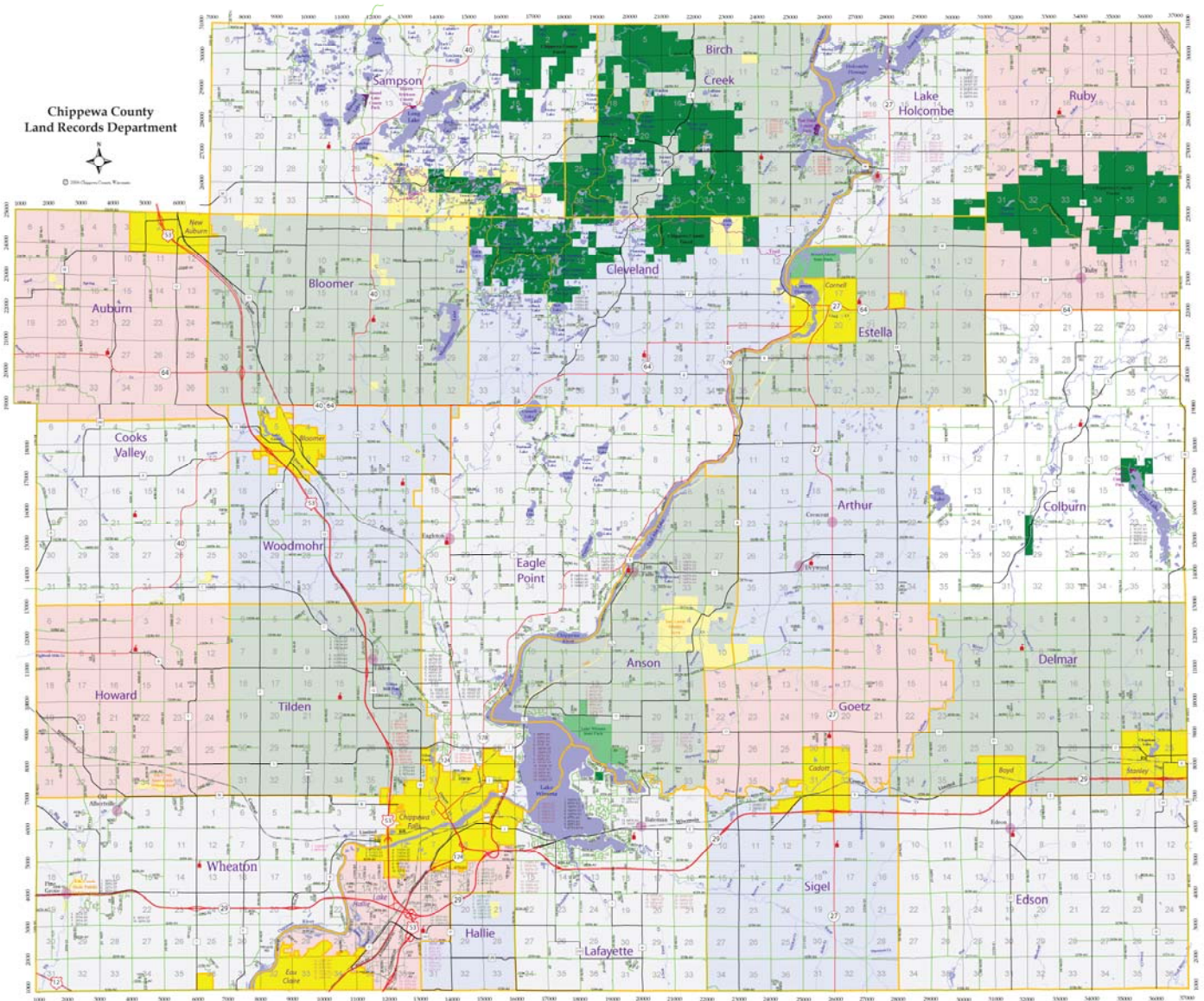
The Chippewa County area was at one point part of the territory of Michigan. In 1836, the territory of Wisconsin was established. It had three counties; Crawford, Milwaukee and Brown. In 1845, Chippewa County was formed from Crawford County. Chippewa Falls was declared the county seat. Chippewa County originally included about one-fourth of Wisconsin. Following 1845, numerous counties were detached from the original county. Chippewa County derives its name from the Native American word “Ojibwa,” the name of a Native American tribe.

The early settlers included Canadians and French and some English, Irish and Scots. German and Norwegian settlers came somewhat later. They were farmers. Dairying became the predominant farm activity by the turn of the century. Since then, the county has become one of the cheese-making centers of the nation.

Chippewa County is located in west central Wisconsin. The County is bordered on the north by Barron and Rusk Counties, the west by Dunn County, the south by Eau Claire County, and the east by Clark and Taylor Counties. The County encompasses about 666,000 acres of land, and ranks 12<sup>th</sup> in land area among the 72 Wisconsin Counties.

Within the County there are 23 unincorporated towns, four villages and five cities. The County seat is the City of Chippewa Falls, which is located in the southern portion of the County.

Figure 2-1  
Chippewa County



Source: Chippewa County Land Records

## 2.2 Key Issues

### County Population

Table 2-1 indicates that since April 2000 Chippewa County has gained 5,172 residents, a 9.4 percent increase.

**Table 2-1**  
**Population and Labor Force**

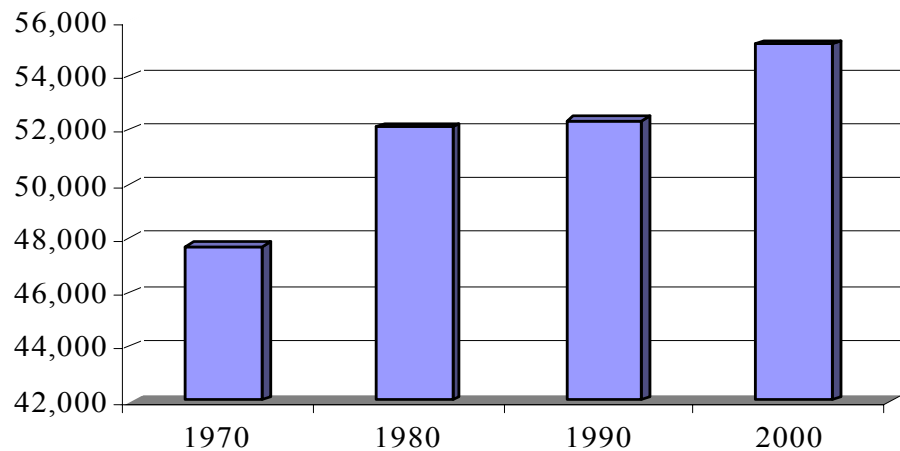
	United States	Wisconsin	Chippewa County
Total population in 2000	281,424,602	5,363,715	55,195
Population est. Jan. 1, 2005	295,160,302	5,580,757	60,367
Change	13,735,700	217,042	5,172
% Change	4.9%	4.0%	9.4%
2005 Population 16 yrs. & over	228,621,674	4,417,313	48,242
16-24 yrs old	37,489,370	743,764	8,398
Share of population 16+ yrs	16.4%	16.8%	17.4%
25-59 yrs old	142,248,896	2,708,865	28,898
Share of population 16+ yrs	62.2%	61.3%	59.9%
60 yrs and older	48,883,408	964,684	10,946
Share of population 16+ yrs	21.4%	21.8%	22.7%
Projected population: 2020	335,804,546	6,110,878	64,292
Population 16 yrs and over	264,085,104	4,869,573	51,429
16-24 yrs old	37,918,865	681,586	6,601
Share of population 16+ yrs	14.4%	14.0%	12.8%
25-59 yrs old	150,678,402	2,756,884	28,279
Share of population 16+ yrs	57.1%	56.6%	55.0%
60 yrs and older	75,487,837	1,431,103	16,549
Share of population 16+ yrs	28.6%	29.4%	32.2%

\*civilian population 16 yrs. and older not in an institution

Source: Wisconsin Department of Workforce Development

Chippewa County is the 4<sup>th</sup> fastest growing county of the 72 counties in Wisconsin with an estimated 60,367 residents on January 1, 2005. Figure 2-2 shows the population trend in Chippewa County over the last 30 years.

