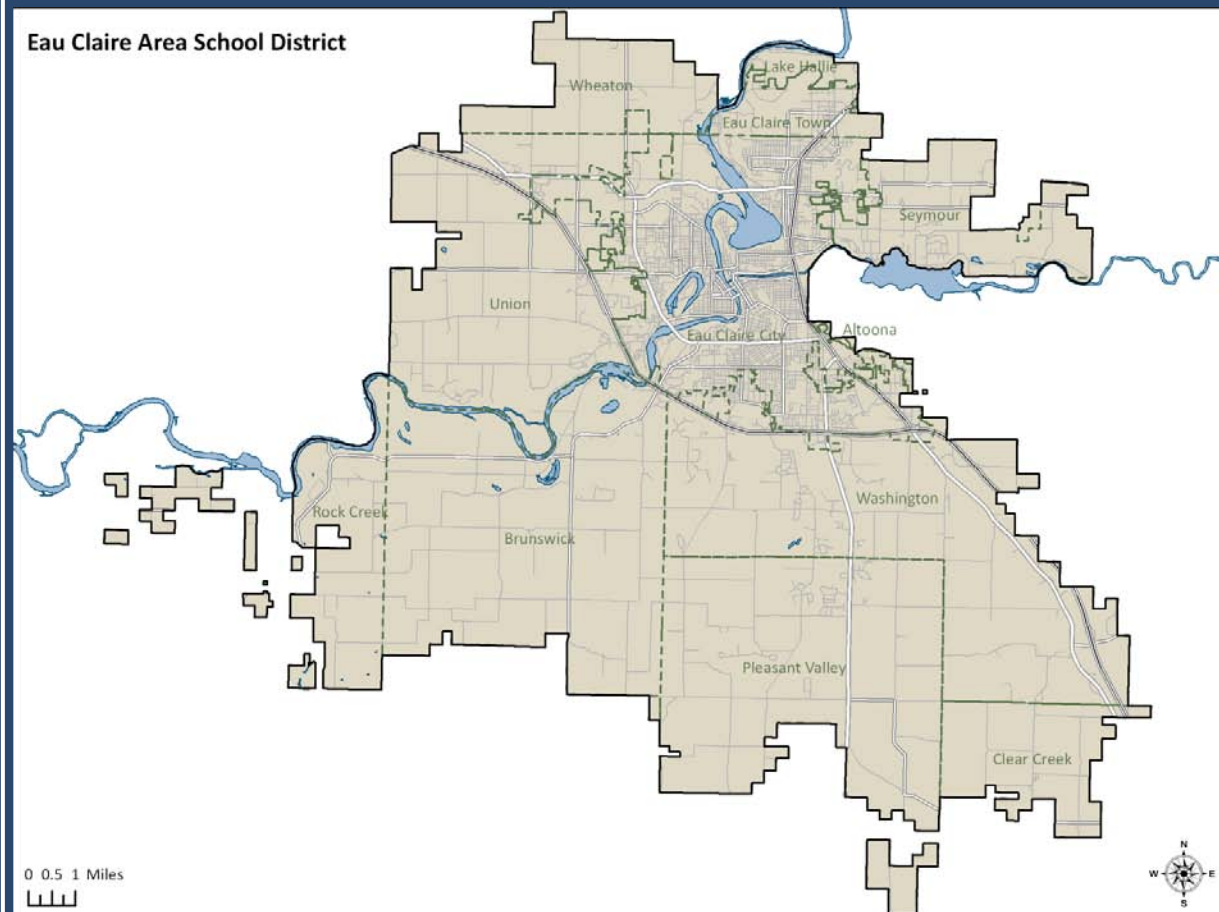


Population Change & Characteristics in the Eau Claire Area

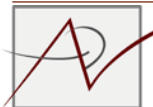
A Demographic Study of Eau Claire Area School District City of Eau Claire Eau Claire County



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Table of Contents

Executive Summary.....	iv
Population Trends.....	1
Population Estimates and Projections	1
Age Structure	5
Race/Ethnic Patterns.....	7
Birth Trends.....	11
Population Distribution.....	13
Residential Development.....	21
Migration.....	22
ECASD Enrollment Projections, 2009-2018.....	36
Comparison of Projection Models	37
ECASD Conclusions.....	41
Economic Analysis.....	42
Economic Context in the Eau Claire Area	43
Enrollment Projections of Free and Reduced Lunch Students	58



Executive Summary

This report summarizes the results of a demographic study of the Eau Claire Area School District (ECASD), the city of Eau Claire, and Eau Claire County conducted by the Applied Population Laboratory at the University of Wisconsin- Madison at the request of the ECASD and the city of Eau Claire. The report summarizes population change and characteristics in the Eau Claire area, including school enrollment trends and projections, age structure of the population, race/ethnicity, migration patterns, residential development patterns, and economic context. Data included in this report come from multiple sources, including enrollment data from the ECASD; population and socioeconomic data from US Census 2000 and American Community Survey (2005-2007); population estimates and projections and housing data from Wisconsin Demographic Services Center; local economic data from Local Economic Dynamics and Local Area Unemployment Statistics; building permits from the city of Eau Claire; birth data from the Wisconsin Department of Health Services; population estimates by race/ethnicity from US Census Bureau (2008); and migration data from US Census Bureau County to County Flows files and from Internal Revenue Service migration flows data (2000-2005). This report supplements a prior report focused more explicitly on ECASD that includes more detail about school enrollment patterns and more detailed enrollment projections.

Key Points

- Total population in the Eau Claire area has grown in recent years and is expected to continue to grow, due to both natural increase and net in-migration.
- Enrollment in ECASD has declined in recent years, but is expected to increase over the next several years, particularly for early childhood, elementary, and middle school enrollment. High school enrollment is expected to continue to decline in the near future.
- The number of births to mothers residing in the ECASD area has been increasing since 2002 and has contributed to an increasing number of kindergarten students enrolling in ECASD in recent years.
- While 93% of Eau Claire County residents are non-Hispanic white, the Asian (mostly Hmong) and Hispanic populations are particularly young and are growing at a faster rate than non-Hispanic whites. This is particularly true of Hispanics. It should be expected that the proportion of Hispanic students in ECASD will grow in the coming years. For Asians, there is a large cohort of residents who were age 15-19 in 2008. Because the cohorts following this one are somewhat smaller, the Asian student population may be expected to decline somewhat in the next few years at the high school level and for the district overall. At the same time, however, the number of births to Asian mothers in the city of Eau Claire has increased recently and should be expected to continue to increase as the large 15-19 year old cohort ages into prime childbearing years. This suggests that Asian enrollment at the elementary level may increase in the coming years.
- Housing construction has slowed in the Eau Claire area, as it has in the nation overall. The development that has occurred in the last few years has mostly been in the city of Eau Claire, and within the city, most development has occurred on the southeast side of the city in the Robbins attendance area and on the west side of the city in the Sherman and Lakeshore attendance areas.
- The Eau Claire area (and particularly the city of Eau Claire) has higher poverty rates and lower median income than the state overall.



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- Unemployment has risen over the last nine months in Eau Claire County (though it is still lower than unemployment in the state of Wisconsin overall) so that unemployment rates in June 2009 are higher than at any point in recent history at 7.5%.
- Younger children tend to experience more poverty and higher enrollment rates in subsidized lunch programs than older children in the Eau Claire area, and more generally in the state of Wisconsin overall and nationally.
- The current high rate of unemployment, along with a growing number of young students in the ECASD, suggest that the number of students enrolling in free and reduced lunch will be higher 2009/10 than at any time in the recent past.
- Enrollment in the subsidized lunch program in ECASD is projected to increase in the coming years, particularly at the PK-5 grade levels.
- Students facing economic need are concentrated in the central part of the city, particularly in the Longfellow attendance area where over 80% of PK-5 students enrolled in free and reduced lunch in September 2008. An increasing percentage of students face economic need in the Putnam Heights, Lakeshore, and Flynn attendance areas, while the proportion of students enrolling in subsidized lunch in the Sherman attendance area has been declining.
- Migration patterns in Eau Claire County and the city of Eau Claire are dominated by the impact of the University of Wisconsin- Eau Claire. This institution attracts large numbers of young adults between the ages 15-24, most of whom then leave the area some time later at ages 25-34. At other ages, there is relatively little net migration into or out of Eau Claire County.
- Most of the migrants to Eau Claire County and the city of Eau Claire come from urban areas across the states of Wisconsin and Minnesota. They come from somewhat farther away than what is typical of Wisconsin counties, again reflecting the presence of the university.
- Migrants out of Eau Claire County tend to locate in urban centers in Wisconsin and Minnesota.
- While Eau Claire County experiences a net in-migration of residents, the city of Eau Claire experiences a net out-migration of residents. This is because several people move out of the city limits into the countryside or smaller cities and villages in Eau Claire and Chippewa Counties.
- Although Eau Claire County's Black and Hispanic populations remain small in overall numbers, both of these populations experienced significant net in-migration in the 1990s, particularly at young ages.
- As is typical of a county with a large higher education institution, Eau Claire County experiences a net loss of migrants with a Bachelor's degree, as fewer in-migrants to the county have a degree than out-migrants from the county.
- Eau Claire County and the city of Eau Claire both experience net loss of higher income households. Overall, in-migrating households tend to have lower incomes than out-migrating or non-migrating households.
- The Eau Claire area tends to see a slight net in-migration (about 3% on average over the last five years) of young children between the time of birth and the time to enroll in a kindergarten program. At other ages, net migration has had little impact on the number of school aged children between 1999 and 2008.



Population Trends

This section analyzes population estimates and projections, age structure, race/ethnicity, birth trends, population distribution, migration patterns, and residential development in the Eau Claire area.

Population Estimates and Projections

Table 1 provides population estimates for municipalities that fall within the ECASD from 1990 to 2008. These municipal estimates can be compared with estimates for Eau Claire County and the State of Wisconsin. The Eau Claire area grew mostly quickly from 1995 to 2000. After 2000 the general population continued to grow but at a slower rate than in earlier years. The majority of growth occurred in the city of Eau Claire, and in the towns of Pleasant Valley, Washington, and Wheaton.

Population projections through 2020 for ECASD area municipalities are provided in Table 2. These projections suggest that area population will continue to increase in the coming years but at a rate slightly less than experienced between 2000 and 2005. Overall, the district area is projected to gain over 15,000 residents between 2005 and 2020.

It should be noted that these projections were generated before impacts of the current economic recession on migration were widely recognized. Across the United States the recession has diminished in and out migration, as people are less likely to migrate during times of recession. At the same time, fertility is likely to slow in times of economic recession. In Eau Claire County, population is increasing due to both natural increase (a higher number of births than deaths) and net migration (more in-migrants than out-migrants). Migration contributes somewhat more than natural increase to population change in the county. In the context of economic recession, migration is likely to slow and the number of births may be lower than expected. For these reasons, population projections shown in Table 2 (especially for 2010 and 2015) may over-estimate the area population.



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Table 1: Population Estimates for Eau Claire Area Municipalities, 1990-2008

Municipality	POPULATION						
	Census 1990	est. 1995	Census 2000	est. 2005	est. 2006	est. 2007	est. 2008
C. Eau Claire	55,130	56,978	59,794	62,645	63,050	63,190	63,360
T. Brunswick	1,506	1,532	1,598	1,640	1,648	1,672	1,670
T. Clear Creek	692	660	712	745	757	758	774
T. Pleasant Valley	2,076	2,231	2,681	3,039	3,057	3,067	3,077
T. Seymour	2,754	2,814	2,978	3,132	3,153	3,159	3,154
T. Union	2,456	2,356	2,402	2,531	2,567	2,563	2,572
T. Washington	6,269	6,258	6,995	7,253	7,284	7,299	7,312
T. Wheaton	2,257	2,291	2,366	2,602	2,662	2,670	2,677
District Area	73,140	75,120	79,526	83,587	84,178	84,378	84,596
Eau Claire County	85,183	87,737	93,142	97,142	97,760	98,000	98,302
State of Wisconsin	4,891,769	5,101,581	5,363,715	5,580,757	5,617,744	5,648,124	5,675,000

Municipality	PERCENT CHANGE						AVG. ANNUAL 1990- 2008
	1990 to 1995	1995 to 2000	2000 to 2005	2005 to 2006	2006 to 2007	2007 to 2008	
C. Eau Claire	3.4%	4.9%	4.8%	0.6%	0.2%	0.3%	0.8%
T. Brunswick	1.7%	4.3%	2.6%	0.5%	1.5%	-0.1%	0.6%
T. Clear Creek	-4.6%	7.9%	4.6%	1.6%	0.1%	2.1%	0.7%
T. Pleasant Valley	7.5%	20.2%	13.4%	0.6%	0.3%	0.3%	2.7%
T. Seymour	2.2%	5.8%	5.2%	0.7%	0.2%	-0.2%	0.8%
T. Union	-4.1%	2.0%	5.4%	1.4%	-0.2%	0.4%	0.3%
T. Washington	-0.2%	11.8%	3.7%	0.4%	0.2%	0.2%	0.9%
T. Wheaton	1.5%	3.3%	10.0%	2.3%	0.3%	0.3%	1.0%
District Area	2.7%	5.9%	5.1%	0.7%	0.2%	0.3%	0.9%
Eau Claire County	3.0%	6.2%	4.3%	0.6%	0.2%	0.3%	0.9%
State of Wisconsin	4.3%	5.1%	4.0%	0.7%	0.5%	0.5%	0.9%

Source: Official Population Estimates (1990-2008). Demographic Services Center, Wisconsin, DOA.



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Table 2: Population Projections of Eau Claire Area Municipalities, 1990-2020

Municipality	POPULATION							CHANGE 2000 to 2020
	Census 1990	Estimate 1995	Census 2000	Estimate 2005	Projections			
					2010	2015	2020	
C. Eau Claire	55,130	56,978	59,794	62,645	65,528	68,759	72,121	12,327
T. Brunswick	1,506	1,532	1,598	1,640	1,686	1,740	1,797	199
T. Clear Creek	692	660	712	745	763	781	801	89
T. Pleasant Valley	2,076	2,231	2,681	3,039	3,264	3,503	3,751	1,070
T. Seymour	2,754	2,814	2,978	3,132	3,242	3,356	3,476	498
T. Union	2,456	2,356	2,402	2,531	2,512	2,471	2,432	30
T. Washington	6,269	6,258	6,995	7,253	7,478	7,692	7,917	922
T. Wheaton	2,257	2,291	2,366	2,602	2,779	2,957	3,134	768
District Area	73,140	75,120	79,526	83,587	87,252	91,259	95,429	15,903
Eau Claire County	85,183	87,737	93,142	97,142	101,148	105,570	110,185	17,043
State of Wisconsin	4,891,769	5,101,581	5,363,715	5,580,757	5,772,370	5,988,420	6,202,810	839,095

Source: Population Projections for Wisconsin Municipalities: 2000-2035 (2008). Demographic Services Center, DOA.



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Table 2 continued: Population Projections of Eau Claire Area Municipalities, 1990-2020

Municipality	PERCENT CHANGE						
	Observed & Estimated			Projected			
	1990-95	1995-00	2000-05	2005-10	2010-15	2015-20	2000-20
C. Eau Claire	3.4%	4.9%	4.8%	4.6%	4.9%	4.9%	20.6%
T. Brunswick	1.7%	4.3%	2.6%	2.8%	3.2%	3.3%	12.5%
T. Clear Creek	-4.6%	7.9%	4.6%	2.4%	2.4%	2.6%	12.5%
T. Pleasant Valley	7.5%	20.2%	13.4%	7.4%	7.3%	7.1%	39.9%
T. Seymour	2.2%	5.8%	5.2%	3.5%	3.5%	3.6%	16.7%
T. Union	-4.1%	2.0%	5.4%	-0.8%	-1.6%	-1.6%	1.2%
T. Washington	-0.2%	11.8%	3.7%	3.1%	2.9%	2.9%	13.2%
T. Wheaton	1.5%	3.3%	10.0%	6.8%	6.4%	6.0%	32.5%
District Area	2.7%	5.9%	5.1%	4.4%	4.6%	4.6%	20.0%
Eau Claire County	3.0%	6.2%	4.3%	4.1%	4.4%	4.4%	18.3%
State of Wisconsin	4.3%	5.1%	4.0%	3.4%	3.7%	3.6%	15.6%
Municipality	ANNUAL RATE OF CHANGE						
	Observed & Estimated			Projected			
	1990-95	1995-2000	2000-05	2005-10	2010-15	2015-20	2000-20
C. Eau Claire	0.7%	1.0%	1.0%	0.9%	1.0%	1.0%	1.0%
T. Brunswick	0.3%	0.9%	0.5%	0.6%	0.6%	0.7%	0.6%
T. Clear Creek	-0.9%	1.6%	0.9%	0.5%	0.5%	0.5%	0.6%
T. Pleasant Valley	1.5%	4.0%	2.7%	1.5%	1.5%	1.4%	2.0%
T. Seymour	0.4%	1.2%	1.0%	0.7%	0.7%	0.7%	0.8%
T. Union	-0.8%	0.4%	1.1%	-0.2%	-0.3%	-0.3%	0.1%
T. Washington	0.0%	2.4%	0.7%	0.6%	0.6%	0.6%	0.7%
T. Wheaton	0.3%	0.7%	2.0%	1.4%	1.3%	1.2%	1.6%
District Area	0.5%	1.2%	1.0%	0.9%	0.9%	0.9%	1.0%
Eau Claire County	0.6%	1.2%	0.9%	0.8%	0.9%	0.9%	0.9%
State of Wisconsin	0.9%	1.0%	0.8%	0.7%	0.7%	0.7%	0.8%

Source: Population Projections for Wisconsin Municipalities: 2000-2035 (2008). Demographic Services Center, Wisconsin, DOA.



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Age Structure

Figure 1 shows population estimates for 2008 by age for Eau Claire County from the U.S. Census Bureau and population projections for 2015 produced by the Wisconsin Department of Administration Demographic Services Center. Note the large cohorts of people aged 15-19 and 20-24. These inflated age groups reflect the population attending the University of Wisconsin-Eau Claire.

Table 3 shows population projections by age for Eau Claire County. In the county as a whole, the number of children under age twenty is expected to increase over the next several years. Even more, the population over age 50 is projected to increase considerably in the coming years, as the large cohorts of the Baby Boom generation age.

Figure 1: Age Structure of Eau Claire County, 2008 & 2015



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Table 3: Population Projections by Age for Eau Claire County, 2005-2025

Eau Claire County						
Age Group	2010	2015	2020	2025	2030	2035
0-4	6,001	6,606	7,087	7,327	7,511	7,773
5-9	5,830	6,245	6,870	7,333	7,533	7,701
10-14	6,130	6,273	6,709	7,333	7,768	7,948
15-19	8,939	8,663	8,706	9,138	9,811	10,272
20-24	12,409	12,102	11,635	11,448	11,867	12,629
25-29	6,571	6,956	6,790	6,506	6,374	6,593
30-34	5,587	5,932	6,289	6,124	5,844	5,720
35-39	5,456	5,802	6,142	6,483	6,286	5,982
40-44	6,119	5,617	5,979	6,292	6,607	6,399
45-49	6,779	6,242	5,742	6,095	6,371	6,677
50-54	6,585	6,819	6,296	5,786	6,125	6,392
55-59	6,272	6,532	6,781	6,262	5,741	6,078
60-64	5,476	6,138	6,411	6,659	6,145	5,640
65-69	3,643	5,254	5,910	6,185	6,429	5,959
70-74	2,684	3,452	5,003	5,657	5,942	6,211
75-79	2,302	2,403	3,095	4,513	5,128	5,415
80-84	1,994	1,929	2,033	2,625	3,852	4,418
85-89	1,394	1,378	1,359	1,448	1,875	2,790
90-94	717	873	887	895	969	1,276
95-99	217	288	367	386	402	448
100 & Over	43	66	94	128	148	165
Totals	101,148	105,570	110,185	114,623	118,728	122,486

Source: Population Projections for Wisconsin Municipalities: 2000-2035 (2008). Demographic Services Center, DOA.



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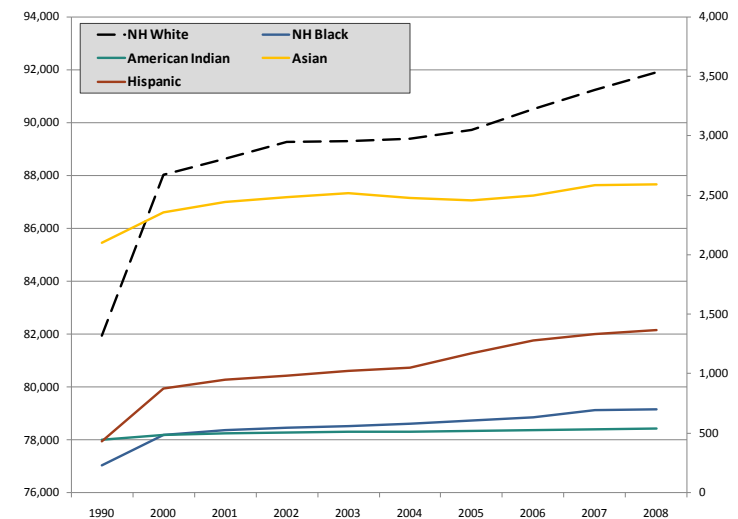
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Race/Ethnic Patterns

Non-Hispanic whites make up 93% of the population in Eau Claire County. Asians are the largest minority group, making up almost 3% of the population. Minority residents tend to be younger than the non-Hispanic white population and more concentrated in the city of Eau Claire, and subsequently, the ECASD population is more diverse than the general population (see Figures 2 and 3). In the ECASD in September 2008, 15.5% of the student population was minority with 9.5% of the student population being Asian (mostly Hmong).

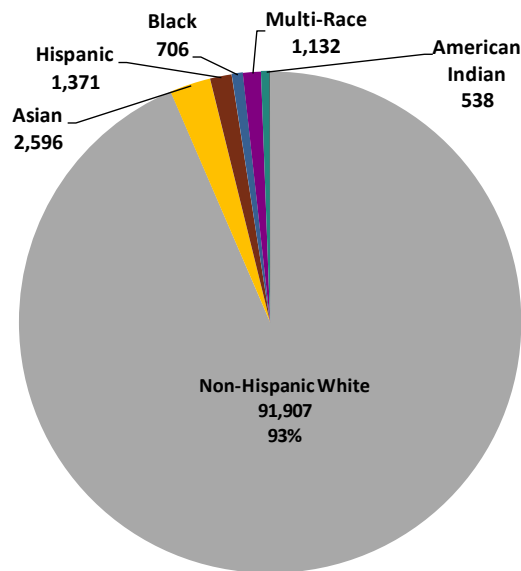
Figure 4 shows population change by race/ethnicity in Eau Claire County 1990-2008. Note that the non-Hispanic white population is shown with a dashed line and is scaled along the left axis, while the minority populations are scaled along the right axis. The Hispanic population has grown considerably in recent years.

Figure 4: Race/Ethnic Population Change, 1990-2008



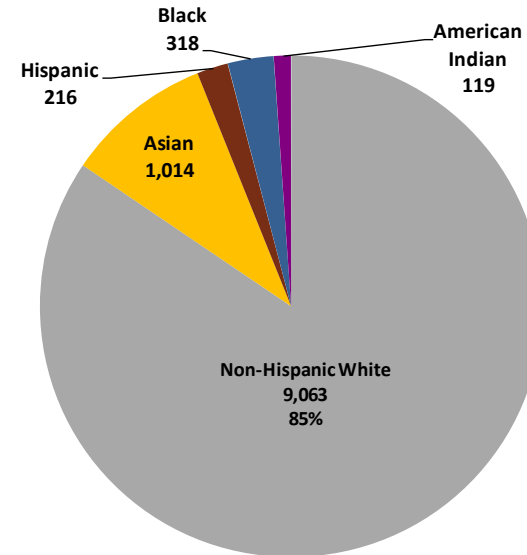
Source: US Census Bureau, Census 1990 & 2000, Population Estimates

Figure 2: Race/Ethnic Composition of Eau Claire County, 2008



Source: US Census Bureau, Population Estimates

Figure 3: Race/Ethnic Composition of ECASD, 2008



Source: Wisconsin Department of Public Instruction



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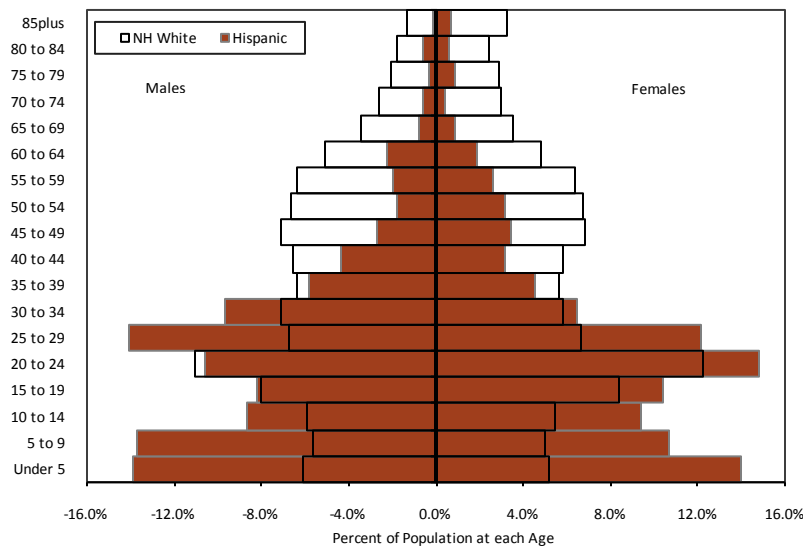
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As mentioned above, the age structure of the population varies by race/ethnicity, and minority populations tend to be younger than the non-Hispanic white population in Eau Claire County. Figures 5 and 6 compare the age structure of the Hispanic (shown in red bars) and Asian (shown in yellow bars) populations to that of the non-Hispanic white population (shown in hollow bars with black outlines).

The Hispanic population bulges at younger working ages (20-34) and children under age 10, suggesting that young families make up a large proportion of the Hispanic population and that, as these families mature, the Hispanic population is likely to grow considerably.

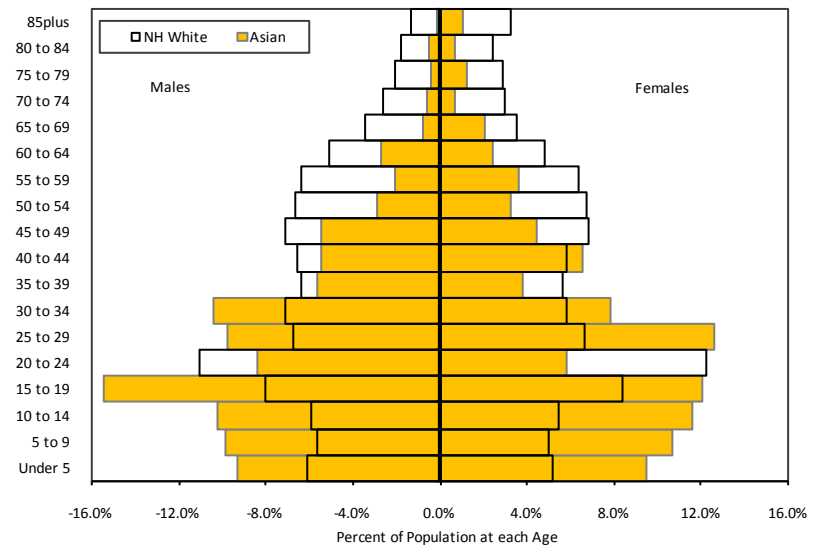
The Asian population is also young in comparison to non-Hispanic whites. In fact, 72% of the Asian population is under the age of 35. In particular, there is a large cohort of Asian residents age 15-19 in 2008.

Figure 5: Hispanic Population Age Structure in Eau Claire County, 2008



Source: US Census Bureau, Population Estimates

Figure 6: Asian Population Age Structure in Eau Claire County, 2008



Source: US Census Bureau, Population Estimates



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In order to best meet the needs of ethnic populations, it is important to understand English language ability. Despite having a significant Asian (mostly Hmong) population, a relatively high proportion of people in the Eau Claire area speak English very well in comparison to the state of Wisconsin overall or to the national average (Table 4).

Table 4: Percent of population age 5 and over speaking English less than “very well”

	Estimate	+/- (MOE)
ECASD	1.9%	0.6%
City of Eau Claire	2.2%	0.8%
Eau Claire County	1.8%	0.6%
Wisconsin	3.2%	0.1%
United States	8.6%	0.0%

Source: American Community Survey, 2005-2007

Of those who speak languages other than English at home in the Eau Claire area, most speak Spanish or an Asian language other than Korean, Chinese, Vietnamese, or Tagalog (most likely Hmong). Approximately 3,000 residents of ECASD age 5 and over speak either Spanish or Hmong at home.

Within the ECASD area minority populations are concentrated in particular locations. Figure 7 shows the concentration of children under age 18 per square mile in shades of green and the composition of the child population by race/ethnicity in pie charts for the City of Eau Claire.

As of Census 2000, the highest concentration of minority children lived in the central part of Eau Claire, particularly between Dells Pond and the Eau Claire River.

Table 5: Population age 5 and over by language spoken at home

	English (only)		Spanish		Other Indo-European languages		Korean, Chinese, Vietnamese, or Tagalog		Other Asian or Pacific Island languages	
	Estimate	MOE	Estimate	MOE	Estimate	MOE	Estimate	MOE	Estimate	MOE
ECASD	70,856	+/- 902	1,370	+/- 296	846	+/- 317	219	+/- 112	1,652	+/- 353
City of Eau Claire	57,433	+/- 954	1,098	+/- 303	753	+/- 182	203	+/- 112	1,468	+/- 421
Eau Claire County	85,874	+/- 556	1,576	+/- 301	1,670	+/- 273	219	+/- 112	1,307	+/- 331
Wisconsin	4,793,022	+/- 5,044	217,992	+/- 3,244	119,790	+/- 2,458	22,688	+/- 1,162	47,376	+/- 2,139

Source: American Community Survey, 2005-2007

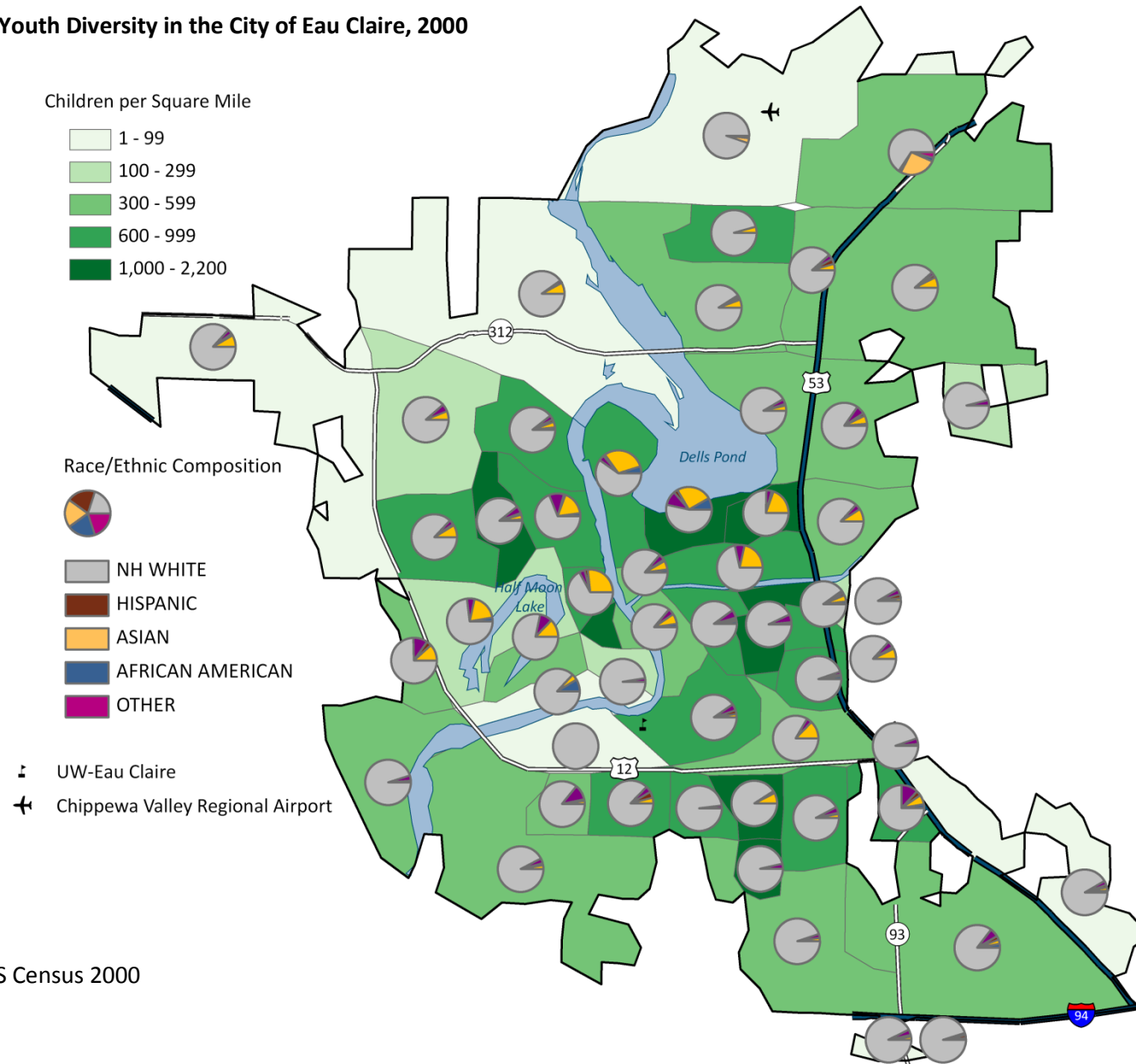


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Figure 9: Youth Diversity in the City of Eau Claire, 2000



Source: US Census 2000

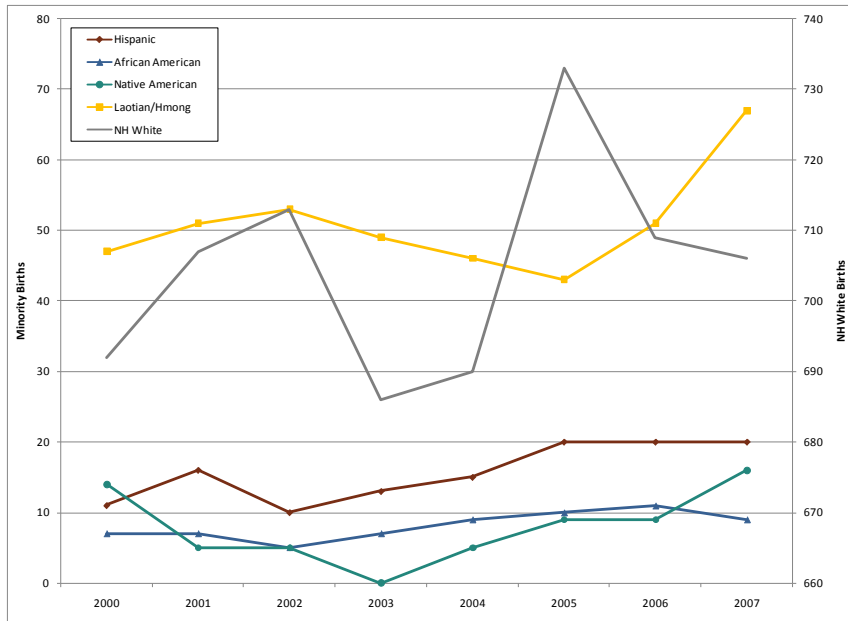


Birth Trends and Projections

Figure 8 shows the number of births in the city of Eau Claire by race/ethnicity. Note that the scale on the right is for non-Hispanic white mothers, while the scale on the left is for mothers of different race/ethnic origins.

Birth numbers have generally been increasing for all race/ethnic groups. Non-Hispanic white births reached a recent peak in 2005. Hmong birth numbers peaked in 2007. Hispanic birth numbers have been increasing.

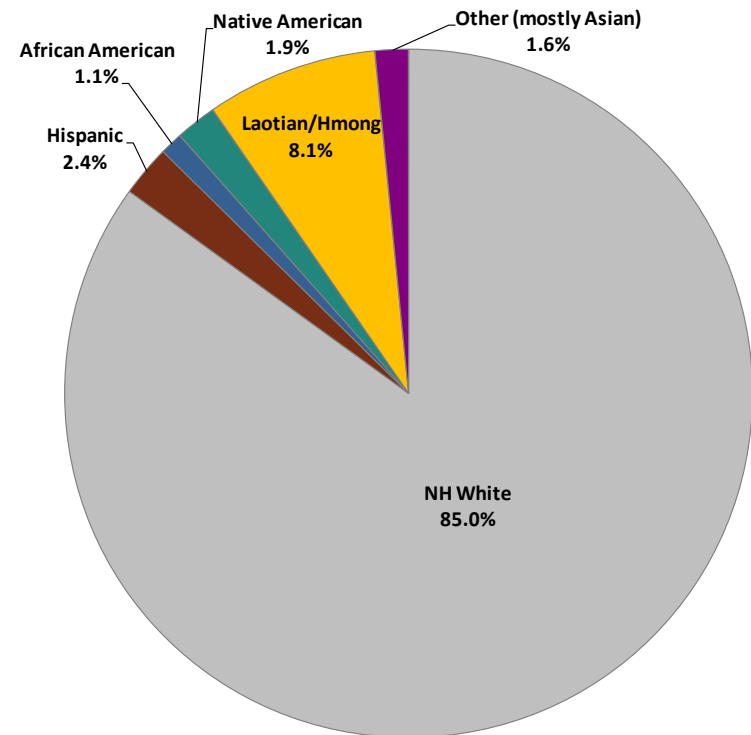
Figure 8: City of Eau Claire Births by Race/Ethnicity of Mother



Source for Figures 8 & 9: Wisconsin Department of Health Services

Figure 9 is a pie graph showing the distribution of births in the city of Eau Claire by race/ethnic origin of mother in 2007. Non-Hispanic whites made up 85% of births, while Hmong mothers accounted for 8% of births. Since 2004, the percent of births to non-Hispanic white mothers has declined somewhat (from about 89%), primarily due to increases in Hispanic and Hmong births.