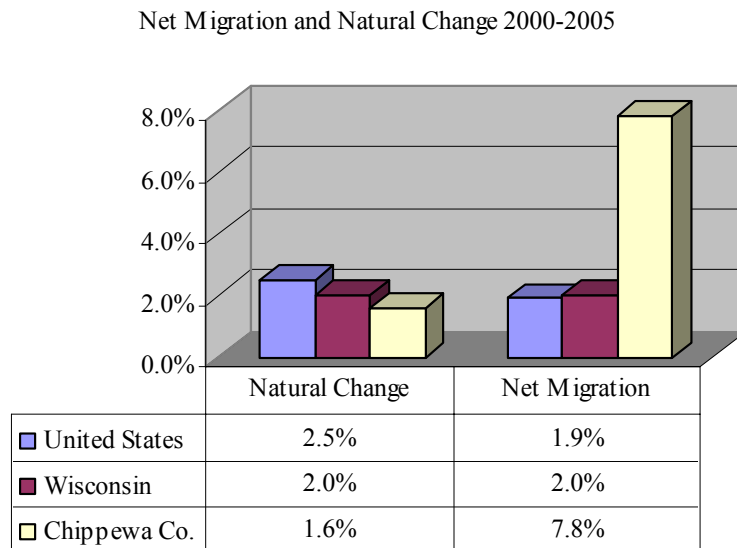
**Figure 2-2**  
**Population Trends from 1970 to 2000**



Source: US Census Bureau

While the population increased in each of the last five years the largest influx of residents occurred in 2003 and coincided with the opening of the Stanley Correction Institution. It should be no surprise, then, that the largest increase in population among the county's 31 municipalities was in the City of Stanley and that 83 percent of the increase in population in the county was a result of the net migration of 4,316 individuals, 1,540 of which were residents of the correctional facility. An additional increase in population resulted from 856 more births than deaths in the county. The population change factors are shown in Figure 2-3.

**Figure 2-3**  
**Regional Migration Comparison**



Source: Wisconsin Department of Administration

If you disregard the influx of inmates and the numeric change that occurred when the Village of Lake Hallie incorporated, the largest influx of new residents was in the county's largest municipality, the City of Chippewa Falls, as shown in Table 2-2.

**Table 2-2**  
**Five Largest Municipalities in Chippewa County**

Municipality	April 2000 Census	Jan. 1, 2005 Estimate	Numeric Change	Percent Change
Chippewa County	55,195	60,367	5,172	9.4%
Chippewa Falls, City	12,925	13,493	568	4.4%
Lafayette, Town	5,199	5,722	523	10.1%
Lake Hallie, Village	0	5,668	5,668	NA
Bloomer, City	3,347	3,471	124	3.7%
Stanley, City*	1,898	3,376	1,478	77.9%
*Chippewa County portion only				

Source: Wisconsin Department of Administration

The population is included in the distribution by age groups that shows in 2005 nearly 23 percent were aged 60 years or older, a segment projected to increase to 32 percent by 2020.

Table 2-3, on the following page, shows that, by a slight margin, the Chippewa County urbanized population exceeded the rural non-farm population in 2000. The rural farm residents are quite a small portion of the total County population (5.6 percent).

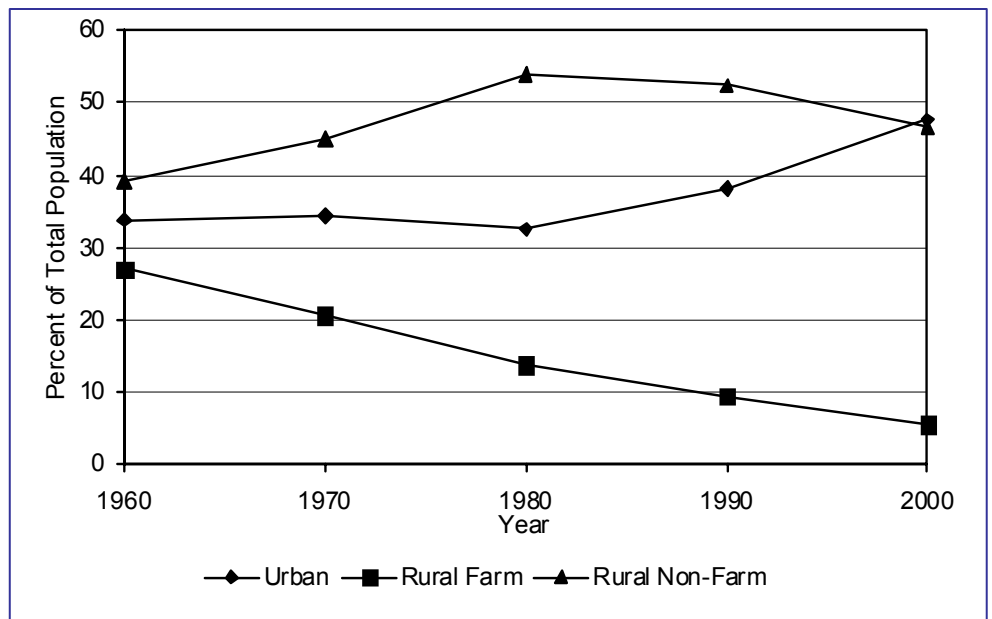


**Table 2-3**  
**Urban and Rural Population Categories**

Total Population for Chippewa County: APRIL 1, 2000							
	NUMBER OF PERSONS						
	TOTAL	TOTAL	INSIDE	INSIDE	TOTAL	RURAL	RURAL
	POP	URBAN	URBANIZED	URBAN	RURAL	FARM	NONFARM
Municipality Name and Type	POP	POP	AREAS	CLUSTERS	POP	POP	POP
Anson town	1,833	322	194	128	1,511	95	1,416
Arthur town	769	0	0	0	769	130	639
Auburn town	565	0	0	0	565	91	474
Birch Creek town	499	0	0	0	499	46	453
Bloomer town	927	0	0	0	927	218	709
Cleveland town	921	0	0	0	921	86	835
Colburn town	745	0	0	0	745	216	529
Cooks Valley town	673	0	0	0	673	174	499
Delmar town	938	0	0	0	938	186	752
Eagle Point town	3,083	1,555	1,555	0	1,528	213	1,315
Edson town	1,026	0	0	0	1,026	408	618
Estella town	469	0	0	0	469	39	430
Goetz town	666	0	0	0	666	144	522
Hallie town	4,644	3,513	3,513	0	1,131	40	1,091
Howard town	668	0	0	0	668	87	581
Lafayette town	5,254	3,192	0	3,192	2,062	64	1,998
Lake Holcombe town	1,016	0	0	0	1,016	13	1,003
Ruby town	436	0	0	0	436	81	355
Sampson town	801	0	0	0	801	80	721
Sigel town	756	0	0	0	756	64	692
Tilden town	1,170	13	13	0	1,157	246	911
Wheaton town	2,353	20	20	0	2,333	170	2,163
Woodmohr town	843	44	0	44	799	146	653
Boyd village	684	0	0	0	684	25	659
Cadott village	1,351	0	0	0	1,351	18	1,333
New Auburn village (part)	566	0	0	0	566	13	553
Bloomer city	3,361	3,001	0	3,001	360	14	346
Chippewa Falls city	12,976	12,738	12,518	220	238	0	238
Cornell city	1,441	0	0	0	1,441	5	1,436
Eau Claire city (part)	1,862	1,862	1,862	0	0	0	0
Stanley city	1,899	0	0	0	1,899	7	1,892
Chippewa County	55,195	26,260	19,675	6,585	28,935	3,119	25,816
Source: Wisconsin Department of Administration							

Figure 2-4 graphically shows the trend for population and rural residents. In 1960, rural non-farm residents made up the majority of living locations. In 2000, the urban population outpaced rural farm and rural non-farm populations. The urban population remained fairly constant through 1980, and then has risen since 2000. The rural farm population has steadily decreased from 1960 to 2000. The rural non-farm population rose to a high in 1980, and since has been decreasing. Historically (since 1960), the majority of the population lived in rural areas, but did not farm. In 2000, the urban population, for the first time, was the largest percentage of the population.

**Figure 2-4**  
**Urban and Rural Population Trends**



Source: U.S. Census Bureau

Chippewa County has seen a rising average age from 1980 to 2000. In 2000, the average age of the Chippewa County population was 37.6 years old. A very large population increase was seen in the 45-54 age groups (63.5 percent), as well as the 35-44 (70 percent) category from 1980 to 2000, as shown in Table 2-4.



**Table 2-4**  
**Chippewa County Historical Population by Age - 1980-2000**

Age	1980	1990	2000	Change	
				Number	Percent
0 to 4	4191	3937	3451	-740	-17.7
5 to 9	4282	4432	3882	-400	-9.3
10 to 14	4900	4148	4448	-452	-9.2
15 to 19	5259	3700	4284	-975	-18.5
20 to 24	4131	2994	2800	-1331	-32.2
25 to 29	4150	4010	2925	-1225	-29.5
30 to 34	3717	4342	3519	-198	-5.3
35 to 44	5358	7741	9128	3770	70.4
45 to 54	4771	5012	7801	3030	63.5
55 to 59	2398	2215	2676	278	11.6
60 to 64	2348	2359	2246	-102	-4.3
65 to 74	3831	4002	4099	268	7.0
75 and over	2791	3468	3938	1147	41.1
Median Age	27.1	33.4	37.6	10.5	38.7

Source: U.S. Census Bureau

Table 2-5, on the following page, shows the population projections for Chippewa County municipalities through the year 2025. These projections were developed by the Wisconsin Department of Administration (DOA), and are, by state statute, the official population projections for Wisconsin. Over the next 25 years, Chippewa County is expected to grow to over 65,000 residents, an increase of 18 percent from the 2000 Census.