Figure 9: City of Eau Claire Births by Race/Ethnicity of Mother



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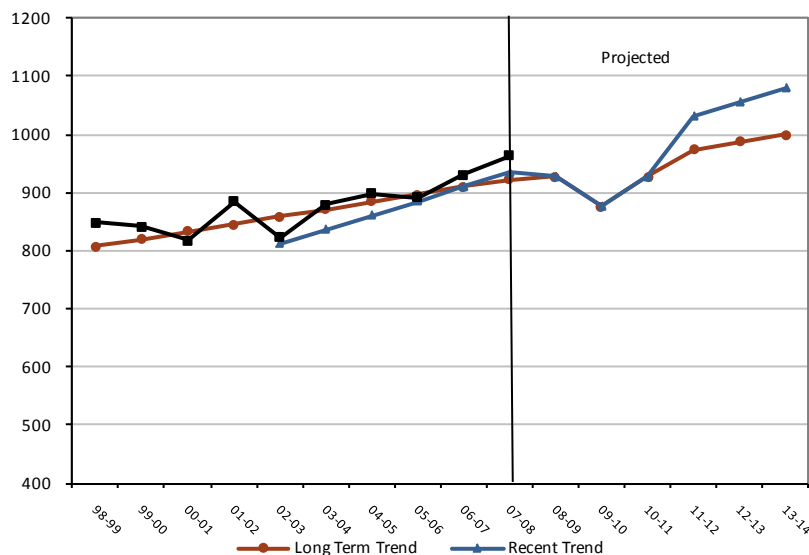
Looking more specifically at births to mothers residing within the ECASD boundaries, the number of births has been increasing since 2002. These birth data are an important component of the school enrollment projections shown later in this report. We use historical and projected births to forecast the number of kindergarten students who will enroll in ECASD in future years. Figure 10 shows (in black) the number of births to mothers living within the ECASD, by year, from 1999-2008.

In order to best approximate how these births translate into future kindergarten students, annual data are divided by birth date so that children born between Sept. 1, 1998 and August 31, 1999 are shown under the 1998/99 heading and would be expected to enroll in kindergarten in Fall 2004.

Making assumptions about how current and future social and economic trends will impact fertility decisions, we extrapolate these birth trends into the future to correspond with the school enrollment projection models shown later in this report. The red line represents birth trends over the longer term (between 1998-1999 and 2007-2008). The blue line examines birth patterns for the last six years and corresponds to the Recent Trend projection models shown later in this report.

Because peoples' decisions about when to have children are significantly related to economic contexts, we assume that the current economic recession will somewhat reduce the number of births that otherwise might have been expected between 2009 and 2011 in both of these scenarios. Then we assume that births will continue to rise after 2011.

Figure 10: Births to Mothers Residing in the ECASD Area, 1999-2008



Source: Wisconsin Department of Health Services



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Population Distribution

Within the Eau Claire area, population is generally concentrated in the city of Eau Claire, particularly in the central city, with relatively few persons per square mile in the surrounding towns. Figure 11 shows the number of residents in elementary attendance areas at Census 2000. Darker colored blocks within each attendance area have higher population densities.

Figure 12 shows the concentration of the population under age 18. In 2000, children were concentrated in central city Eau Claire, particularly between Dells Pond and the Eau Claire River in the Longfellow attendance area; just south of Hwy 12 in the Manz Elementary area; and just west of the Chippewa River between Half Moon Lake and Hwy 312 in the Lakeshore and Roosevelt attendance areas.

Table 6 shows the number and percent of the 2000 population who were under age 18 by attendance area. The Lakeshore Elementary attendance area has a particularly large population count because of the location of UW-Eau Claire. Similarly, Lakeshore has a small proportion of the population who are under 18 (12%) but also the largest number of people under age 18. Putnam Heights and Meadowview attendance areas also have large numbers of residents under age 18 at Census 2000. Roosevelt and Flynn attendance areas have relatively few children and relatively low proportions of child population. The Locust Lane area has the highest percent of population under age 18.

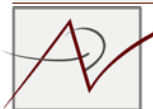
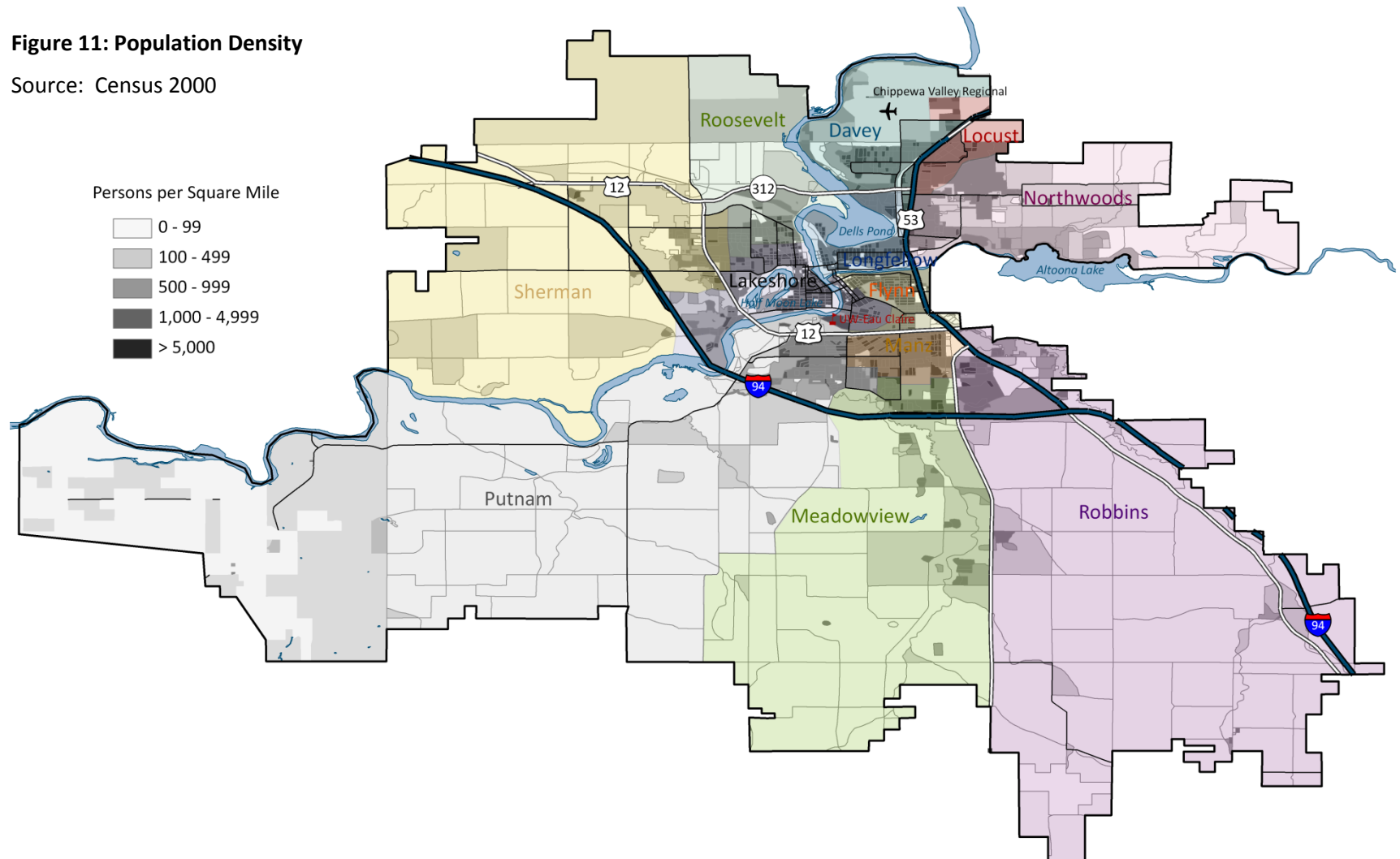
Table 6: Population by Attendance Area, Census 2000

Attendance Area	Total Population	Population under 18	Percent under 18
Sam Davey Elementary	5,551	1,447	26.1%
Flynn Elementary	5,150	1,078	20.9%
Lakeshore Elementary	17,393	2,089	12.0%
Locust Lane Elementary	3,435	1,185	34.5%
Longfellow Elementary	5,503	1,576	28.6%
Manz Elementary	6,186	1,542	24.9%
Meadowview Elementary	5,866	1,668	28.4%
Northwoods Elementary	5,775	1,510	26.1%
Putnam Heights Elementary	7,823	1,802	23.0%
Robbins Elementary	5,115	1,266	24.8%
Roosevelt Elementary	4,085	965	23.6%
Sherman Elementary	4,692	1,160	24.7%
DeLong Middle School	39,496	7,592	19.2%
Northstar Middle School	14,761	4,142	28.1%
South Middle School	22,317	5,554	24.9%
Memorial High School	45,325	8,968	19.8%
North High School	31,291	8,332	26.6%



Figure 11: Population Density

Source: Census 2000



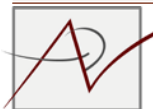
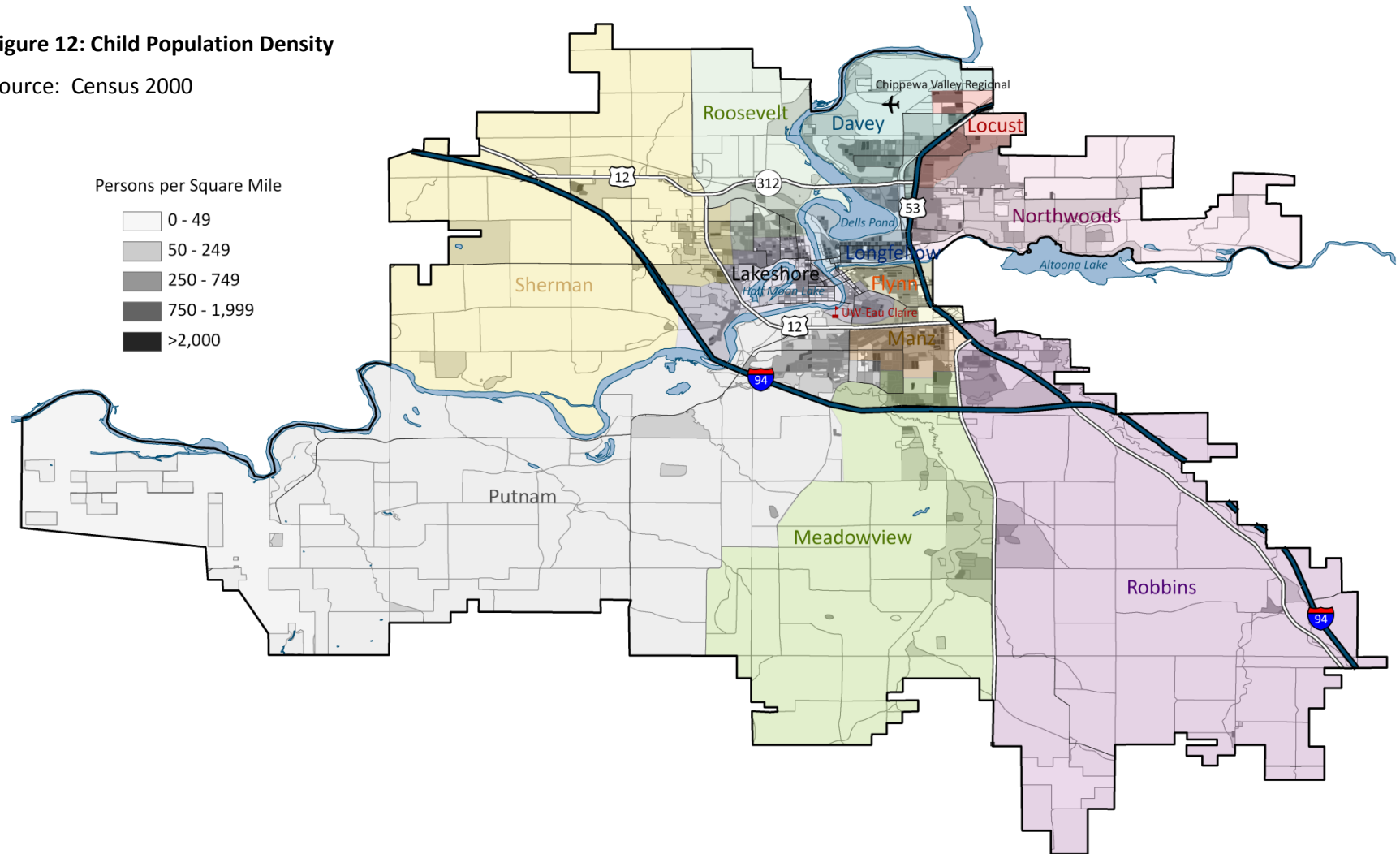
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Figure 12: Child Population Density

Source: Census 2000



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Despite the fact that data from Census 2000 are somewhat outdated at this point in the decade, neighborhoods tend to be relatively stable over time attracting the same kinds of residents from year to year. Still, neighborhood change and turnover do occur. Data on recent births and housing development provide an understanding of how particular areas may be changing since Census 2000.

Figure 13 shows the average number of births each year between 2000 and 2008 where mothers resided at the time they gave birth for elementary attendance areas within the school district. The most births were recorded to mothers living in the Lakeshore attendance area (n=135/year). Locust Lane and Roosevelt attendance areas had the fewest births with 48 and 59 per year, respectively.

Figure 14 shows which elementary attendance areas have been experiencing more (and fewer) births in recent years by examining change in the number of births 2000-2008. Regression trends were calculated to analyze the average annual change in the number of births over the last ten years to generate this average annual increase or decline in birth numbers for elementary attendance areas. Examining *change* in the number of births since 2000 indicates the degree to which cohorts of incoming kindergarten students in the coming years are likely to be larger or smaller than recent kindergarten cohorts (absent significant migration of pre-school age children).

The Longfellow and Manz attendance areas in downtown Eau Claire have had a declining number of births over the last nine years. On the other hand, the Lakeshore attendance area (which already has the highest number of births) has continued to experience increasing numbers of births each year. At the same time, the city's outlying areas have generally experienced increasing numbers of births, particularly in the Sherman, Robbins, and Meadowview attendance areas. There has been little change in the number of children born to

mothers residing in Sam Davey or Locust Lane attendance areas in the last nine years, suggesting these areas are maintaining a stable population composition.

Births and housing units are closely related to one another. Newly constructed housing units (particularly single family homes) tend to have higher birth rates than long standing housing. This is because younger couples tend to move into newly constructed housing with the anticipation of starting a family (or adding to current number of children). For this reason, it is common to see increases in the number of births within a few years in an area that has recently experienced an influx of housing development.

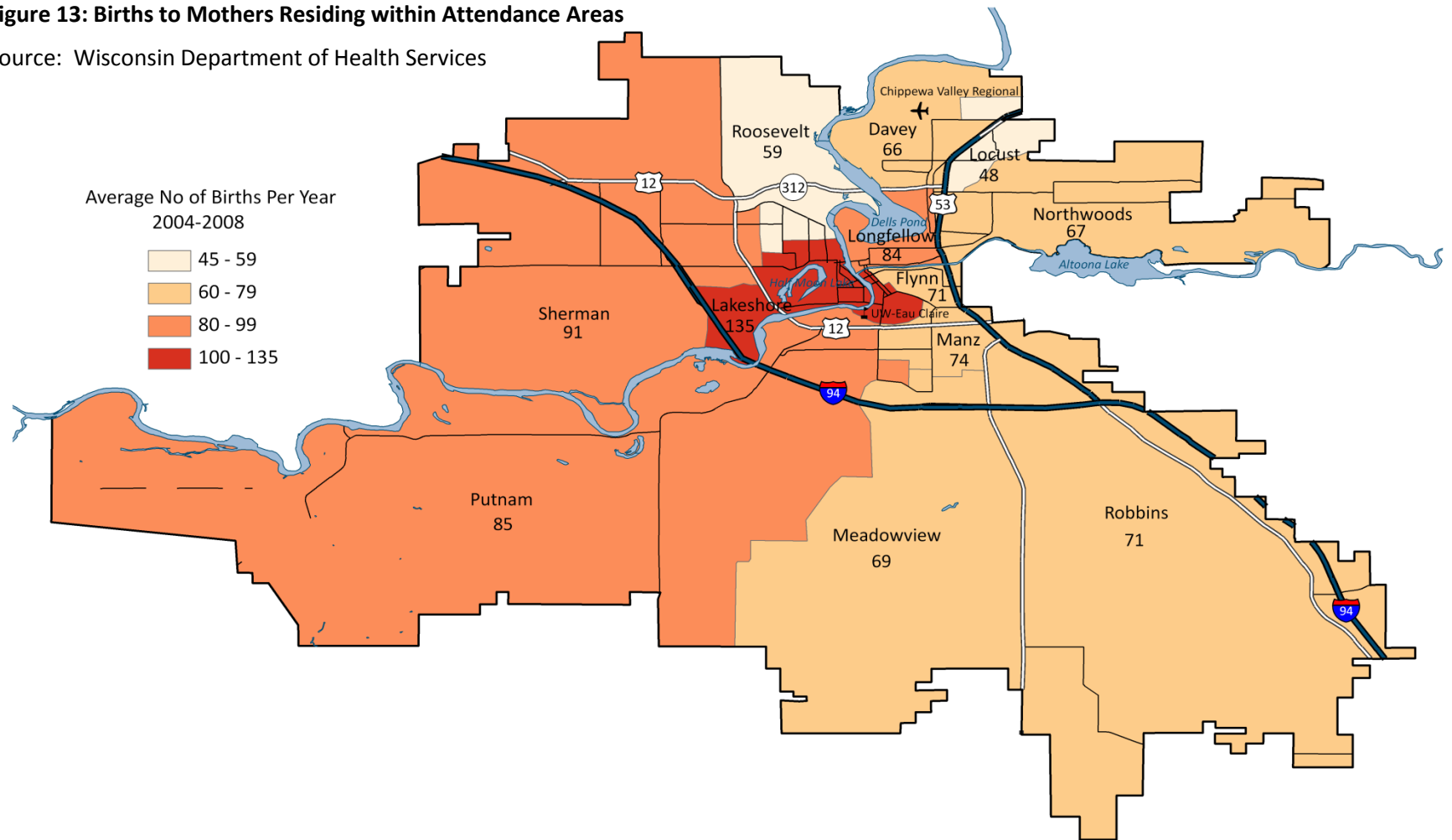
At the same time, an increase in the number of births in an area of longstanding housing units usually indicates that housing turnover has been occurring and that the neighborhood may be shifting from an older to a younger character.