**Table 2-5  
Population Projections**

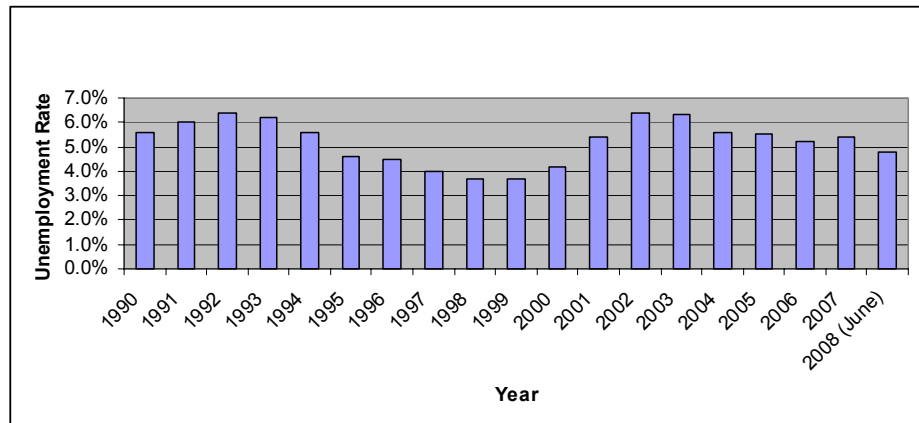
Type and Name of Municipality	Census 1980	Census 1990	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025
T ANSON	1,590	1,634	1,881	1,958	2,079	2,191	2,294	2,363
T ARTHUR	856	756	710	695	697	695	691	677
T AUBURN	456	474	580	619	671	721	767	802
T BIRCH CREEK	540	500	520	522	536	547	556	558
T BLOOMER	930	880	926	951	998	1,041	1,079	1,102
T CLEVELAND	732	758	900	944	1,009	1,070	1,127	1,166
T COLBURN	760	731	727	720	731	738	742	736
T COOKS VALLEY	603	594	632	654	691	724	755	775
T DELMAR	1,062	994	941	924	929	929	926	911
T EAGLE POINT	2,750	2,542	3,049	3,236	3,499	3,746	3,978	4,150
T EDSON	1,061	913	966	975	1,008	1,035	1,058	1,066
T ESTELLA	483	449	469	474	491	505	517	522
T GOETZ	607	640	695	720	762	800	835	858
T HALLIE	4,275	4,531	4,703	323	351	374	395	403
T HOWARD	660	625	648	662	691	717	741	754
T LAFAYETTE	4,181	4,448	5,199	5,538	6,006	6,444	6,858	7,167
T LAKE HOLCOMBE	791	920	1,010	1,052	1,118	1,178	1,235	1,272
T RUBY	514	464	446	436	436	433	430	420
T SAMPSON	805	817	816	844	891	933	973	998
T SIGEL	782	736	825	848	891	929	964	984
T TILDEN	1,088	1,079	1,185	1,217	1,276	1,330	1,378	1,407
T WHEATON	2,328	2,257	2,366	2,435	2,559	2,672	2,774	2,836
T WOODMOHR	967	991	883	868	874	875	874	860
V BOYD	660	683	680	663	663	659	653	637
V CADOTT	1,247	1,328	1,345	1,333	1,354	1,367	1,375	1,365
V LAKE HALLIE	0	0	0	4,558	4,942	5,276	5,568	5,685
V NEW AUBURN *	452	459	547	559	585	607	628	639
C BLOOMER	3,342	3,180	3,347	3,326	3,383	3,424	3,452	3,432
C CHIPPEWA FALLS	12,270	12,749	12,925	12,935	13,244	13,490	13,690	13,691
C CORNELL	1,583	1,541	1,466	1,423	1,414	1,397	1,376	1,336
C EAU CLAIRE *	1,657	1,676	1,910	1,979	2,094	2,199	2,295	2,358
C STANLEY *	2,095	2,011	1,898	3,349	3,344	3,329	3,308	3,262
<b>CHIPPEWA COUNTY</b>	<b>52,127</b>	<b>52,360</b>	<b>55,195</b>	<b>57,740</b>	<b>60,217</b>	<b>62,375</b>	<b>64,292</b>	<b>65,192</b>
Source: Wisconsin Department of Administration								

### **Labor Force**

As shown in Figure 2-4 and Table 2-6 (following page), in June 2008 the labor force in Chippewa County had declined from the highest point since 1990 of 34,095 set in 2007. The number of labor force participants who are unemployed, however, has fluctuated. In 2001, unemployed persons totaled 1,676, which was a large increase from the 2000 total of 1,253. The number unemployed reached its highest point in 2003 at 1,998. Since then it has

decreased, and in June 2008, it was at the lowest point since 2000, with 1,628 persons unemployed, and an unemployment rate of 4.8 percent. The most significant increase in the county labor force occurred in 1993 with the addition of 1,136 in the number of employed residents. This corresponds with industry job growth in trade and services in the Eau Claire-Chippewa metropolitan area. The increase in jobs during the 1990s encouraged greater labor force participation and the rate increased from 64.9 percent in 1990 to 72.1 percent in 2000.

**Figure 2-5**  
**Trends in Unemployment**



Source: Wisconsin Department of Workforce Development

**Table 2-6**  
**Labor Force Estimates**

Year	Labor Force	Employed	Unemployed	Unemployed Rate
1990	26,188	24,712	1,476	5.6%
1991	26,434	24,835	1,599	6.0%
1992	26,918	25,191	1,727	6.4%
1993	27,553	25,839	1,714	6.2%
1994	28,578	26,975	1,603	5.6%
1995	29,132	27,779	1,353	4.6%
1996	29,787	28,438	1,349	4.5%
1997	30,643	29,409	1,234	4.0%
1998	30,896	29,749	1,147	3.7%
1999	31,028	29,890	1,138	3.7%
2000	30,084	28,831	1,253	4.2%
2001	30,779	29,103	1,676	5.4%
2002	31,944	28,963	1,981	6.4%
2003	31,611	29,613	1,998	6.3%
2004	31,967	30,150	1,817	5.6%
2005	32,751	30,958	1,793	5.5%
2006	33,718	31,980	1,738	5.2%
2007	34,095	32,267	1,828	5.4%
2008 (June)	33,983	32,355	1,628	4.8%

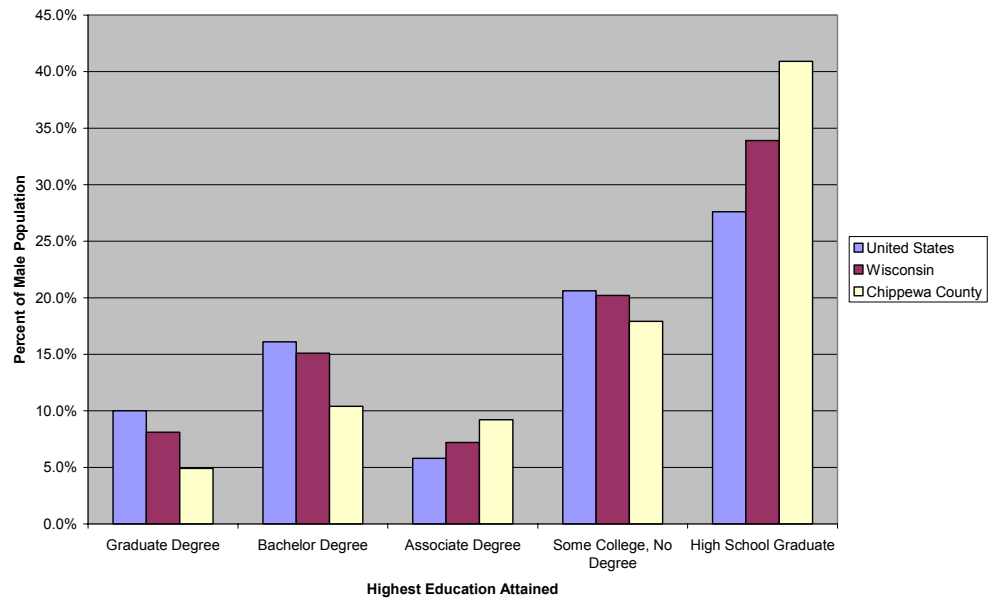
Source: Wisconsin Department of Workforce Development

The increase in older residents will significantly impact the county labor force since older residents have lower participation rates than middle-aged residents. The current participation rate of 69.6 percent has already slipped from the rate in 2000 of 72.1 percent. Even though there is a short-term possibility that participation among older residents could increase there is a stronger probability that the labor force has already reached a maximum level.