Figure 15 shows where recent housing development has been occurring within the city of Eau Claire. Most development has occurred on the southeast side of the city in the Robbins attendance area, on the northwest side of the city in the Sherman attendance area, and just west of Interstate 94 in the Lakeshore attendance area.



Figure 13: Births to Mothers Residing within Attendance Areas

Source: Wisconsin Department of Health Services



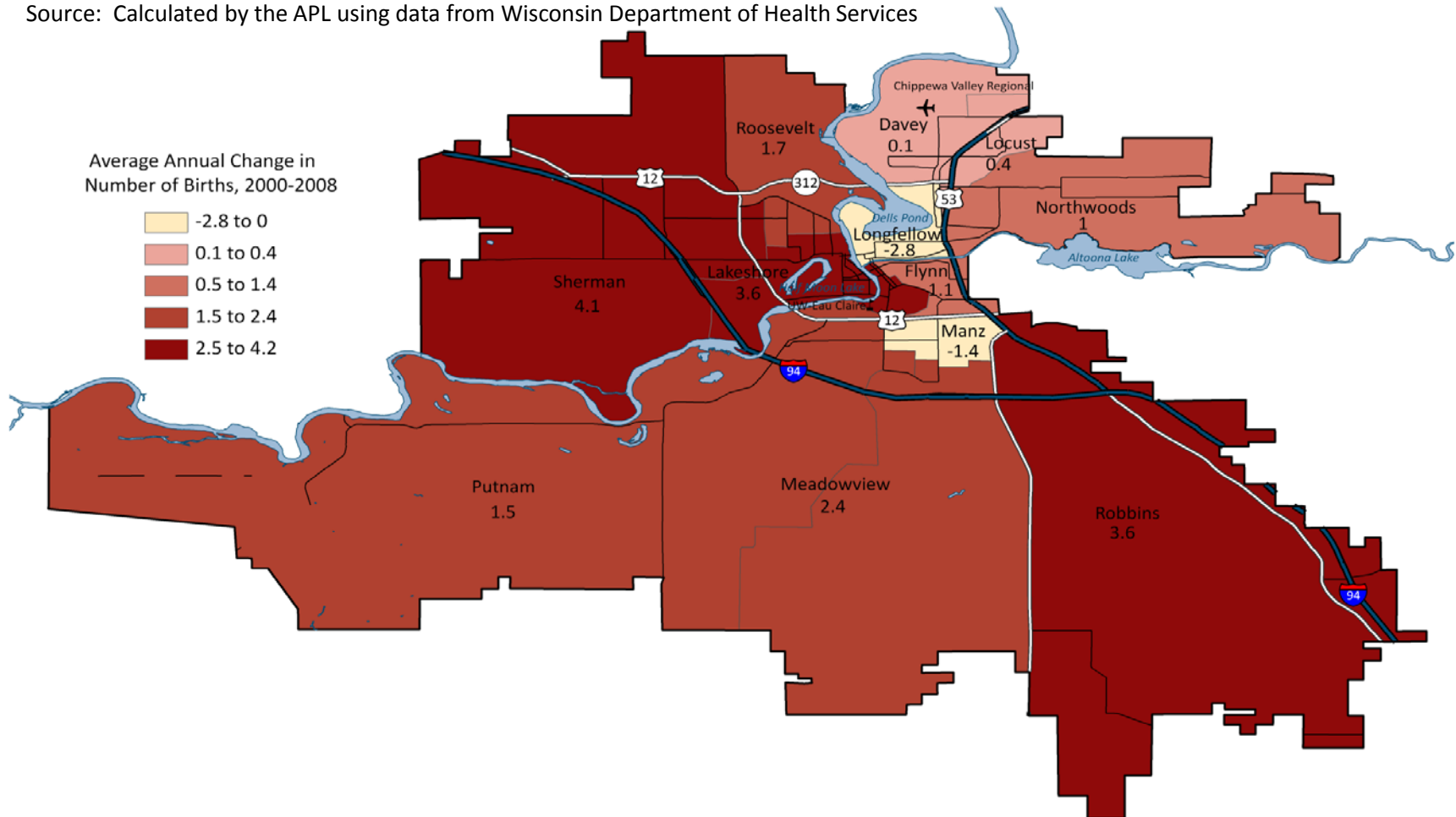
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Figure 14: Change in Birth Numbers, 2000-2008

Source: Calculated by the APL using data from Wisconsin Department of Health Services



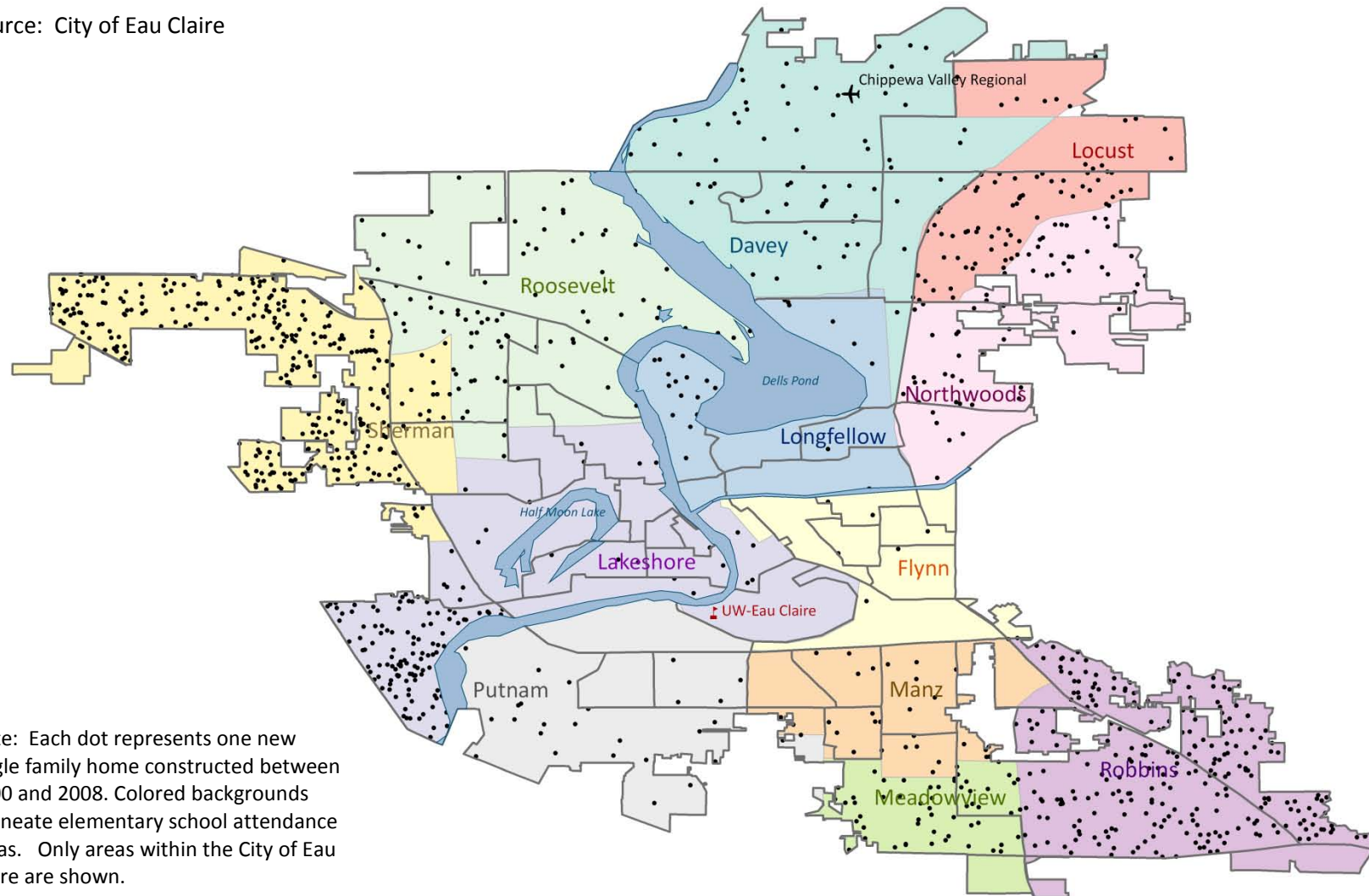
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Figure 15: Building Permits for Single Family Homes within the City of Eau Claire, 2000-2008

Source: City of Eau Claire



Note: Each dot represents one new single family home constructed between 2000 and 2008. Colored backgrounds delineate elementary school attendance areas. Only areas within the City of Eau Claire are shown.



Table 7 shows the number of new single family and multi-family housing units that were constructed within the city of Eau Claire 2000-2008 by elementary attendance area.

Table 7: City of Eau Claire Building Permits, 2000-2008

Attendance Area	Single Family Homes	Multi-Family Units
Sam Davey Elementary	54	33
Flynn Elementary	6	12
Lakeshore Elementary	133	79
Locust Lane Elementary	60	16
Longfellow Elementary	37	41
Manz Elementary	27	175
Meadowview Elementary	45	69
Northwoods Elementary	92	77
Putnam Heights Elementary	26	127
Robbins Elementary	277	730
Roosevelt Elementary	105	396
Sherman Elementary	331	233

The 2005 city of Eau Claire Comprehensive Plan encourages revitalization of existing city neighborhoods and efforts to maintain the vitality of older urban neighborhoods through investment in streets, parks, and other attractive community features. It indicates that future housing development should mostly occur within the established boundaries of the city of Eau Claire. Future residential neighborhoods on the outskirts of the city are planned outside the perimeter of Interstate 94 to County Hwy EE on the west side and to County Hwy B on the south side. Future neighborhoods are also planned on the northwest side along County Highways T and F, and north of Lake Altoona along County Hwy Q.

The city's plan also lays out restrictions regarding the density of housing development in an extraterritorial zone stretching three miles

beyond current city boundaries into the surround towns. In this area, development is restricted to one unit per 10 acres, and this policy has significantly restricted the amount of development that has occurred in the towns surrounding Eau Claire over the last five years. This policy is controversial with towns surrounding Eau Claire who have filed suit against the city questioning the city's authority to implement the policy. Until the legal details are resolved, little development is expected to occur in this border area.

According to the Eau Claire County Planning Department, most of the newer housing development outside the city of Eau Claire has occurred in the towns south of Eau Claire, particularly between Interstate 94 and County Hwy II and along Lois Creek Road in the town of Washington and in the town of Pleasant Valley along Hwy 93. In the last couple of years, this development has slowed considerably with the widespread decline of the housing market.

Over the next few years, the Eau Claire County Planning Department expects that most rural development may occur in the towns of Seymour, Union, and Pleasant Valley and that development may "leap frog" beyond the city of Eau Claire's three mile extraterritorial zone farther into the countryside. Still, the vast majority of any growth in the Eau Claire area will likely occur within the city of Eau Claire. Depending on economic conditions, rural development may return to levels similar to what was experienced in the late 1990s and early 2000s. There is no indication at this time that rural development may see a significant increase over those levels.



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Residential Development

Examining trends in recent housing development can be indicative of migration trends. If the number of housing starts in the district area is reasonably consistent over time, then we assume that in-migration will also remain relatively consistent. If the number of housing starts is increasing, in-migration may increase. However, it is important to recognize that the number of housing starts in any given year is dependent upon a large number of confounding variables (decisions of local, county, and state policy makers, residential developers, interest rates, demand for housing, etc.), making future growth patterns difficult to predict.

Figures 16 and 17 show the number of residential building permits issued by selected municipalities in the Eau Claire area.

The majority of housing development over the last several years has occurred in the city of Eau Claire. There has also been a significant amount of development in the Towns of Pleasant Valley, Washington, and Wheaton. Most of the development in the area has consisted of single-family homes. Households in two-family and multi-family complexes, on average, contain fewer school-aged children than single family homes.

The number of building permits in the area peaked in 2002 and has declined since that time. Because housing construction has declined nationwide and the decline being experienced in the Eau Claire area is not unique, there is no reason to believe that this slow down in the housing market will lead to out-migration. It does suggest that both in- and out- migration are likely to stabilize this year and in the more immediate future.

Figure 16: Building Permits for City of Eau Claire, 1999-2008

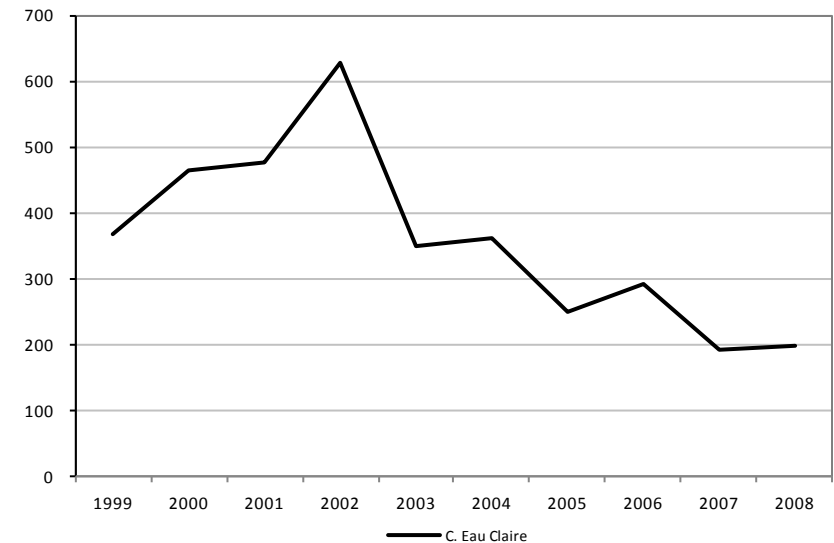
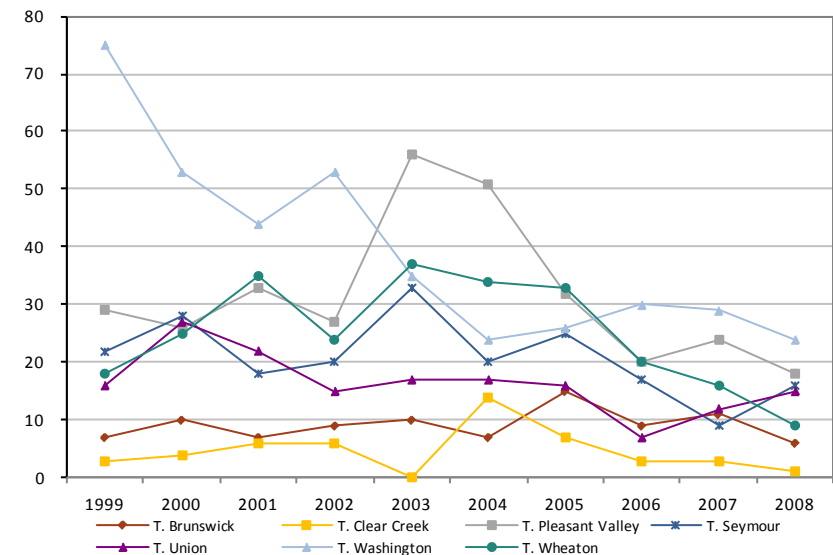


Figure 17: Building Permits by Town in the ECASD, 1999-2008



Migration Patterns

Eau Claire County has experienced population growth due to net in-migration of new residents in recent years. According to Wisconsin's Demographic Services Center, between 2000 and 2009 the county grew by 6.3% with 4.1% population growth due to natural increase (births minus deaths) and 2.2% due to net migration. The city of Eau Claire more specifically, however, has experienced net out-migration in recent years, as people move out of the city to surrounding areas or to more distant metropolitan areas.

This section combines data from three primary sources to examine migration trends in the city and county between 1995 and 2005. The first is the US Census Bureau's County to County and MCD to MCD Migration Flows files that examine migration 1995-2000 based off a question on Census 2000 Long Form asking where respondents lived five years ago. The second source is a dataset generated by the Internal Revenue Service examining county to county migration flows annually by income levels based on filing of tax returns. These data are available for more recent years than the census data. Finally, county-specific net migration estimates by age are presented for each decade 1950-2000 and by race/ethnicity for 1990-2000. These data were generated by researchers affiliated with UW-Madison each decade and are available for download at ICPSR (<http://www.icpsr.umich.edu>).

About 52% of Eau Claire County residents lived in the same house in 2000 as they did in 1995, suggesting that almost half of the population moved over this five year period. About a quarter of the population moved within Eau Claire County (intra-county movers). The final quarter of the population moved into Eau Claire County from outside or moved out of Eau Claire County, with a net *in*-migration of about 2,740 residents. During the same time period, the city of Eau Claire experienced a net *out*-migration of almost 2,000 people, some of whom moved to the towns surrounding the city so that they remained in Eau Claire County.

Table 8: Estimated Migrants, 1995-2000

	Nonmover		Intra-county movers		In-migrants		Out-migrants		Net-migrants		Movers from abroad	
	n	%	n	%	n	%	n	%	n	%	n	%
City Eau Claire	n/a	n/a	n/a	n/a	15,159	27%	17,128	31%	-1,969	-4%	n/a	n/a
Eau Claire County	44,555	52%	20,883	25%	21,626	25%	18,886	22%	2,740	3%	618	1%

Source: US Census 2000, County to County Flows and MCD-MCD Flows files.

Notes: Table 8 includes population over age 5 at Census 2000. Proportions are figured by dividing by a mid-period population estimate.



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More recent data collected from the IRS based on tax filings (Table 9) demonstrate that the migration patterns for Eau Claire County remained fairly consistent 1995-2000 and 2000-2005. However, IRS data between 2000 and 2005 suggest that there was somewhat more out-migration from the county than was experienced 1995-2000.

Table 9: Estimated Migrants, 2000-2005

Eau Claire County	In-migrants		Out-migrants		Net-migrants	
	n	%	n	%	n	%
	22,078	25%	23,076	26%	-998	-1%

Source: IRS Migration Data, 2000-2005

Figures 18 and 19, respectively, show where migrants who moved into Eau Claire County between 1995 and 2000 came from and where migrants who moved out of Eau Claire County moved to. As with most counties, most migration is relatively local with people moving within the same region. Still, the influence of the University of Wisconsin- Eau Claire draws in-migrants from a wider geographic distribution across Wisconsin and Minnesota than what most Wisconsin counties experience. Sending and receiving counties tend to mirror one another, suggesting that students may move to Eau Claire County for school and later move back to their county of origin.

Tables 10 and 11, respectively, describe where migrants who moved into the city of Eau Claire between 1995 and 2000 came from and where migrants who moved out of the city moved to. Migrants moving into the city came from across the state of Wisconsin and Minnesota, particularly from more urban areas. For instance, more in-migrants moved from Minnesota than moved into the city from Eau Claire and Chippewa Counties combined. This reflects the presence of the University of Wisconsin-Eau Claire and its ability to attract students from a relatively broad geography. Migrants moving out of the city, on the other hand, overwhelmingly tended to move to outlying areas within Eau Claire County or to Chippewa County. Still out-migrants also tended to move to urban centers across the state of Wisconsin and Minnesota, probably indicative of students leaving UW- Eau Claire and moving on to start careers (or return home) in other areas of the state.