### ***Educational Attainment***

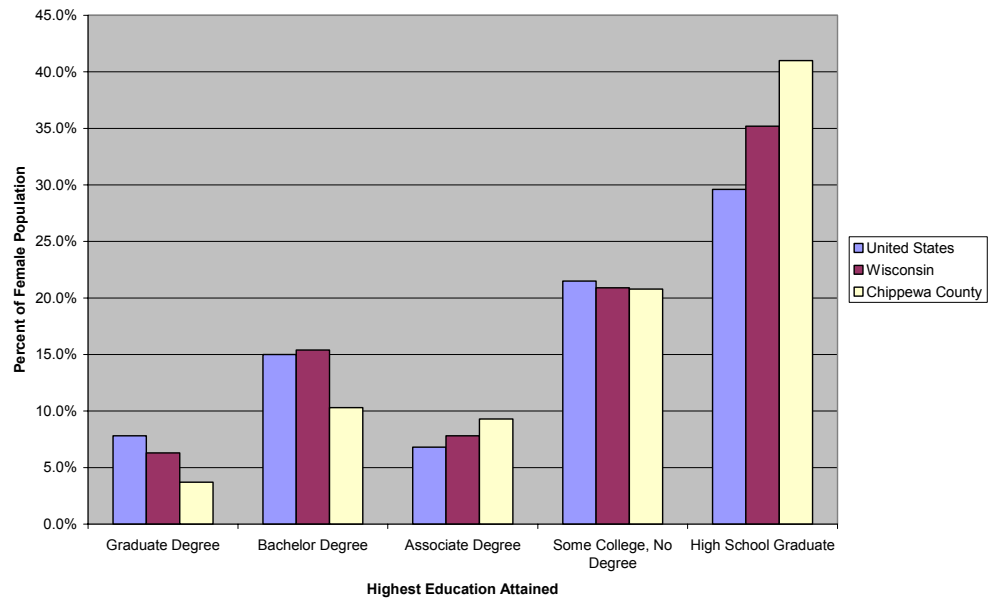
One of the most significant changes in employment that occurred during the last two decades was the shift from goods producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas. Even though Chippewa County is part of a metropolitan area it resembles a rural area more than a metropolitan area. Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. This push, though, towards higher-skilled positions is leading to an increased number of individuals obtaining higher education levels. Overall, as of 2000, 84.3 percent of individuals 25 years and older had received at least a high school diploma, and 43.3 percent had attended a post-secondary educational institution, 24 percent achieving a degree. This can be seen in Figures 2-6 and 2-7, and Table 2-7.

**Figure 2-6**  
**Highest Education Level - Male Population - 2000**



Source: U.S. Census

**Figure 2-7**  
**Highest Education Level - Female Population - 2000**



Source: U.S. Census

**Table 2-7**  
**Educational Attainment of Persons 25 Years and Over**

	Less than	9th to	High school	Some college	Associate	Bachelor's	Graduate or
	9th grade	12th grade	graduate*	no degree	degree	degree	professional
Municipality		no diploma					degree
Anson town	77	96	513	262	133	154	49
Arthur town	55	48	229	82	30	34	6
Auburn town	32	36	165	72	36	40	2
Birch Creek town	27	22	178	85	14	32	10
Bloomer city	195	72	939	461	288	231	89
Bloomer town	44	38	280	92	73	49	11
Boyd village	64	37	208	83	30	21	5
Cadott village	90	56	381	148	61	77	48
Chippewa Falls city	756	602	3325	1820	740	940	477
Cleveland town	55	55	257	93	44	36	17
Colburn town	38	38	252	69	27	27	15
Cooks Valley town	35	11	196	79	31	30	19
Cornell city	129	76	438	200	51	82	26
Delmar town	55	68	276	88	39	43	16
Eagle Point town	311	150	891	364	182	173	104
Eau Claire city	104	71	415	276	95	99	47
Edson town	61	75	281	90	42	23	9
Estella town	20	27	159	65	11	23	2
Goetz town	21	40	177	54	20	60	21
Hallie town	134	234	1059	706	403	321	87
Howard town	35	22	196	75	52	33	9
Lafayette town	159	179	1255	625	442	598	262
Lake Holcombe town	68	58	304	139	41	74	14
New Auburn village	46	39	179	47	19	18	2
Ruby town	34	37	131	41	11	15	2
Sampson town	42	60	222	110	38	47	23
Sigel town	63	43	230	87	38	25	15
Stanley city	218	94	557	185	78	124	40
Tilden town	90	30	339	116	66	63	24
Wheaton town	63	83	571	314	189	236	99
Woodmohr town	60	51	282	91	46	29	20
Chippewa County	3180	2538	14885	6029	3370	3757	1571
*includes equivalency							
Source: Wisconsin Department of Administration							

### *Schools*

Chippewa County residents are served by a variety of schools at the primary and secondary levels. Most of the school districts serving Chippewa County have facilities locally, however, some districts have boundaries that extend into Chippewa County even there are no facilities within Chippewa County. Table 2-8 on the following page shows the enrollment for schools and school districts that serve Chippewa County.

**Table 2-8 School Enrollment for Chippewa County Residents**

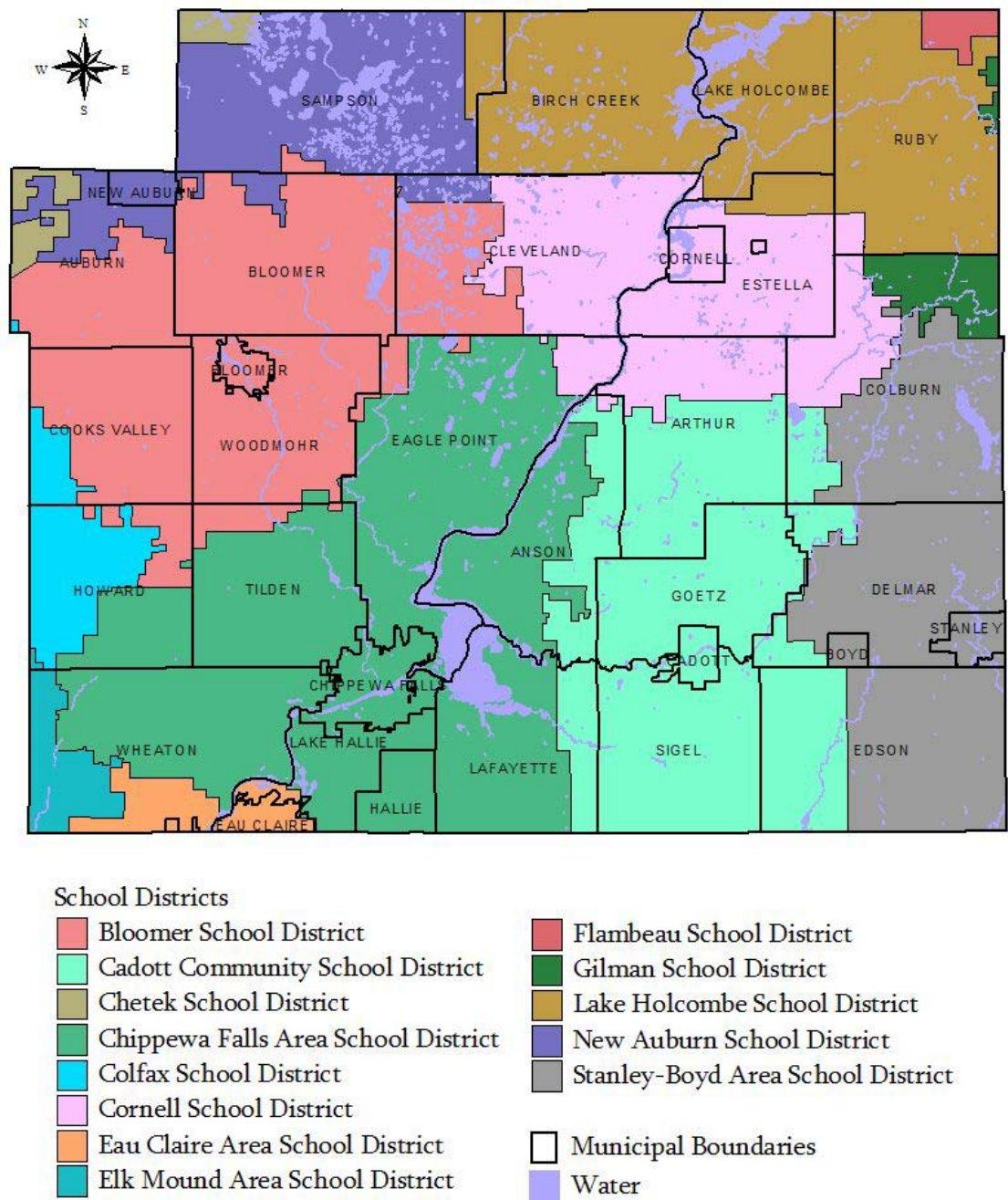
<b>District</b>	<b>State Rank</b>	<b>County</b>	<b>School</b>	<b>Grades</b>		<b>2008 Enrollment</b>
Bloomer School District	185	Chippewa	Bloomer Elementary	K4	4	457
		Chippewa	Bloomer Middle School	5	08	277
		Chippewa	Bloomer High	9	12	397
Cadott Community School District	230	Chippewa	Cadott Elementary	K4	6	478
		Chippewa	Cadott Junior High	7	8	138
		Chippewa	Cadott High	9	12	273
Chippewa Falls Area School District	31	Chippewa	Halmstad Elementary	KG	5	357
		Chippewa	Hillcrest Elementary	KG	5	383
		Chippewa	Jim Falls Elementary	KG	5	152
		Chippewa	Parkview Elementary	KG	5	492
		Chippewa	Southview Elementary	K4	5	622
		Chippewa	Stillson Elementary	KG	5	383
		Chippewa	Chippewa Falls Middle	6	8	1,029
Cornell School District		Chippewa	Chippewa Falls High	9	12	1,598
	338	Chippewa	Cornell Elementary	K4	6	254
		Chippewa	Cornell High	7	12	233
Lake Holcombe School District	363	Chippewa	Holcombe Elementary	K4	8	270
		Chippewa	Holcombe High	9	12	143
New Auburn School District	378	Chippewa	New Auburn Elementary	K4	6	200
		Chippewa	New Auburn Jr-Sr High	7	12	158
Stanley-Boyd Area School District	206	Chippewa	Boyd Elementary	K4	PK	64
		Chippewa	Stanley Elementary	PK	5	393
		Chippewa	Stanley-Boyd Middle	6	8	231
		Chippewa	Stanley-Boyd High	9	12	309
Elk Mound Area School District	198	Dunn	Mound View Elementary	K4	4	447
		Dunn	Elk Mound Middle School	5	8	299
		Dunn	Elk Mound High School	9	12	316
Eau Claire Area School District	8	Eau Claire	Sherman Elementary	KG	5	426
		Eau Claire	Roosevelt Elementary	KG	5	249
		Eau Claire	DeLong Middle School	6	8	924
		Eau Claire	North High School	9	12	1,554
Chetek School District	219	Barron	Roselawn Elementary	K4	5	417
		Barron	Chetek Middle School	6	8	202
		Barron	Chetek High School	9	12	324
Colfax School District	238	Dunn	Colfax Elementary School	K4	8	592
		Dunn	Colfax High School	9	12	241
Flambeau School District	280	Rusk	Flambeau Elementary	K4	5	296
		Rusk	Flambeau Junior High	6	8	151
		Rusk	Flambeau High School	9	12	192
Gilman School District	347	Taylor	Gilman Elementary School	K4	6	245
		Taylor	Gilman High School	7	12	220
				TOTAL		16,386