Figure 18: Origins of In-Migrants to Eau Claire County, 1995-2000

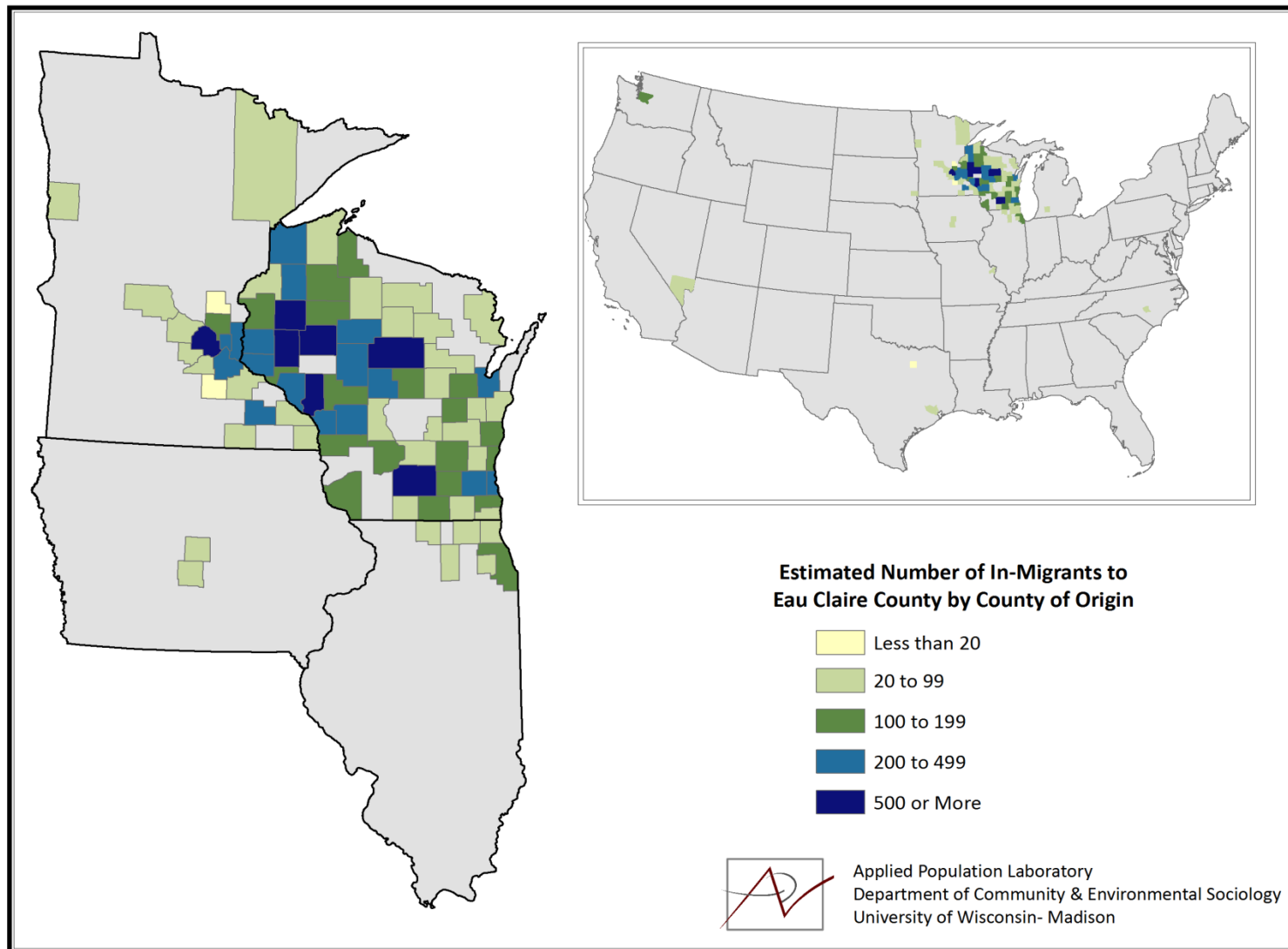
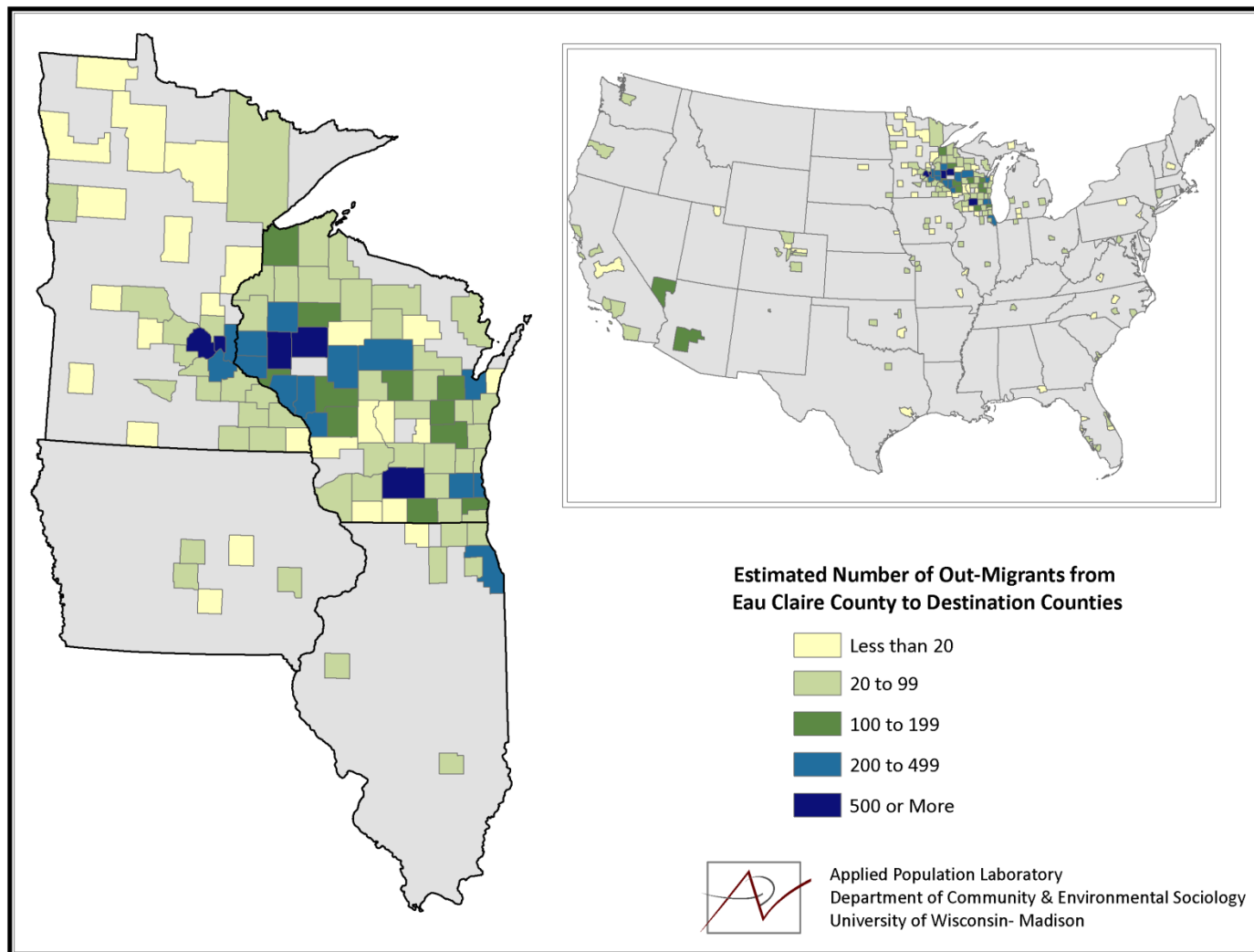


Figure 19: Destinations of Out-Migrants from Eau Claire County, 1995-2000



Source: US Census 2000, County to County Flows



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Table 10: Origins of In-Migrants to City of Eau Claire County

	Number	% of In-Migrants
Eau Claire County Total	1,362	9.0%
Altoona city	868	5.7%
Fall Creek village	299	2.0%
Washington town	90	0.6%
<i>Remainder of County</i>	105	0.7%
Chippewa County Total	1,366	9.0%
Chippewa Falls city	772	5.1%
Eau Claire city	180	1.2%
Cadott village	123	0.8%
<i>Remainder of County</i>	291	1.9%
Dane County	888	5.9%
Dunn County	751	5.0%
Milwaukee County	328	2.2%
La Crosse County	336	2.2%
Marathon County	475	3.1%
St. Croix County	202	1.3%
Brown County	259	1.7%
Elsewhere in Wisconsin	5,952	39.3%
Minnesota	2,904	19.2%
Hennepin County, MN Total	745	4.9%
Minneapolis city	154	1.0%
Bloomington city	125	0.8%
Maple Grove city	100	0.7%
Plymouth city	75	0.5%
<i>Remainder of County</i>	291	1.9%
Ramsey County, MN (St. Paul)	379	2.5%
Elsewhere in Minnesota	1,780	11.7%
Other States	336	2.2%
Total In Migrants	15,159	100%

Source: US Census 2000, MCD to MCD Flows

Table 11: Destinations of Out-Migrants from City of Eau Claire

	Number	% of Out-Migrants
Eau Claire County Total	4,397	25.7%
Washington town	1,114	6.5%
Altoona city	1,092	6.4%
Union town	609	3.6%
Seymour town	436	2.5%
Pleasant Valley town	389	2.3%
Brunswick town	222	1.3%
Fall Creek village	112	0.7%
<i>Remainder of County</i>	423	2.5%
Chippewa County Total	2,009	11.7%
Chippewa Falls city	486	2.8%
Hallie town	422	2.5%
Eau Claire city	302	1.8%
Lafayette town	172	1.0%
Wheaton town	116	0.7%
<i>Remainder of County</i>	511	3.0%
Dane County	904	5.3%
Dunn County	951	5.6%
Milwaukee County	399	2.3%
La Crosse County	278	1.6%
Marathon County	275	1.6%
St. Croix County	342	2.0%
Brown County	284	1.7%
Elsewhere in Wisconsin	3,841	22.4%
Minnesota	2,966	17.3%
Hennepin County, MN Total	1,149	6.7%
Minneapolis city	510	3.0%
Plymouth city	128	0.7%
Eden Prairie city	109	0.6%
Bloomington city	106	0.6%
<i>Remainder of County</i>	296	1.7%
Ramsey County, MN (St. Paul)	562	3.3%
Elsewhere in Minnesota	1,255	7.3%
Other States	482	2.8%
Total Out Migrants	17,128	100%

Source: US Census 2000, MCD to MCD Flows



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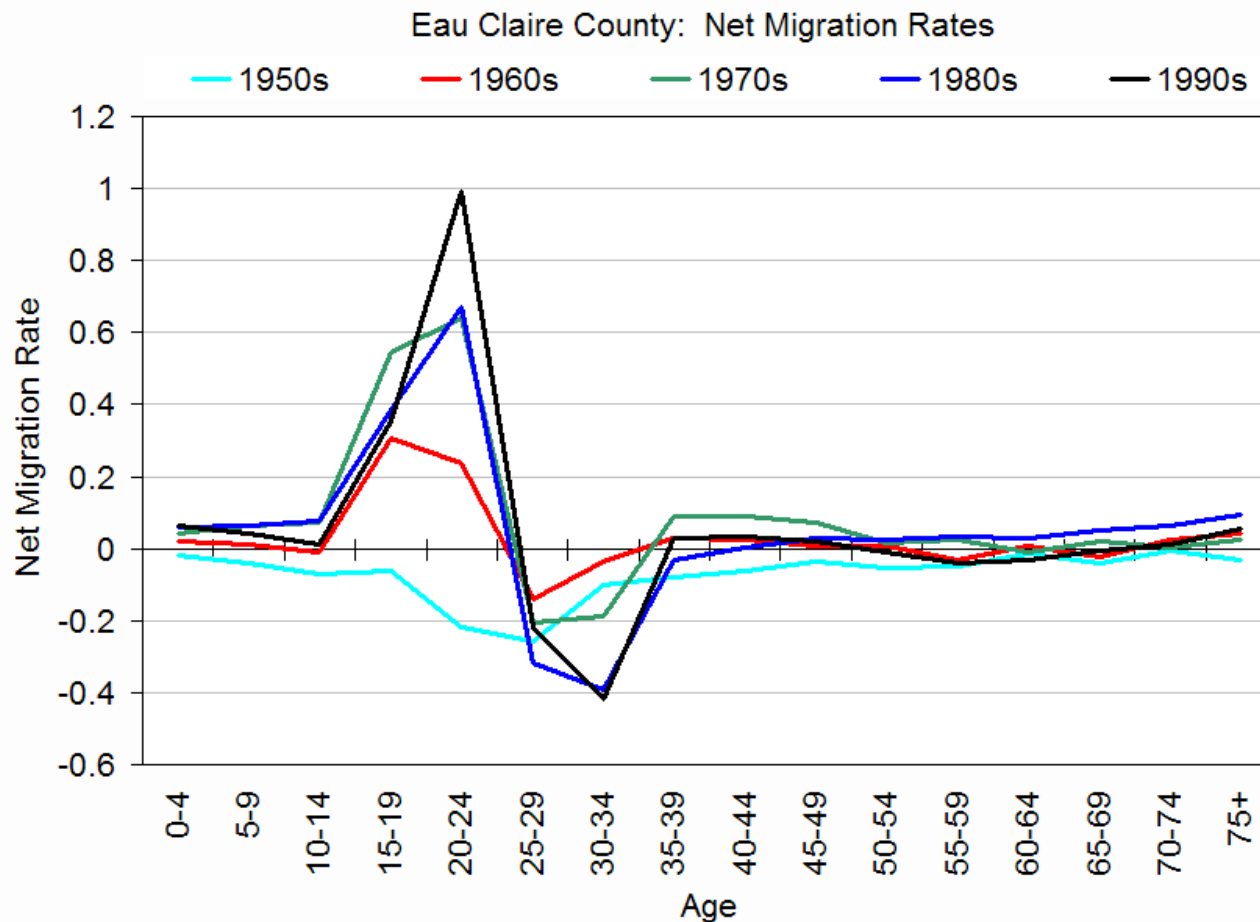
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Examining patterns by characteristics of migrants is particularly interesting for gaining a sense of how migration impacts the composition of the population. The next several pages examine migration by age, race/ethnicity, household income, and education level in Eau Claire County and the city of Eau Claire.

Figure 20 shows net migration by age for Eau Claire County 1950-2000. In the 1950s, the county experienced net out-migration at all ages. Since 1960, however, the county has experienced high in-migration rates of young adults, associated with UW-Eau Claire and corresponding out-migration rates at ages 25-34 as students end their time at university and exit the county. At other ages, net migration rates remain close to zero.

Figure 20: Net Migration Rates by Age, 1950-2000



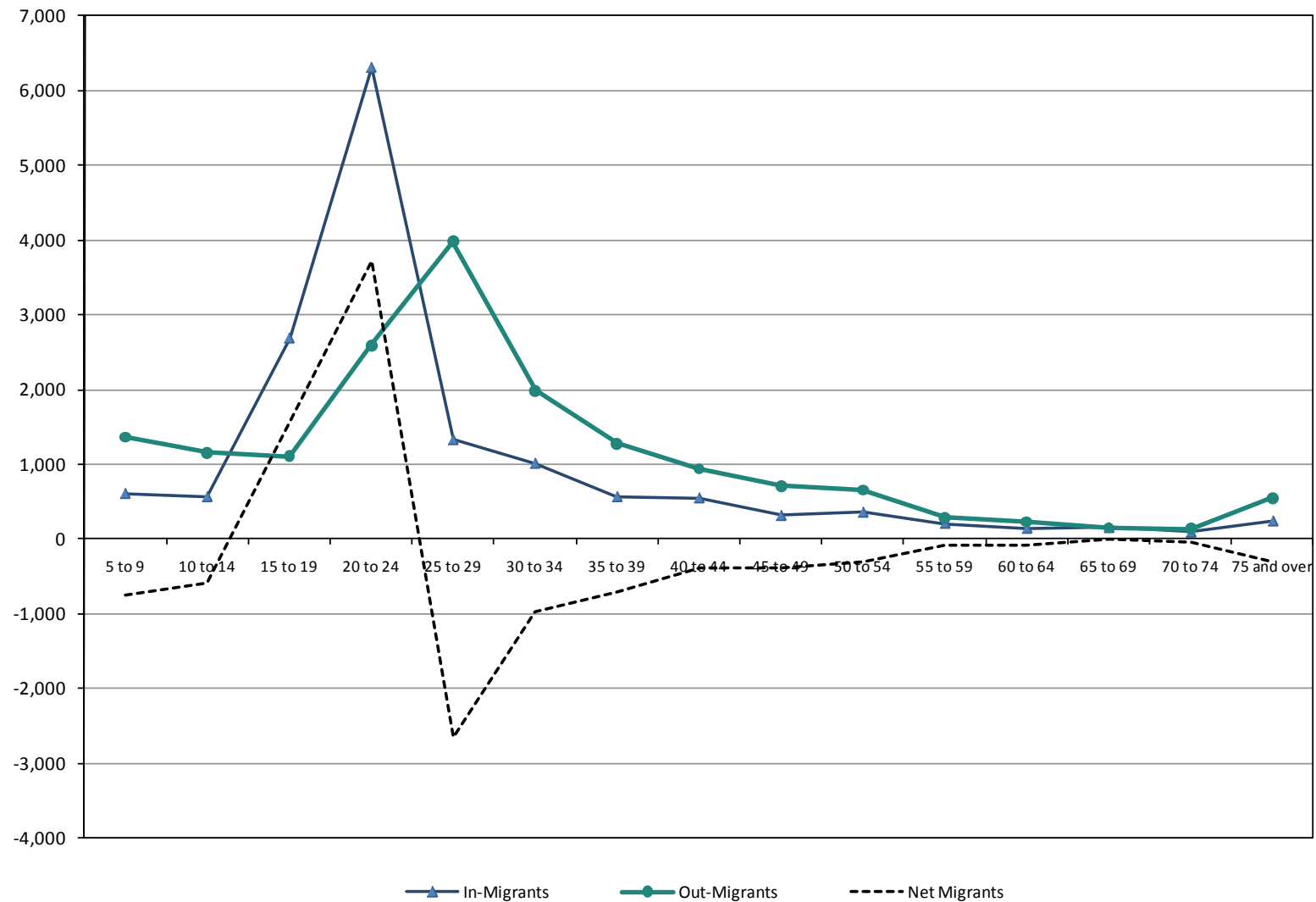
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Figure 21 examines inflows, outflows, and net migration of residents by age for the city of Eau Claire between 1995 and 2000. The city experienced net out-migration at all ages, except 15-24 year olds. In-migration at these ages and significant out-migration at ages 25-34 is influenced by UW- EC.

Figure 21: Net Migration Estimates by Age for the city of Eau Claire, 1995-2000



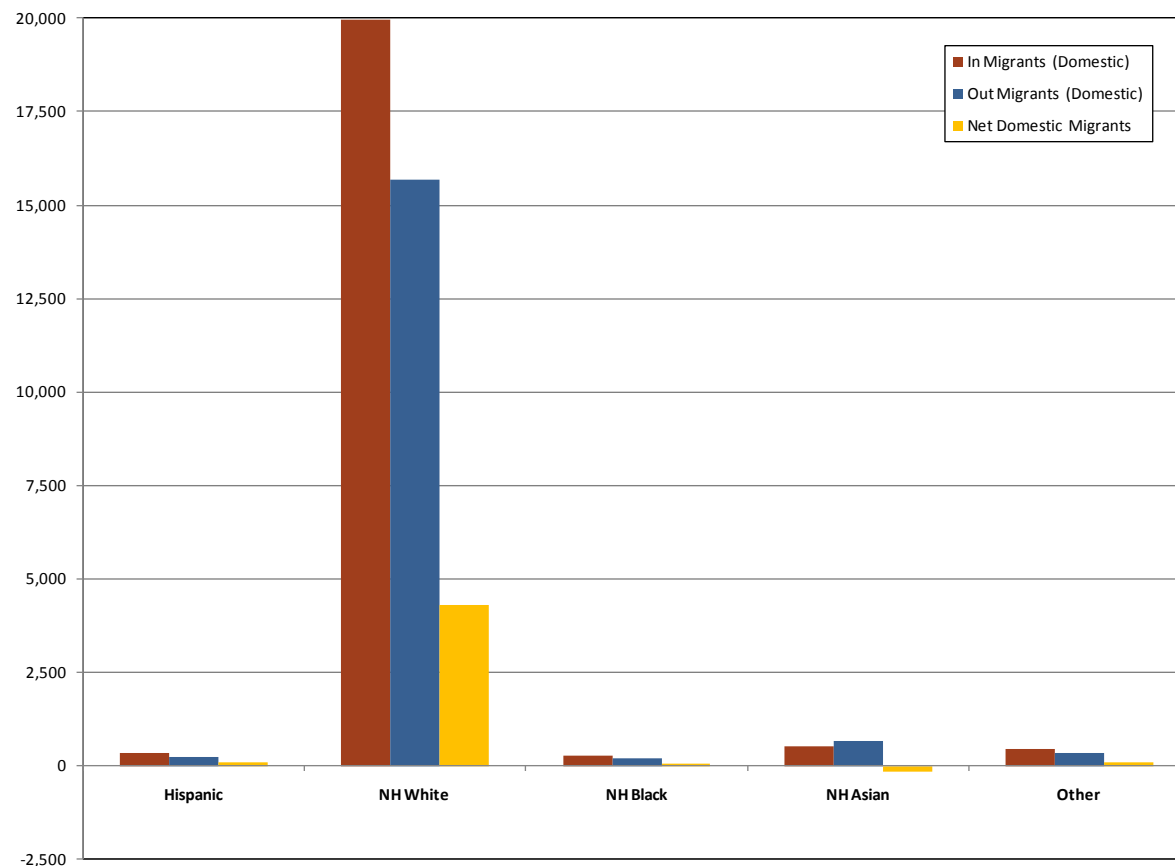
Source: US Census 2000, MCD to MCD Flows



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Migration patterns vary by race/ethnicity. Figures 22 and 23 examine inflows and outflows by race/ethnicity for Eau Claire County and the city of Eau Claire, respectively between 1995 and 2000. Note that these charts only include domestic (to from other counties within the United States) migration. Figure 24 examines net migration by race/ethnicity and age between 1990 and 2000 for Eau Claire County. Notice on this chart that there are two different scales. The scale at left shows net migration of non-Hispanic Whites and of the total population and ranges from negative 6,000 to positive 6,000. The scale at right shows net migration for Hispanics and non-Hispanic Blacks and ranges from negative 120 to positive 120. While the number of Hispanic and Black net migrants over the decade is quite small in comparison to non-Hispanic whites, the *rate* at which young Hispanics and Blacks moved into the county was quite high, suggesting that these populations which were negligible in 1990 began to grow over the decade.

Figure 22: Migration Flows for Eau Claire County by Race/Ethnicity, 1995-2000



Source: US Census 2000, County to County Flows

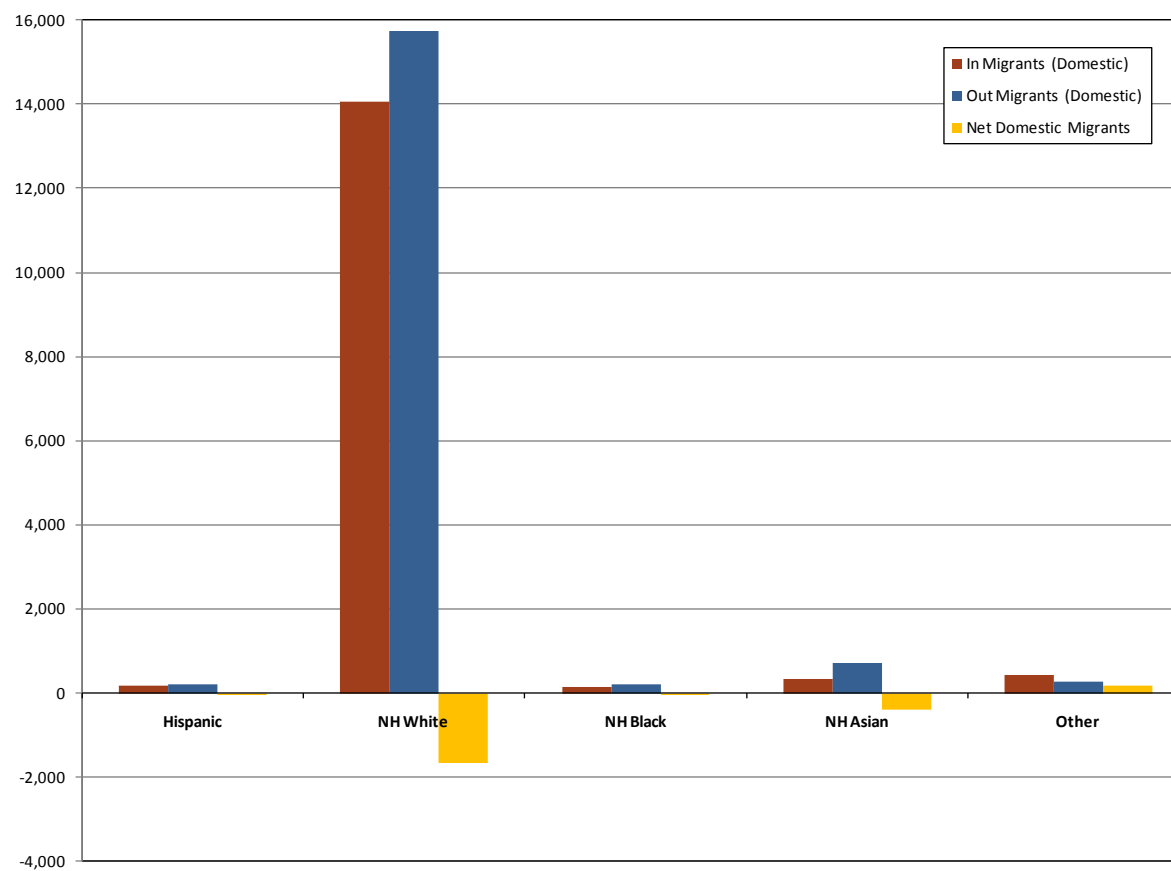


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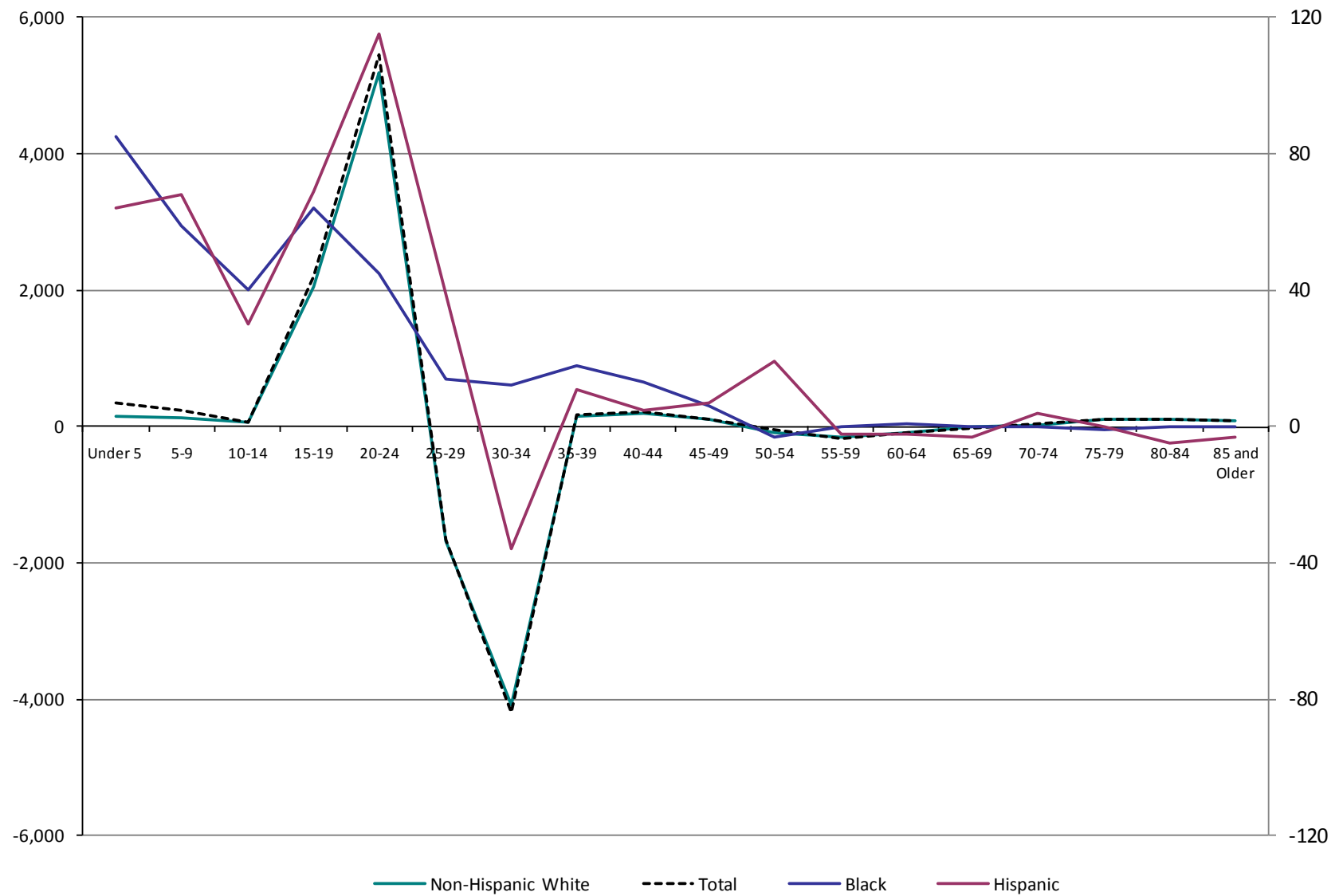
Figure 23: Migration Flows for the city of Eau Claire by Race/Ethnicity, 1995-2000



Source: US Census 2000, MCD to MCD Flows

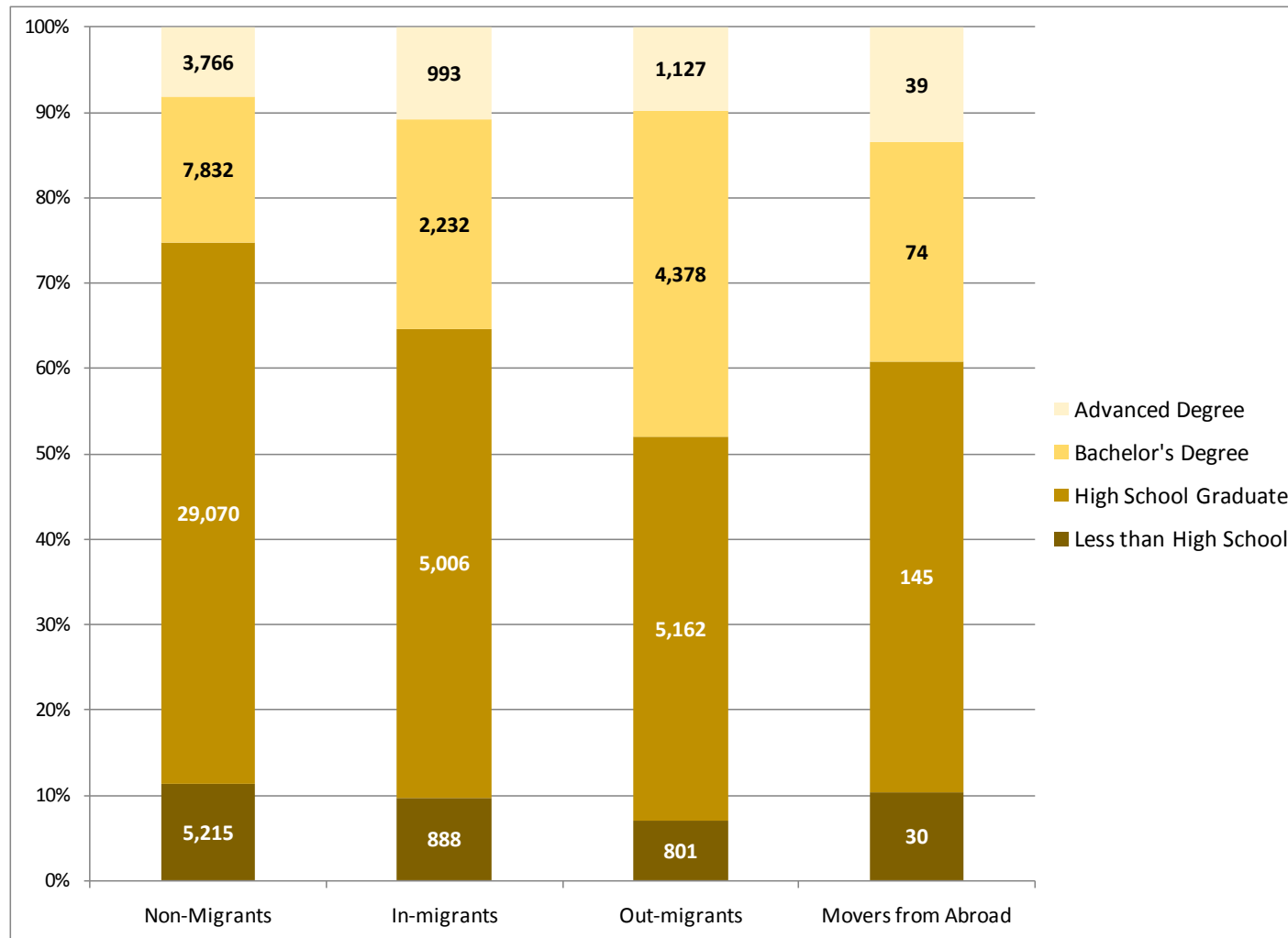


Figure 24: Net Migration by Age and Race/Ethnicity for Eau Claire County, 1990-2000



Migrants (domestic and international) in Eau Claire County tend to be more educated than non-migrants. Figure 25 shows the highest degree completed by migration status 1995-2000 in Eau Claire County. Net migration of persons with a Bachelor's degree or greater in Eau Claire County was -2,280, meaning that the county exported a net of 2,280 residents between 1995 and 2000. A negative finding here is to be expected, given that the UW-Eau Claire is in the business of granting Bachelor's degrees.

Figure 25: Educational Attainment by Migrant Status for Eau Claire County, 1995-2000



Source: US Census 2000, County to County Flows



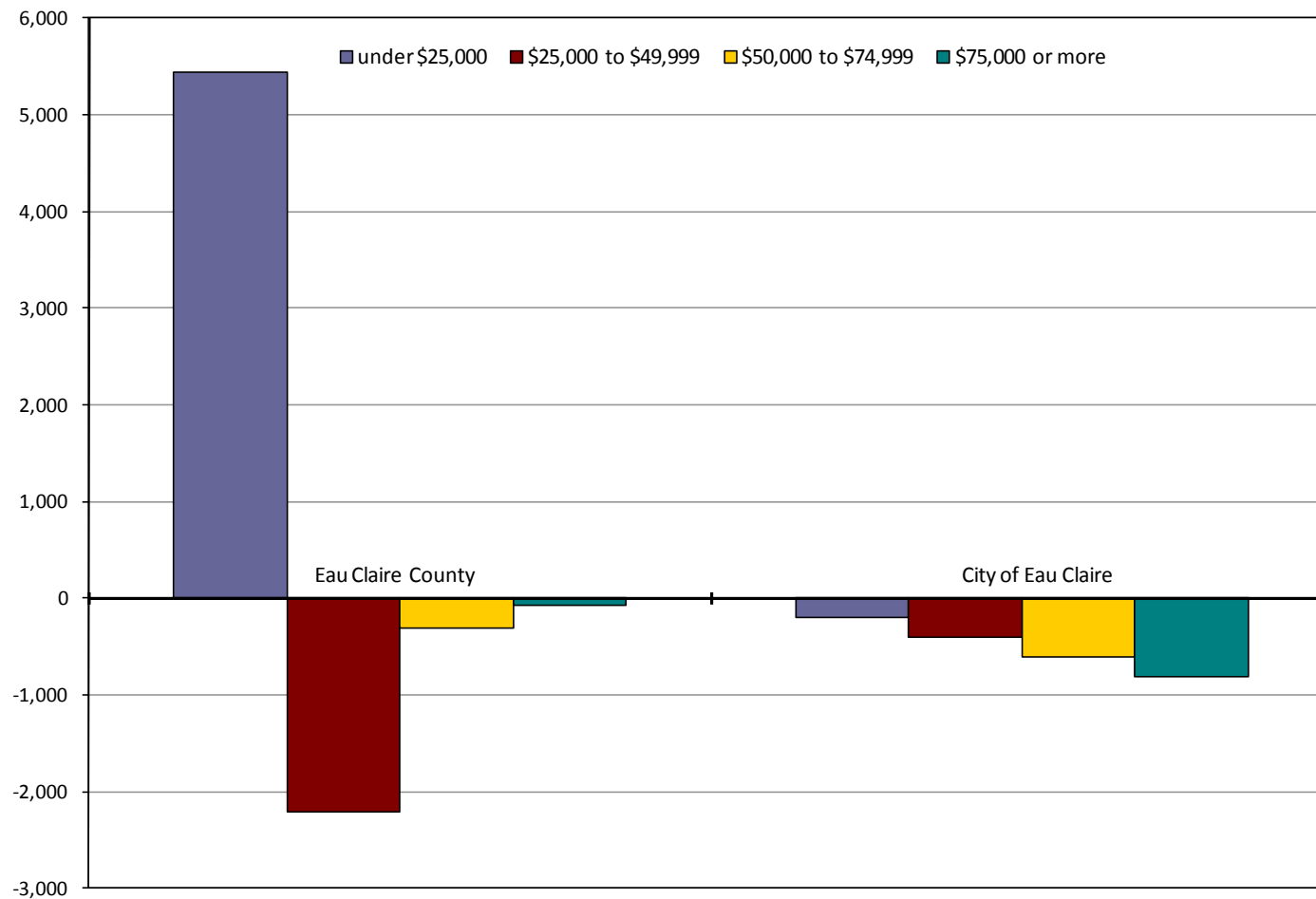
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Eau Claire County tends to gain lower income residents through net migration and to lose residents with moderate and higher household incomes. The city of Eau Claire tends to lose residents at all income levels. IRS data from 2000-2005 indicate that in-migrating households to Eau Claire County had an average median income of \$18,168 which is significantly lower than that of non-moving households (\$30,305) and somewhat lower than that of out-migrating households (\$20,590).