Source: Wisconsin Department of Public Instruction



Figure 2-3 shows the school district boundaries that support Chippewa County children.

Figure 2-8 School District Boundaries of Chippewa County



Source: US Census

There are also several private schools that serve Chippewa County residents, as shown in Table 2-9.

**Table 2-9 Chippewa County Private School Enrollment**

<b>Public School District Area</b>	<b>Private Schools</b>	<b>Grades Served</b>	<b>2008 Enrollment</b>
Bloomer	St. Paul Grade School	K4 through 8th	177
	St. Paul Lutheran School	K4 through 8th	25
	Sunny Meadow Amish	1st through 8th	24
Cadott Community	St. Joseph School	K4 through 8th	73
Chippewa Falls Area	Christ Lutheran School	KG through 8th	57
	Holy Ghost Grade School	4th through 6th	99
	Liberty Christian School	KG through 12th	30
	McDonnell High School	9th through 12th	208
	Notre Dame Middle School	7th through 8th	67
	St. Charles Borromeo School	K4 through 3rd	170
	St. Peter Grade School	1st through 8th	54
Lake Holcombe	Amish School	KG through 8th	20
New Auburn	Pleasant View Amish School	1st through 8th	not available
	Twin Lakes Amish School	1st through 8th	not available
Stanley-Boyd Area	Eternity Learning Center	K4 through 12th	38
	Faith Christian Academy	KG through 12th	33

Source: Wisconsin Department of Public Instruction

Some children throughout Chippewa County are also homeschooled. There are just over 700 children that are homeschooled, who would qualify for enrollment in one of the school districts with territory in Chippewa County. This is roughly equivalent to 4.4 percent of the current public school enrollment, as indicated in Table 2-10.

**Table 2-10 Chippewa County Homeschooled Children**

<b>School District</b>	<b>Number Homeschooled</b>	<b>Percent of District Enrollment</b>
Chippewa Falls	98	2.0%
Bloomer	23	2.0%
Cadott Community	27	3.0%
Cornell	42	8.6%
Lake Holcombe	16	3.9%
New Auburn	10	2.8%
Stanley-Boyd Area	49	4.9%
Eau Claire Area	251	2.3%
Elk Mound	40	3.8%
Chetek	47	5.0%
Colfax	38	4.5%
Flambeau	54	8.2%
Gilman	18	3.9%
Chippewa County Total	713	4.4%

Source: Wisconsin Department of Public Instruction

Chippewa County school district average ACT scores are presented in Table 2-11 below. The average for all public school districts with territory in Chippewa County is slightly below the state average in all categories. In all subjects, this is less than a one-point difference. However, there are several school districts throughout the County that have scores that exceed the state average in all of the subject areas.

**Table 2-11 2006-2007 ACT Scores by School District**

<b>School District</b>	<b>English</b>	<b>Math</b>	<b>Reading</b>	<b>Science</b>	<b>Composite</b>
Chippewa Falls	21.6	23.3	22.7	22.7	22.7
Bloomer	19.4	20.0	20.0	21.4	20.3
Cadott Community	19.7	21.1	20.3	22.0	20.9
Cornell	23.1	22.6	25.7	23.7	24.1
Lake Holcombe	22.9	22.3	22.5	22.9	22.8
New Auburn	18.5	17.6	18.6	19.6	18.8
Stanley-Boyd Area	21.1	23.2	22.5	22.8	22.5
Eau Claire Area	22.3	22.4	22.7	22.8	22.7
Elk Mound	19.8	19.1	21.4	21.1	20.6
Chetek	21.6	21.6	23.0	22.8	22.4
Colfax	22.0	22.7	23.6	22.5	22.9
Flambeau	20.4	19.4	20.4	20.6	20.3
Gilman	20.7	22.2	21.6	22.0	21.8
Chippewa County Average	21.0	21.3	21.9	22.1	21.8
Wisconsin Average	21.5	22.2	22.4	22.4	22.2

Source: Wisconsin Department of Public Instruction

Several adult education centers that offer higher education and continuing education classes and programs are located in the Cities of Chippewa Falls and Eau Claire, including the Chippewa Valley Technical College, Lakeland College, and the University of Wisconsin – Eau Claire.

The education facilities not only provide Chippewa County children a place to learn, but also provide recreational opportunities with playgrounds, and a source of employment for many Chippewa County adults.

### *Employment and Wages*

Table 2-12 shows Chippewa County's employment by industry sector. There was a net loss of jobs in Chippewa County from 2001 to 2004, but a gain from 2004 to 2006. What appears to be a significant change in manufacturing and trade, transportation and utilities mostly reflects a change in industry classification of a single employer, Mason Companies Inc. When the company closed its production facility late in 2003 the jobs that remained in Chippewa Falls were with the mail order division of the company.

**Table 2-12**  
**Chippewa County Industry Employment**

Industry Sector	Employees			
	2001	2004	2006	Percent Change 2001-2006
Natural Resources	113	110	127	12.4%
Construction	1,088	1,134	1,143	5.1%
Manufacturing	6,626	5,276	5,318	-19.7%
Trade, Transportation, Utilities	4,191	4,488	4,819	15.0%
Financial Activities	446	488	522	17.0%
Information	suppressed	375	363	suppressed
Leisure & Hospitality	1,815	1,814	1,838	1.3%
Professional & Business Services	635	633	715	12.6%
Other Services	485	522	676	39.4%
Public Administration	1,349	1,792	1,743	29.2%
All Industries	21,647	21,029	21,274	-1.7%

Source: Wisconsin Department of Workforce Development

Manufacturing employment remains the largest industry sector with 25 percent of the jobs and nearly 36 percent of the total payroll in the county, as indicated by Table 2-12 and 2-13.