Figure 26: Net Migration by Household Income, 1995-2000



Source: US Census 2000, County to County Flows



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In sum, the data presented above offer an overview of migration patterns by characteristics of migrants. However, these data are somewhat dated and include a certain degree of error based on the fact that they are collected using imperfect methods (survey data or, in the case of the IRS data, data that is primarily collected for a use other than documenting migration patterns). To supplement this overview, we examine data on school enrollment to indicate the degree and direction of net migration of school age children in the Eau Claire Area School District (ECASD) area.

We examine rates of transfer from one year to the next as children progress through the grades for K-12 students. These students include those enrolled in ECASD, those who live within the school district but open enroll out to attend other schools, those who attend private school in the area, and homeschooled students living in the ECASD area. Rates of transfer are calculated by taking the number of students enrolled in, for instance, first grade in 2009 divided by the number of students enrolled in kindergarten in 2008. We calculate these ratios across all grades and between birth and kindergarten five years later. We calculate average transfer ratios for grades K-5, 6-8, and 9-12 to examine migration patterns for elementary, middle, and high school aged children. Finally, we do this for several pairs of years and then average these based on different time frames (10 years, 5 years, and 2 years) to generate the average ratios at the bottom of Table 12.

Table 12 shows the average transfer ratios that represent the effects of migration into and out-of the ECASD area. Transfer ratios can be interpreted in the following manner. Ratios above 1.0 note net in-migration into the area, and ratios below 1.0 note net out-migration. For instance, the Baseline (average 1999-2008) ratio for K:5 is 0.999. This means that the number of elementary students has been on average 0.01% smaller each year than the number of students one grade lower was the previous year. In other words, over the last ten years there has been only negligible (-0.01%) population change due to net migration at these ages. Net migration has been positive for grades 6-8 and 9-12, still the degree has been minute.

Examining how transfer ratios have changed in recent years tells us about the degree of stability in net migration patterns over time. In addition to calculating Baseline average ratios that examine transfer ratios over the last ten years, we also calculate 5-year and 2-year ratios that average only the last five years (2004-2008) and last two years (2006-2008) of transfer ratios, respectively. The last two years, in particular, may be interesting in that they would consider the potential impact of a shift toward economic recession.

Overall, the ECASD area has experienced a slight net in-migration of children between birth and kindergarten (average of 3% increase due to migration between birth and kindergarten over the last five years). At other grade levels, the area has experienced very little net migration between 1999 and 2008.

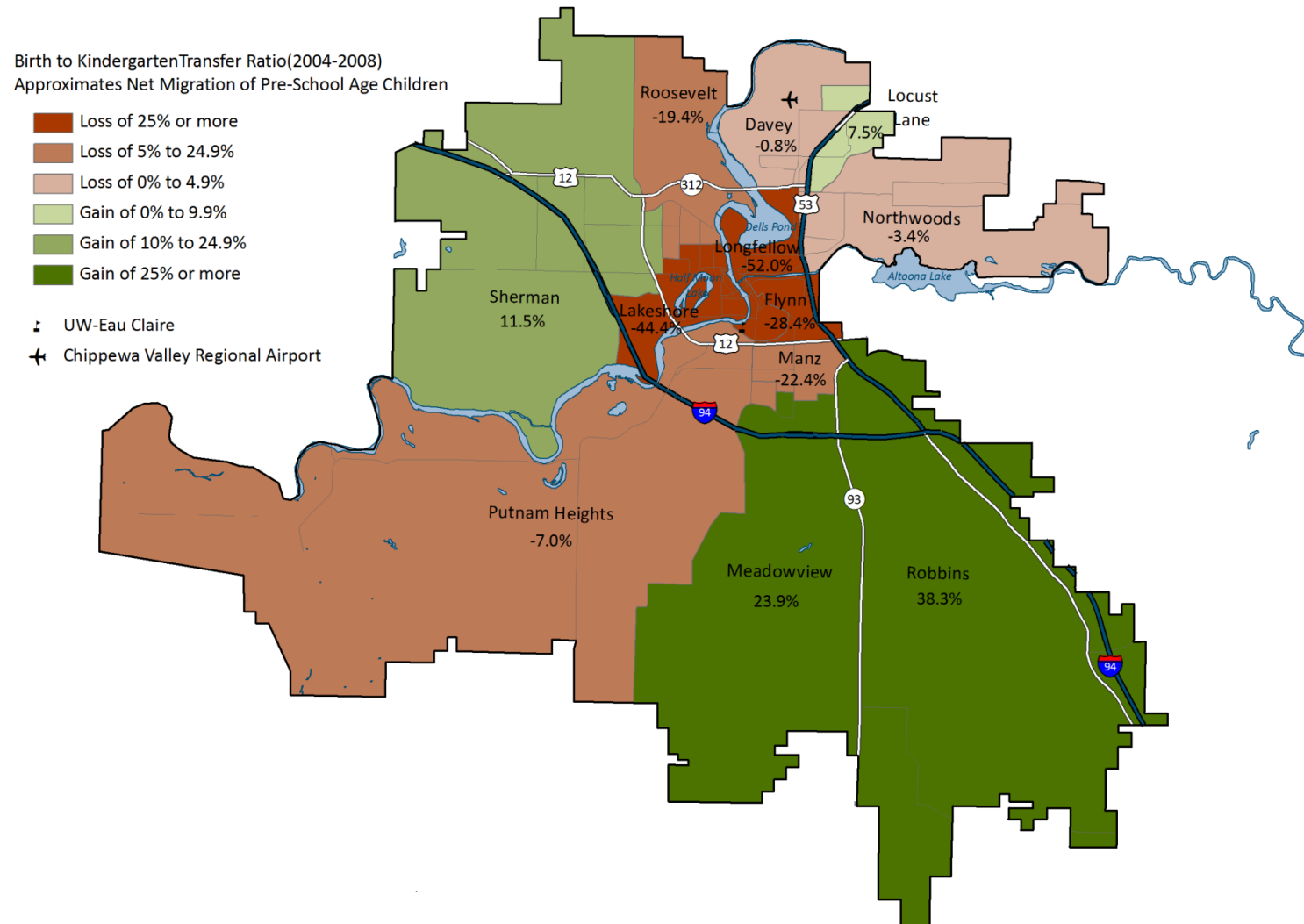
Table 12: Resident Student Grade Transfer Ratios by Grade Grouping

YEAR CHANGES	B:K	K:5	6:8	9:12
99-00/00-01		1.007	1.026	1.018
00-01/01-02		1.008	1.003	1.003
01-02/02-03		0.996	1.005	0.994
02-03/03-04		0.999	1.006	0.993
03-04/04-05	0.995	0.988	0.989	0.997
04-05/05-06	1.048	0.988	1.013	1.015
05-06/06-07	1.088	1.009	1.008	0.993
06-07/07-08	0.977	0.998	1.020	1.007
07-08/08-09	1.055	1.004	1.005	1.013
Baseline (10yr)	1.033	0.999	1.008	1.004
5 Year	1.033	0.997	1.007	1.005
2 Year	1.016	1.001	1.013	1.010



Migration patterns vary significantly for neighborhoods within the ECASD. In particular, there is a high migration rate of young children before they reach school age. Figure 27 captures where young children move to and from within the ECASD area by elementary attendance area. The map shows birth to kindergarten transfer ratios as percent different from 1.0. For instance, a loss of -52% as seen in the Longfellow School, means that over the last five years, on average, 52% of the number of births within the attendance area did *not* enroll in Longfellow School at five years of age.

Some of these students may still live within the attendance area, but enroll in school elsewhere. For this reason, these ratios do not perfectly capture net migration of young children. Still, the general direction and degree should approximate net migration rates between neighborhoods of pre-school age children. Overall, children tend to move out of the downtown area and toward the southeast and northwest sides of the city and townships surrounding the city.



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ECASD Enrollment Projections, 2009-2018

When considering all of the projections provided in this report, it is important to recognize that population projections of all types, including school enrollment projections, are more accurate in the immediate future than they are farther into the future. This is especially true for grades PK-5, because the students who will enter kindergarten after 2014 have not yet been born. Overall, our projections are more reliable over the next five years (up to the 2013/14 school year) than they are in the latter half of the next decade.

For grades K-12, we generate three different projection models (Baseline, 5 Year Trend, and 2 Year “Trend”), each with somewhat different assumptions about future births, migration, and transfer patterns.

In order to generate school enrollment projections, we rely on a commonly used demographic technique called the “cohort survival method.” This method advances current students through the school system over time and applies rates of transfer (or “survival”) as the students who are now in school age from year to year and grade to grade. It is through these rates of transfer that we make assumptions about how migration into and out of the district and transfers to and from different schools or home schooling will impact future enrollment. In order to project incoming kindergarten students, we gather data on births from the Wisconsin Department of Health Services and assume that a certain percentage of the children born to mothers residing in the school district area will enroll as kindergarteners at age five. Finally, we customize projections to best fit an individual district’s needs by adjusting the basic model based on information about birth trends, recent housing development, economic changes, and/or population projections.

The Baseline model projects enrollments using the assumption that average trends year to year, grade to grade, will continue into the future. This model assumes that long term (past ten years) trends in enrollment, migration, grade transfer, and births will be representative of future trends in the district.

This model predicts that K-12 enrollment will be somewhat lower in 2009/10 than last year. Starting in 2010/11 enrollment will increase slowly for about four years and then increase more significantly between 2014 and 2018. Between 2008/09 and 2013/14, the model projects that K-12 enrollment will increase by a total of 249 students (2.5%). Most of the increase is projected to occur at the elementary school level.

The 5 Year Trend model uses the grade progression ratios from the last five years and recent trends in the number of births in the school district area to project what future enrollments would be if more recent patterns were representative of future trends. With recent migration and transfer rates and birth trends weighted more heavily, the 5 Year Trend model projects enrollments very similar to the Baseline model.

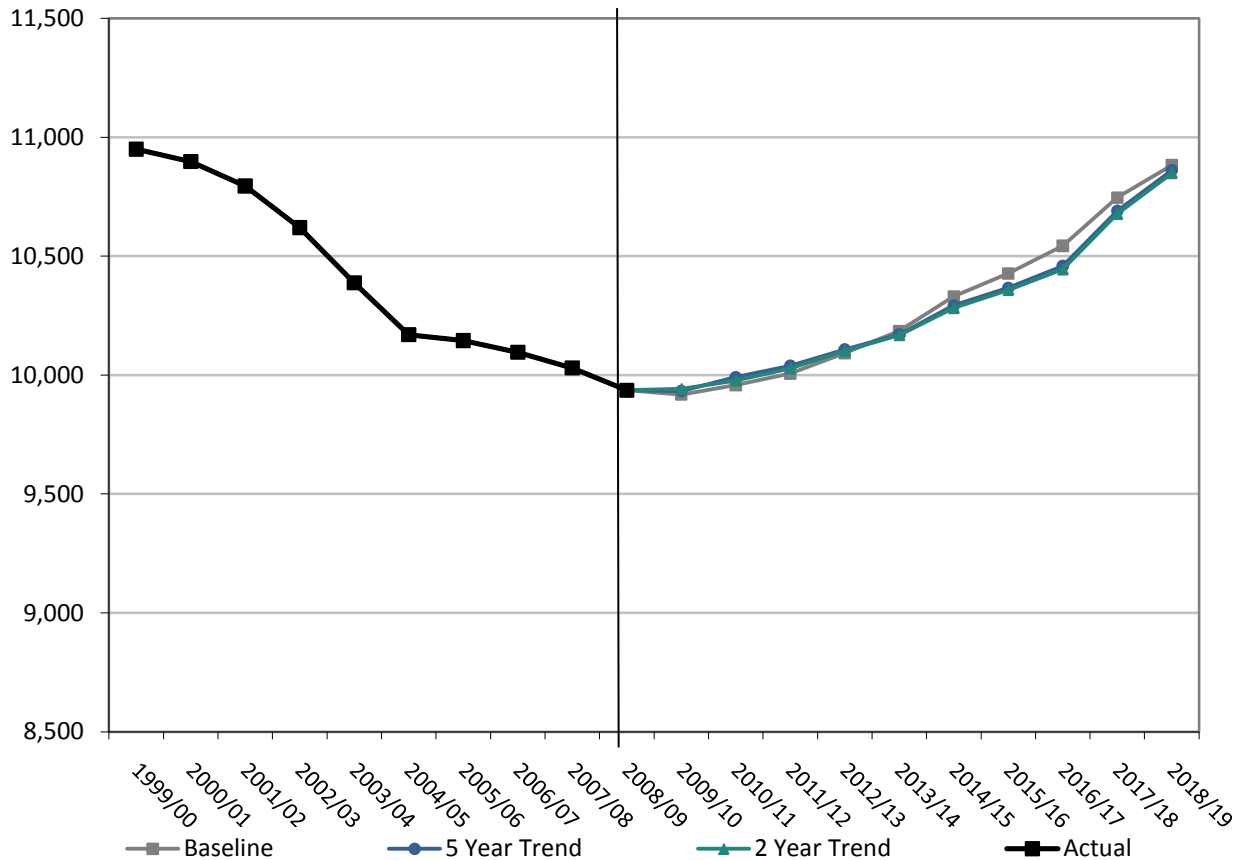
Between 2008 and 2013, the model projects K-12 enrollment will increase by 235 students (2.4%). Similar to the Baseline model, the projected increase is to occur at the elementary school level, while grades 9-12 are projected to decline over the next five years.

The 2 Year “Trend” model uses the transfer ratios from the last two years to project what future enrollments would look like if even more recent patterns were representative of future trends. With this model, K-12 enrollment is projected to increase from 9,936 students in 2008 to 10,169 students in 2013. This is an increase of 233 students (2.3%) over the next five years.



Comparison of Projection Models

Figure 27: K-12 Enrollment History and Projections



For grades K-12 all of the models project steady enrollment increase over the next five years then more significant increase during the latter half of the decade. Enrollment should increase in a pattern opposite to the decline the district has experienced in the last several years so that by 2017/18, K-12 enrollment should be expected to be similar to numbers from 2000/01.

Projected increases are due to a relatively high number of births in the district area in recent years. District-wide enrollment projections in Fall 2013 predict a range of K-12 enrollment from 10,169 to 10,185.

Table 13: Summary of K-12 Enrollment Projections

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Baseline	9,918	9,958	10,007	10,093	10,185	10,331	10,427	10,544	10,746	10,883
5 Year Trend	9,933	9,992	10,039	10,108	10,171	10,293	10,367	10,459	10,691	10,862
2 Year "Trend"	9,942	9,977	10,028	10,102	10,169	10,282	10,359	10,445	10,678	10,850

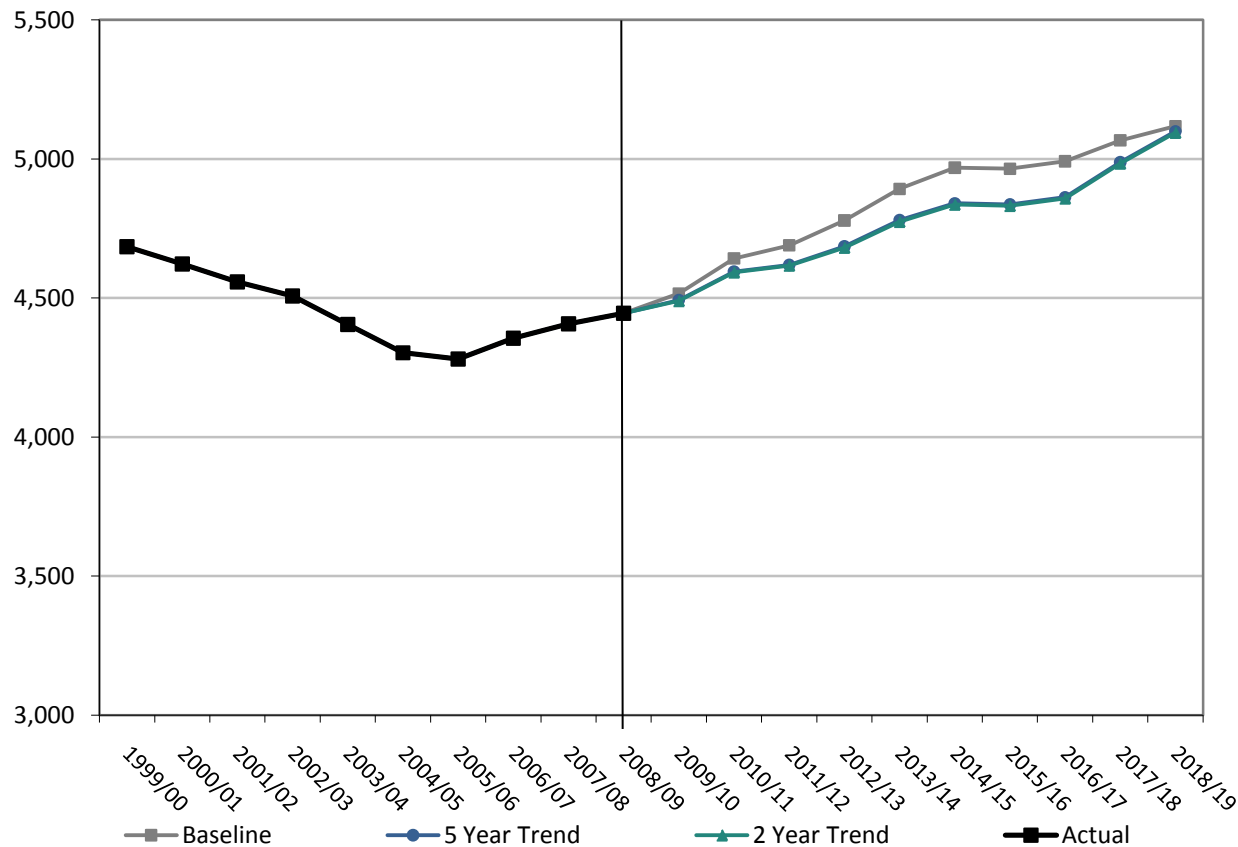


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Figure 28: K-5 Enrollment History and Projections



For grades K-5 all three models project increasing enrollment over the next decade.