**Table 2-13**  
**Chippewa County Prominent Industries**

<b>Prominent Industries in Chippewa County</b>				
	<b>Mar-05</b>		<b>Numeric change in employees</b>	
<b>NAICS title</b>	<b>Establishments</b>	<b>Employees</b>	<b>2004-2005</b>	<b>2000-2005</b>
Computer & electronic product mfg.	13	1796	-48	-441
Educational services	12	1600	1	19
Food services and drinking places	103	1289	-15	92
Nursing and residential care facilities	21	1222	-140	-213
Executive, legislative, & general gov't	32	962	-43	-17
Hospitals	*	*	N/A	N/A
Machinery manufacturing	17	772	23	-119
Motor vehicle and parts dealers	53	740	51	2
Speciality trade contractors	94	568	12	3
Plastics & rubber products mfg	12	558	-45	-1
* data suppressed to maintain employer confidentiality				
No County level employment info for AG was available				
Source: Wisconsin Department of Workforce Development				

Table 2-14 on the following page, indicates the number of establishments for industries in Chippewa County, of which the Retail Trade industry has the most. The average annual wage of \$41,337 for the manufacturing industry, as shown in Table 2-15, is the highest in the county and is 90 percent of the wage earned by manufacturing workers in Wisconsin.

Slightly more than half of the manufacturing jobs in the Eau Claire-Chippewa metropolitan area are in Chippewa County. The trade, transportation and utilities super-sector is the second highest generator of jobs. Employers in trade, transportation, and utilities provide a large amount of the jobs in the county, as do the education (both private and public) and health services employers. However, the average annual wage for education and health services workers of \$28,313 is considerably higher than the \$25,564 in trade super-sector even though workers in the trade sector earn closer to their statewide counterparts than education and health workers. An increase in the education and health care industry of 1.5 percent in 2004 lagged the increase for the state of 3.9 percent while the 7.3 percent increase in the trade sector exceeded the state increase in the sector of 4.1 percent. Wage increases in most industry sectors for the County lagged increases in the state, including the 2.3 percent increase for all industries that was less than the 4.0 percent in Wisconsin.

**Table 2-14**  
**Chippewa County Establishments by Industry - 1998 to 2006**

Industry Code	1998			2006			1998-2006 Percent Change		
	Establish-ments	Employees	Annual Payroll (\$1,000)	Establish-ments	Employees	Annual Payroll (\$1,000)	Establish-ments	Employees	Annual Payroll (\$1,000)
Forestry, fishing, hunting, and agri. support	11	suppressed	suppressed	16	66	1,994	45.5%	suppressed	suppressed
Utilities	7	suppressed	suppressed	8	55	5,737	14.3%	suppressed	suppressed
Construction	142	608	31,329	215	905	57,188	51.4%	48.8%	82.5%
Manufacturing	120	5,652	167,776	130	5,619	202,295	8.3%	-0.6%	20.6%
Wholesale Trade	50	688	20,890	56	723	33,797	12.0%	5.1%	61.8%
Retail Trade	204	2,730	46,266	236	3,205	68,015	15.7%	17.4%	47.0%
Transportation & Warehousing	65	565	13,036	99	727	22,598	52.3%	28.7%	73.4%
Information	14	201	5,466	17	373	10,076	21.4%	85.6%	84.3%
Finance and Insurance	68	385	8,571	74	456	12,466	8.8%	18.4%	45.4%
Real Estate & Rental & Leasing	29	94	950	33	133	3,314	13.8%	41.5%	248.8%
Professional, scientific & technical services	57	324	8,532	87	621	28,311	52.6%	91.7%	231.8%
Management of companies & enterprises	9	155	8,354	4	41	1,911	-55.6%	-73.5%	-77.1%
Admin., support, waste mgmt., remediation	33	666	11,145	55	467	10,248	66.7%	-29.9%	-8.0%
Educational services	8	147	2,208	8	116	2,403	0.0%	-21.1%	8.8%
Health care and social assistance	88	2,684	55,768	115	2,590	82,297	30.7%	-3.5%	47.6%
Arts, entertainment & recreation	20	428	5,446	24	306	3,303	20.0%	-28.5%	-39.3%
Accommodation & food services	130	1,364	9,869	148	1,423	13,017	13.8%	4.3%	31.9%
Other services (except public administration)	143	629	8,190	160	784	13,637	11.9%	24.6%	66.5%
Unclassified/Auxiliary establishments	9	1	45	12	1	105	33.3%	0.0%	133.3%
<b>TOTAL</b>	<b>1,207</b>	<b>17,406</b>	<b>407,139</b>	<b>1,497</b>	<b>18,611</b>	<b>572,712</b>	<b>24.0%</b>	<b>6.9%</b>	<b>40.7%</b>

Source: U.S. Census

**Table 2-15**  
**Average Annual Wages by Industry**

Industry	Chippewa County							State of Wisconsin
	Year						Percent Change	
	2001	2002	2003	2004	2005	2006	2001-2006	
Natural Resources	\$24,226	23,129	\$23,213	\$23,769	\$23,631	\$24,546	1.3	\$28,301
Construction	\$34,317	\$34,218	\$35,292	\$37,233	\$38,419	\$38,772	13.0	\$44,682
Manufacturing	\$36,596	\$38,690	\$40,718	\$41,930	\$40,877	\$41,337	13.0	\$45,952
Trade, Transportation, Utilities	\$22,318	\$23,195	\$23,129	\$24,816	\$25,113	\$25,564	14.5	\$31,935
Financial Activities	\$24,755	\$25,769	\$26,411	\$26,852	\$28,272	\$29,348	18.6	\$48,859
Education & Health	\$26,185	\$27,474	\$28,046	\$28,465	\$28,203	\$28,313	8.1	\$38,492
Information	suppressed	\$21,921	\$22,229	\$22,213	\$22,075	\$22,419	2.3 ('02-'06)	\$45,704
Leisure and Hospitality	\$8,118	\$7,789	\$8,085	\$8,184	\$8,311	\$8,416	3.7	\$13,058
Professional & Business Services	\$29,563	\$27,579	\$27,481	\$29,526	\$29,348	\$28,499	-3.6	\$42,612
Other Services	\$14,194	\$15,183	\$15,535	\$14,257	\$16,684	\$17,711	24.8	\$21,228
Public Administration	\$27,640	\$28,369	\$30,642	\$31,660	\$33,839	\$34,911	26.3	\$38,294
All Industries	\$27,315	\$28,058	\$28,909	\$29,566	\$29,545	\$29,901	9.5	\$36,830

Source: Wisconsin Department of Workforce Development



Over half of the 5,318 manufacturing jobs in Chippewa County are with employers in the three manufacturing industry groups on the prominent industries list, including the largest industry group. The computer & electronic products group also includes three of the county's largest employers, as shown in Table 2-16.

**Table 2-16**  
**Top 10 Employers in Chippewa County - December 2007**

<b>Establishment</b>	<b>Product or Service</b>	<b>Size (Dec. 2007)</b>
TTM Advanced Circuits Inc.	Circuit board mfg.	500-999 employees
Chippewa Falls Public School	Elementary & secondary schools	500-999 employees
St. Joseph's Hospital	Medical & surgical hospitals	500-999 employees
Stanley Correctional Inst.	Correctional institution	500-999 employees
County of Chippewa	Executive and legislative offices	250-499 employees
Mason Companies Inc.	Mail-order houses	250-499 employees
Wal-Mart	Discount department stores	250-499 employees
Silicon Graphics, Inc. (SGI)	Electronic Computer mfg.	250-499 employees
Mayo Health System	General medical hospitals	250-499 employees
CESA #10	Admin. of Education Programs	250-499 employees

Source: Wisconsin Department of Workforce Development

All of the employers on the list except Mason Companies fall into one of the industry groups listed in the prominent industry list. The County's largest employer list also includes four employers that are in the public sector but are classified by the services they provide. Employers in the two largest industry groups have an average of 135 workers per establishment but the third largest group includes many smaller employers who together provide nearly 1,300 jobs in the county. The average number of workers per establishment in food services and drinking places is 12.5. Overall, the average number of workers per establishment in Chippewa County is 14.4. Employers with more than 100 workers make up only 2.5 percent of all establishments but provide over 41 percent of all jobs in the county. On the other hand, 85 percent of all establishments have fewer than 20 workers and provide 28 percent of all jobs.

### ***Income***

In 1994, Chippewa County's per capita personal income (PCPI) was \$17,927, which ranked 37<sup>th</sup> in the state, as seen in Table 2-17. In 2006 Chippewa County had a per capita personal income of \$27,459. This PCPI ranked 49<sup>th</sup> in the state and was 80 percent of the state average, \$34,405. The 2006 PCPI reflected an increase of 5.9 percent from 2004. The 2004-2006 state change was 8.5 percent. As is evident from this trend, Chippewa County's per capita personal income is lagging that of the state by nearly \$7,000. If the state's continues to increase a rate faster than Chippewa County's, many county residents will struggle to purchase basic necessities.

**Table 2-17**  
**Chippewa County Per Capita Personal Income**

	<b>1994</b>	<b>State Rank</b>	<b>2006</b>	<b>State Rank</b>
Chippewa County	\$17,927	37th	\$27,459	49 <sup>th</sup>

Source: U.S. Census

*Per capita personal income is the amount of income each individual in that geographic unit would receive if all of the income were divided equally amongst the entire population*

*Personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received*

In 1996, Chippewa County had a total personal income (TPI) of \$1,088,260,000, which ranked 26th in the state. By 2006 Chippewa County's TPI was \$1,643,469,000. This TPI ranked 27th in the state and accounted for 0.9 percent of the state total. The 2006 TPI reflected an increase of 4.5 percent from 2005. The 2005-2006 state change was 5.4 percent. While this measure of income was more consistent with the state's increase, the change from 2005 to 2006 still lagged that of Wisconsin's by nearly one percent. Because Chippewa County has a good labor force participation rate and employers in the area, the personal income state ranking has remained consistent.

In 1994, net earnings accounted for 64.7 percent of total personal income. In 2004, this increased to 67.1 percent. In 2004, dividends, interest, and rent were 17.7 percent, and in 2004, were 16.9 percent. Personal current transfer receipts were 17.6 percent (compared with 16.9 in 2004). This is shown in Table 2-18. Earnings of persons employed in Chippewa increased from \$928,296 in 2003 to \$978,374 in 2004, an increase of 5.4 percent. The 2003-2004 state change was 6.0 percent and the national change was 6.3 percent. The average annual growth rate from the 1994 estimate of \$655,700 to the 2004 estimate was 4.1 percent, compared to 5.0 percent for Wisconsin, and 5.5 percent for the nation. Therefore, Chippewa County has been growing about 1 percent slower than Wisconsin and the U.S.

**Table 2-18**  
**Total Personal Income Composition**

<b>TPI Composition</b>	<b>1994</b>	<b>2004</b>
Net Earnings	64.7%	67.1%
Dividends, Interest, Rent	17.7%	16.0%
Personal Current Transfer Receipts	17.6%	16.9%

Source: U.S. Census

Besides personal and per capita income, it is also helpful to look at household income. This is the sum of money that is received per calendar year by all members of the household over the age of 15. When viewing the median household income from the 2000 Census, Chippewa County is higher than neighboring Counties, but still lower than Wisconsin's median household income. The community with the highest household income is the Town of Eagle Point, with \$54,250. The lowest household income is the portion of the City of Stanley that is in Chippewa County, with only \$27,644.

**Table 2-19**  
**Chippewa County Income and Poverty Status**

	<b>APRIL 1, 2000</b>						
	<b>Per</b>	<b>Median Income</b>		<b>Poverty Status *</b>			
	<b>Capita</b>	<b>In 1999 Dollars</b>		<b>Number of</b>	<b>Percent of</b>	<b>Number of</b>	<b>Percent of</b>
	<b>Income</b>			<b>Persons</b>	<b>Persons</b>	<b>Families</b>	<b>Families</b>
	<b>In 1999</b>	<b>Households</b>	<b>Families</b>	<b>Below</b>	<b>Below</b>	<b>Below</b>	<b>Below</b>
<b>Municipality Name and Type</b>	<b>Dollars</b>			<b>Poverty</b>	<b>Poverty</b>	<b>Poverty</b>	<b>Poverty</b>
Anson town	20,845	46,500	50,865	68	3.72	24	4.33
Arthur town	15,570	40,000	44,464	102	13.37	28	13.93
Auburn town	17,164	36,000	39,444	46	8.17	6	3.66
Birch Creek town	17,475	39,479	43,456	52	10.42	9	5.81
Bloomer town	16,243	40,057	44,028	58	6.36	11	4.35
Cleveland town	13,796	33,929	34,345	99	10.82	23	9.02
Colburn town	17,068	35,625	41,136	76	10.20	16	8.25
Cooks Valley town	14,703	43,523	47,188	35	5.22	6	3.31
Delmar town	15,912	40,278	40,982	85	9.08	20	7.84
Eagle Point town	19,421	54,250	56,250	157	5.70	31	3.72
Edson town	12,154	34,722	36,563	247	24.07	54	20.07
Estella town	14,237	38,250	42,222	33	7.11	6	4.62
Goetz town	15,871	39,028	39,722	42	6.36	12	6.52
Hallie town	17,523	46,547	52,220	299	6.51	47	3.60
Howard town	15,274	42,109	44,125	55	8.23	7	3.63
Lafayette town	23,172	52,850	58,776	210	4.02	46	3.03
Lake Holcombe town	15,900	33,083	37,500	101	10.19	15	5.47
Ruby town	12,587	30,208	33,125	73	16.94	15	12.40
Sampson town	14,714	33,021	38,229	121	15.28	22	10.05
Sigel town	15,635	37,639	40,833	54	7.14	11	4.95
Tilden town	18,575	46,477	51,250	37	3.17	7	2.18
Wheaton town	20,023	52,692	55,061	82	3.50	14	2.03
Woodmohr town	21,045	47,500	55,347	47	5.60	7	2.77
Boyd village	15,738	37,250	46,875	32	4.68	5	2.79
Cadott village	15,778	33,295	38,333	114	8.48	27	6.78
New Auburn village (part)	12,612	30,000	36,250	57	10.22	14	10.00
Bloomer city	21,288	38,715	47,108	177	5.37	29	3.13
Chippewa Falls city	18,366	32,744	43,519	1,287	10.33	289	8.75
Cornell city	15,494	30,690	38,313	124	8.93	27	6.80
Eau Claire city (part)	16,098	39,643	43,571	325	17.56	43	8.78
Stanley city	19,421	27,644	41,964	147	8.02	19	3.96
<b>Chippewa County Total</b>	<b>18,243</b>	<b>39,596</b>	<b>46,460</b>	<b>4,442</b>	<b>8.23</b>	<b>890</b>	<b>5.91</b>
Source: US Census Bureau							
*Poverty Status was determined for all persons except institutionalized persons, persons in military group quarters and in college dormitories, and unrelated individuals under 15 years old. These groups also were excluded from the denominator when calcu							

As shown in Table 2-19, in 2000, 8.2 percent of individuals, and 5.9 percent of families were below the poverty line. Nearly one-quarter of the Town of Edson's population fell under the poverty line in 2000.

### **Employment Projections**

The Wisconsin Department of Workforce Development (DWD) put together a publication in 2003 that projects future employment. The long range projections cover the years from 2004 to 2014. However, this data is only available on a regional basis. The region that Chippewa County is included in is considered the West Central Wisconsin Workforce Development Area (WDA). Along with Chippewa County, Polk, Barron, St. Croix, Pierce, Pepin, Eau Claire, Dunn, and Clark Counties are also in this region.

The West Central Wisconsin WDA employment projections are shown in Table 2-20. The sector expected to grow by the largest percentage is education and health services. The subsector of ambulatory health care is expected to grow nearly 37 percent. With an aging population, it can be reasonably expected that more individuals will need health care services in the near future. Region-wide, the only sub-sector expected to decline is computer and electronic products manufacturing, with an expected decline of approximately six percent. Overall, the region is expected to see an employment increase of over 20,000 non-farm jobs, or nearly 12 percent.

**Table 2-20**  
**West Central Wisconsin Workforce Development Area Industry Projections**

Industry	2004 Estimated Employment	2014 Projected Employment	Change	
			Number	Percent
Total - Non-Farm Employment	173,880	194,330	20,450	11.8%
Construction/Mining/Natural Resources	8,380	9,880	1,500	17.9%
Manufacturing	31,990	32,030	40	0.1%
Paper Manufacturing	1,720	1,720	0	0.0%
Plastics and Rubber Products Manufacturing	3,400	3,670	270	7.9%
Computer and Electronic Product Manufacturing	3,220	3,020	-200	-6.2%
Trade	28,800	30,900	2,100	7.3%
Food and Beverage Stores	5,040	5,250	210	4.2%
Transportation and Utilities (Including US Postal)	8,270	9,520	1,250	15.1%
Financial Activities	7,010	7,710	700	10.0%
Education and Health Services (Including Government)	37,330	45,540	8,210	22.0%
Ambulatory Health Care	5,540	7,570	2,030	36.6%
Hospitals (Including government)	7,050	8,640	1,590	22.6%
Leisure and Hospitality	17,300	19,930	2,630	15.2%
Information/Professional Services/Other Services	21,470	24,920	3,450	16.1%
Government (Excluding US Postal, State and Local Education and Hospitals)	13,310	13,930	620	4.7%

Source: Wisconsin Department of Workforce Development

### Household Projections

From 2000 to 2025, Chippewa County is expected to see a household increase of just over 5,000, or 23.8 percent, as shown in Table 2-21.

**Table 2-21**  
**Final Household Projections for Chippewa County by Age: 2000-2030**

Number of Households by Age of Householder							
Age of Householder	Census 2000	Projected					
	2000	2005	2010	2015	2020	2025	2030
Age 15 to 24 years	1,006	1,085	1,045	994	996	1,006	1,007
Age 25 to 34 years	3,129	2,977	3,450	3,829	3,675	3,436	3,391
Age 35 to 44 years	4,927	4,420	3,767	3,669	4,192	4,564	4,334
Age 45 to 54 years	4,339	4,852	5,138	4,708	3,987	3,837	4,336
Age 55 to 64 years	2,840	3,477	4,401	5,023	5,282	4,780	4,019
Age 65 to 74 years	2,521	2,454	2,760	3,480	4,378	4,940	5,153
Age 75 to 84 years	1,926	1,998	2,015	2,040	2,316	2,921	3,654
Age 85 years and over	668	739	807	889	915	961	1,097
<b>Total Households</b>	<b>21,356</b>	<b>22,002</b>	<b>23,383</b>	<b>24,632</b>	<b>25,741</b>	<b>26,445</b>	<b>26,991</b>
Household Population by Age							
Age Category	Census 2000	Projected					
	2000	2005	2010	2015	2020	2025	2030
Age 0 to 14 years	11,773	11,352	11,590	11,862	12,063	11,965	11,786
Age 15 to 24 years	7,027	7,580	7,297	6,941	6,955	7,028	7,031
Age 25 to 34 years	6,389	6,078	7,044	7,819	7,504	7,015	6,924
Age 35 to 44 years	8,984	8,060	6,869	6,690	7,643	8,322	7,903
Age 45 to 54 years	7,699	8,610	9,116	8,353	7,075	6,809	7,693
Age 55 to 64 years	4,843	5,930	7,505	8,565	9,007	8,151	6,854
Age 65 to 74 years	4,012	3,906	4,393	5,538	6,968	7,862	8,201
Age 75 to 84 years	2,581	2,677	2,700	2,734	3,103	3,915	4,896
Age 85 years and over	810	896	978	1,078	1,109	1,165	1,330
<b>Household Population</b>	<b>54,118</b>	<b>55,089</b>	<b>57,492</b>	<b>59,580</b>	<b>61,427</b>	<b>62,232</b>	<b>62,618</b>
<b>Total Population</b>	<b>55,195</b>	<b>57,740</b>	<b>60,217</b>	<b>62,375</b>	<b>64,292</b>	<b>65,192</b>	<b>65,723</b>
<b>Group Quarters Population</b>	<b>1,077</b>	<b>2,651</b>	<b>2,725</b>	<b>2,795</b>	<b>2,865</b>	<b>2,960</b>	<b>3,105</b>
<b>Persons per Household</b>	<b>2.53</b>	<b>2.50</b>	<b>2.46</b>	<b>2.42</b>	<b>2.39</b>	<b>2.35</b>	<b>2.32</b>
Source: US Census Bureau							

The largest household increase, as seen in Table 2-22, is expected to be in the Town of Auburn (50 percent). The biggest decrease will be the Town of Hallie, largely due to the incorporation of the Village of Lake Hallie between 2000 and 2005. Other than Hallie, the portion of the City of Stanley within Chippewa County is expected to see a decrease of over eight percent. The City of Cornell, entirely within Chippewa County, is expected to see a decrease of just over one percent.

**Table 2-22**  
**Chippewa County Municipal Household Projections**

Municipality	2000	Proj. 2005	Proj. 2010	Proj. 2015	Proj. 2020	Proj. 2025	% Change 2000-2025
<b>Towns</b>							
Anson	709	748	811	869	924	967	36.4%
Arthur	258	256	262	266	269	267	3.5%
Auburn	202	218	242	264	286	303	50.0%
Birch Creek	212	215	226	235	243	247	16.5%
Bloomer	321	335	358	380	400	414	29.0%
Cleveland	313	333	363	392	419	440	40.6%
Colburn	262	263	273	280	286	288	9.9%
Cooks Valley	214	224	242	258	273	285	33.2%
Delmar	314	313	320	327	330	330	5.1%
Eagle Point	978	1,053	1,159	1,261	1,358	1,433	46.5%
Edson	309	317	333	349	361	370	19.7%
Estella	167	171	181	189	196	202	21.0%
Goetz	231	242	262	280	297	309	33.8%
Hallie	1,690	118	130	142	152	157	-90.7%
Howard	235	243	259	273	287	296	26.0%
Lafayette	1,980	2,139	2,365	2,584	2,792	2,962	49.6%
Lake Holcombe	413	436	473	508	540	564	36.6%
Ruby	152	150	154	156	157	155	2.0%
Sampson	330	346	372	397	421	438	32.7%
Sigel	294	307	328	349	367	381	29.6%
Tilden	399	416	445	471	496	514	28.8%
Wheaton	852	889	953	1,013	1,068	1,109	30.2%
Woodmohr	319	318	326	333	337	338	6.0%
<b>Subtotal:</b>	11,154	10,050	10,837	11,576	12,259	12,769	14.5%
<b>Villages</b>							
Boyd	274	270	276	279	281	278	1.5%
Cadott	562	565	585	602	614	619	10.1%
Lake Hallie	0	1,661	1,838	1,996	2,139	2,217	#33.4%
New Auburn*	210	217	232	245	258	266	26.7%
<b>Subtotal:</b>	1,046	2,713	2,931	3,122	3,292	3,380	223.1%
<b>Cities</b>							
Bloomer	1,424	1,434	1,488	1,534	1,569	1,583	11.2%
Chippewa Falls	5,638	5,722	5,974	6,194	6,373	6,469	14.7%
Cornell	607	597	605	608	608	599	-1.3%
Eau Claire*	670	704	760	812	861	897	33.9%
Stanley*	817	782	788	786	779	748	-8.4%
<b>Subtotal:</b>	9,156	9,239	9,615	9,934	10,190	10,296	12.5%
<b>Chippewa County*</b>	21,356	22,002	23,383	24,632	25,741	26,445	23.8%

\*Communities boundaries extend beyond Chippewa County. For this table only Chippewa County area is included.

Source: Wisconsin Department of Administration

## 2.3 Survey

The full survey report is available as Appendix A.

From mid-September to mid-October, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 1,069 Town residences in Chippewa County. The SRC received 575 completed surveys, which is a 54 percent response rate. In 2007, the estimated number of voting age residents in Chippewa County Towns was 21,588. With 575 responses, the estimates contained in this report are expected to be accurate to within plus or minus 4 percent. Statistical tests indicate that “non-response bias” is not a problem with this sample.

More than 85 percent of respondents rate the quality of life in Chippewa County as good or excellent and when asked what they think the quality of life in Chippewa County will be like over the next 10 years, the majority of respondents believe it will stay the same.

The top reasons that people choose to live in Chippewa County are to be close to family and friends, the small town atmosphere, and to be near their job.

Most County services (parks, forests, libraries, sheriff protection, and public school system) are given excellent or good ratings by a majority of the respondents. In addition, majorities of respondents feel that County snow removal services, County road infrastructure, and County highway maintenance are good or excellent.

Direct mailings and newsletters are the preferred means of receiving information about comprehensive planning efforts. Relatively low percentages of respondents indicate that electronic sources (radio, email, and website) are preferred.

Nearly half of respondents do not know if they are satisfied with the working relationship between County government and their local government. When asked if they would support sharing equipment or personnel with a neighboring community or county if it resulted in cost savings, a large number of residents are for it. If the sharing arrangement results in a slight reduction in the quality of services, nearly half of the respondents would oppose the idea. A relatively high percentage (41%), however, would support such a plan regardless of a reduction in the quality of services.

Only one County-owned land development option was supported by a majority of respondents; walking and hiking trail development has slight majority support at 51%. Nearly two-thirds of respondents agree that the amount of public land in the County is adequate for hunting, fishing, and other recreational opportunities. A majority of respondents believe that the



quality of natural resources (air, land, groundwater, and lakes/streams) in Chippewa County has remained about the same over the past five years.

With respect to housing, fewer than half feel that the County needs any of the housing types listed (single family, duplexes, apartments, or mobile homes). By a two to one margin, survey respondents prefer a cluster design that preserves open space for new housing development. Two-thirds of respondents believe that minimum lot sizes in rural residential developments should be 1 – 5 acres.

More than 4 in 10 respondents own between 1 – 10 acres of land in the County and 25% report that their land is actively farmed. Respondents want to see productive agricultural land used for agriculture and are generally not enthusiastic about it being converted to commercial or industrial uses. A substantial majority of respondents indicate they support the preservation of agricultural land in the County. However, when asked if they would support an increase in taxes to preserve such land, less than one-quarter of respondents would do so.

Eighty percent of respondents believe the County should work with local cities, villages and towns to actively recruit new business and industry and more than two-thirds are willing to use tax revenues to recruit new businesses and retain existing jobs in the County. Support is strong for pursuing wind energy, solar energy, and hydropower as economic development options. When asked to prioritize various types of businesses that would be important for Chippewa County to attract, none generated much enthusiasm. Gravel and sand mining and high tech industry have the highest “high priority” ratings (both at 16%).

## References

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Highway Department, Chippewa County

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