The Baseline model projects a greater increase than the 5 Year Trend and 2 Year "Trend" models. This is because it assumes a higher rate of transfer between birth and kindergarten enrollment than the other models.

Enrollment projections for 2013/14 range from 4,681 K-5 students to 4,779 K-5 students. This is higher than elementary enrollment has been at any point in the recent past.

Table 14: Summary of K-5 Enrollment Projections

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Baseline	4,516	4,642	4,689	4,779	4,892	4,969	4,965	4,992	5,067	5,118
5 Year Trend	4,492	4,595	4,619	4,685	4,780	4,841	4,836	4,862	4,988	5,099
2 Year "Trend"	4,489	4,592	4,617	4,681	4,774	4,836	4,832	4,858	4,984	5,095

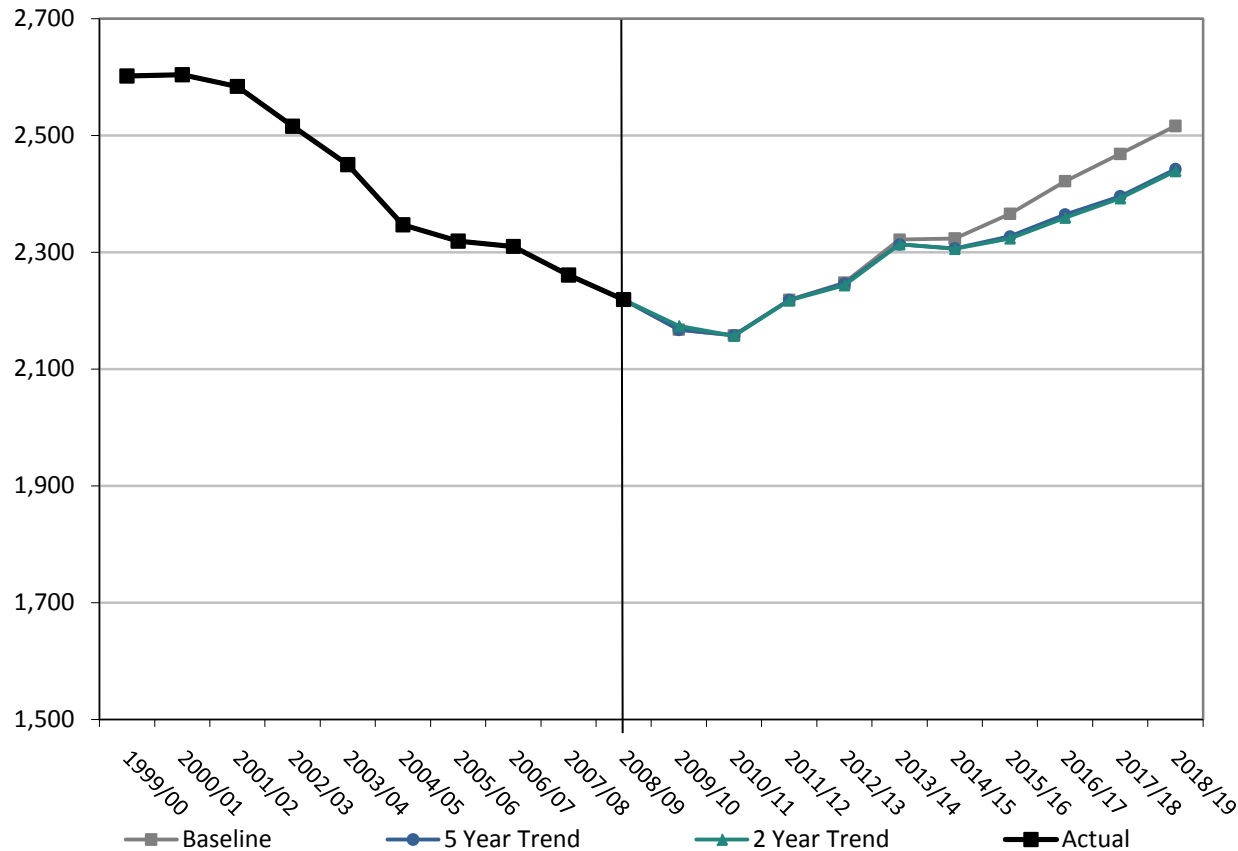


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Figure 29: 6-8 Enrollment History and Projections



For grades 6-8 all three models project a dip in enrollment in 2009/10 and 2010/11 after which time enrollment is projected to increase.

Grades 6-8 enrollment projections five years from now (2013) predict a range of enrollment from 2,313 to 2,322.

Table 15: Summary of 6-8 Enrollment Projections

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Baseline	2,167	2,158	2,218	2,248	2,322	2,323	2,366	2,422	2,469	2,516
5 Year Trend	2,167	2,158	2,218	2,246	2,313	2,307	2,327	2,365	2,396	2,442
2 Year "Trend"	2,174	2,157	2,217	2,243	2,313	2,306	2,324	2,359	2,392	2,439

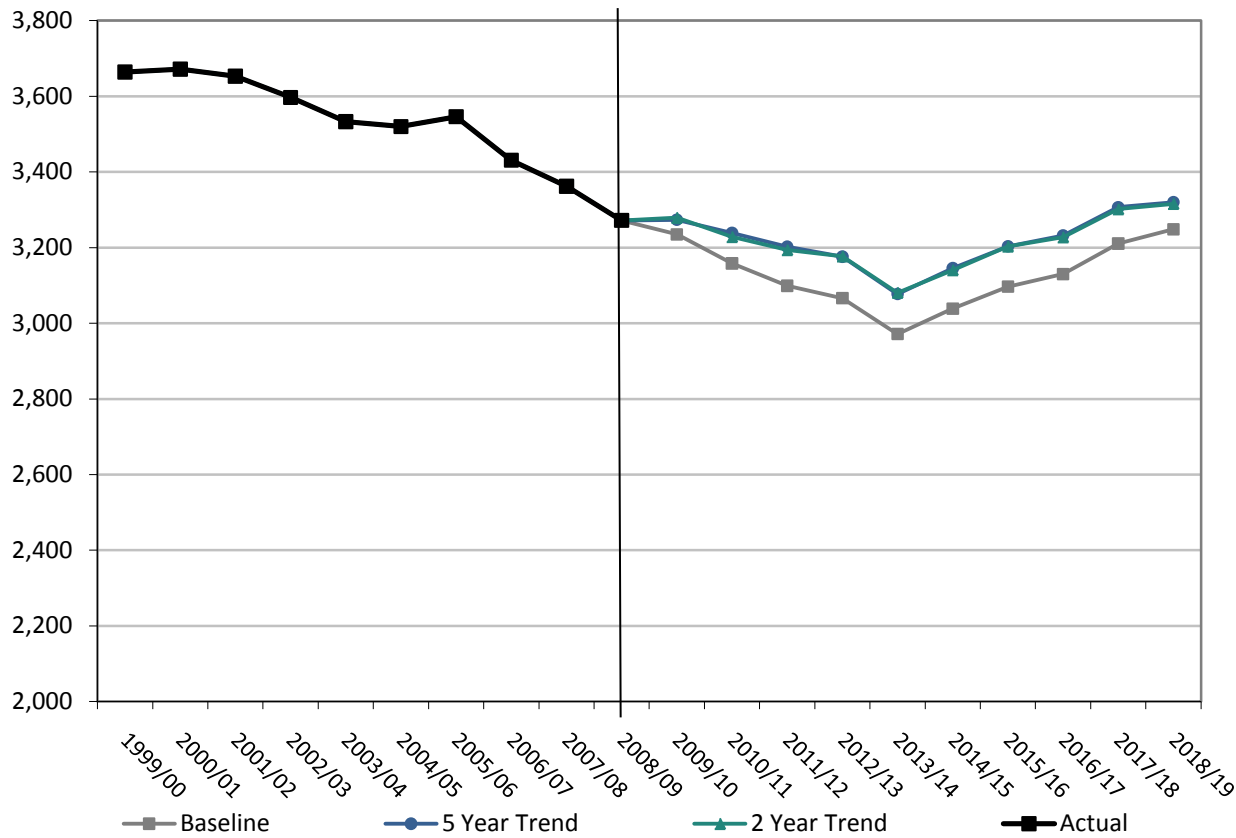


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Figure 30: 9-12 Enrollment History and Projections



For grades 9-12 all three models project declining enrollment over the next five years, followed by increasing enrollment 2013 to 2018.

The Baseline model projects lower enrollment than either the 5 Year Trend or 2 Year "Trend." This is because the more recent trend models assume that a higher proportion of the students who attend private school for 8th grade will transfer into the ECASD for high school than does the Baseline model.

Grade 9-12 projections for 2013/14 predict a range of enrollment from 2,971 to 3,081 high school students.

Note: These projections exclude McKinley Charter School students.

Table 16: Summary of 9-12 Enrollment Projections

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Baseline	3,235	3,158	3,099	3,066	2,971	3,039	3,097	3,130	3,211	3,249
5 Year Trend	3,274	3,239	3,202	3,176	3,077	3,146	3,203	3,232	3,307	3,320
2 Year "Trend"	3,279	3,228	3,194	3,177	3,081	3,141	3,203	3,228	3,302	3,316



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ECASD Enrollment Projections Conclusions

These district-level enrollment projections are based on models that incorporate recent past and current demographic information as well as the district's own enrollment data. Because most of the students in the district's schools over the next few years have already been born or are already in school, and because their grade progression from one year to another is highly predictable, the total district-level projections should be viewed as having high accuracy over the next few years. After a few years, and increasingly for the lower elementary grades, actual enrollment figures will likely deviate from these projections by ever increasing amounts. The reason for this is that birth trends and migration of preschool age children into or out-of the district are more difficult to predict, making meaningful incorporation into enrollment projections a challenge. As with nearly all types of forecasts, accuracy in these enrollment projections decreases over time.

In sum, the information provided in this report points to increasing enrollment in the ECASD over the next decade. All three models project steady increases in 4K-12 enrollment over the next five years followed by greater increases farther into the future. In particular, enrollment is expected to increase at the elementary and middle school levels in the coming years. At the high school level, enrollment is projected to decline over the next five years, followed by enrollment increase 2013-2018. The Baseline model projects greater enrollment increases than the 5 Year Trend and 2 Year "Trend" models for grades K-5. This is because (1) it assumes a higher rate of transfer between the number of births in the district area and enrollment in kindergarten five years later than the more recent trend models, and (2) it generally assumes that that current economic recession will have little lasting impact on migration in the Eau Claire area.

Because the projections found in this report incorporate the consequences of migration to and from the district area, any significant and sustained interruption of current or recent past migration patterns will erode these models' accuracy from the initiation point of the new pattern. Similarly, any substantial change in attendance choices between public, private, and home schooling will impact reliability of these projections. We have incorporated assumptions about the potential impact of economic recession on birth, migration, and public/private enrollment in these models. Still, the affects of this unprecedented recession are difficult to estimate and difficult to predict into the future.

The various projection models provide a realistic range of migration and transfer effects on the school district. Enrollment growth should be closely monitored for the next few years, and compared with these projections, to determine the trajectory of future growth. This type of monitoring program might help the district to determine which of the models seems to be the most realistic to use for planning purposes.



Economic Analysis

This section examines recent, current, and future population with economic need in the ECASD area. Enrollment trends in the subsidized lunch program offer an understanding of need patterns among school children in the district over the last several years. Data from the US Census 2000, American Community Survey 2005-2007, Local Area Unemployment Statistics 2005-2009, and Local Economic Dynamics 2005-2008 provide a broader context of economic need in the Eau Claire area more generally. Finally, projections of enrollment in the free and reduced lunch program at ECASD are generated for grade groupings over the next five years.

It is important to note that the level of local economic need is the result of many global, national, and local economic forces that are difficult to predict, particularly in a time of general economic recession. It is difficult to predict when the recession will end and the timing and degree to which global, national, and local economies will recover. For these reasons, projections of enrollment in the free and reduced lunch program will not be as reliable as projections of district students overall and should be interpreted with some caution.

Enrollment in free and reduced lunch is somewhat higher in ECASD than in the state of Wisconsin overall (35.5% in 2008 compared to 32% of all Wisconsin students). Both the number of enrollees in ECASD and the percentage of students enrolled in free and reduced lunch has been increasing since 2000, particularly at the high school level. Especially high levels of enrollment in 2007 and 2008 reflect the impact of an economic recession.

Figure 31: Number of Students Eligible for Free & Reduced Lunch

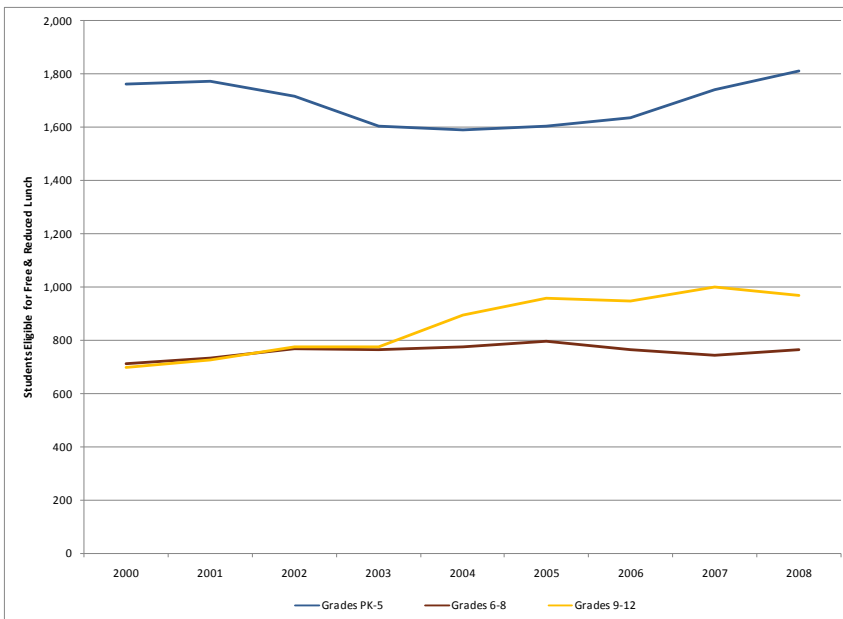
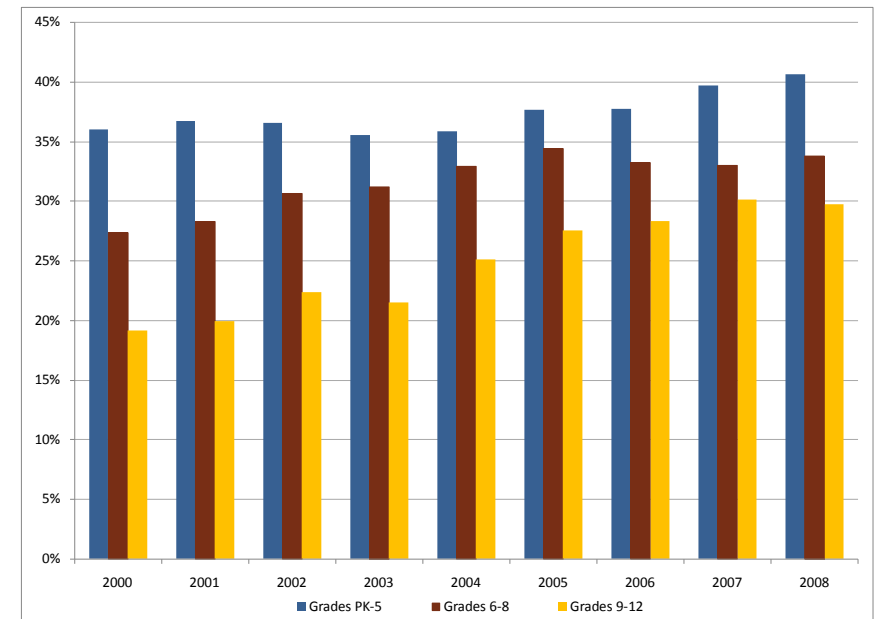


Figure 32: Percent of Students Eligible for Free & Reduced Lunch



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Economic Context in the Eau Claire Area

Economic conditions in the Eau Claire area, and particularly in the city of Eau Claire, are somewhat less desirable than in the state of Wisconsin overall. For instance, the Eau Claire area has higher poverty rates and lower median income than the state overall. In particular, the city of Eau Claire has relatively high poverty rates, low median income, and a high proportion of all households who are headed by single females with children.

Table 17: Economic Conditions, 2005-2007

Economic Variables	ECASD	City Eau Claire	Wisconsin
Median household income	\$45,071	\$39,900	\$50,309
Percent of all households with children that are female headed	19.8%	22.8%	21.9%
Percent of people in poverty	14.3%	16.7%	10.8%
Percent of children under 18 in poverty	15.3%	17.5%	14.8%

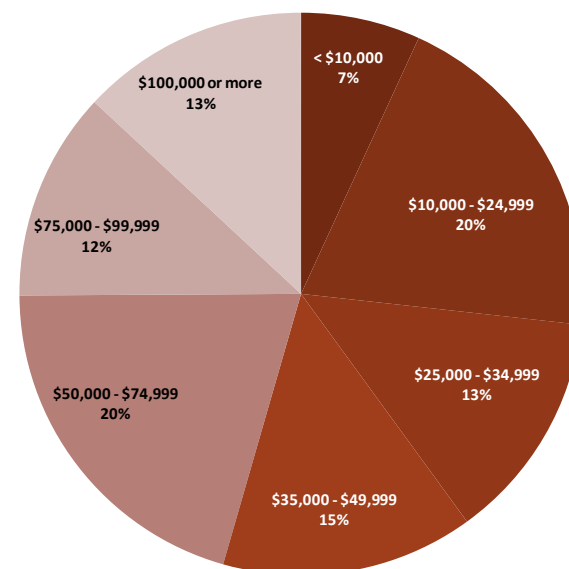
Source: American Community Survey, 2005-2007

Note: Margins of error associated with these estimates are not shown in this table.

Like most of the United States, the Eau Claire area has experienced signs of economic recession since 2007. Data suggest that the recession has hit the Eau Claire area with a similar degree of impact as it has the state of Wisconsin overall, and with somewhat less intensity than it has affected other states in the nation. Of particular interest, unemployment rates rose significantly in the first months of 2009 in Wisconsin and in the Eau Claire area, and this higher level of unemployment will likely increase economic need in children enrolled in ECASD in the 2009/10 school year and into the future.

Figure 33 shows the household income distribution in the Eau Claire area according to the American Community Survey (2005-2007). Approximately 27% of households in the ECASD make less than \$25,000 per year. On the other hand, about 20% of households are securely in the middle class making \$50,000-\$74,999; and another 25% or so make more than \$75,000 per year.

Figure 33: ECASD Household Income Distribution, 2005-2007



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Focusing more explicitly on the population facing economic need, we now examine poverty rates in the ECASD, the city of Eau Claire, and Eau Claire County in comparison to the state of Wisconsin overall.

According to the American Community Survey (ACS 2005-2007), approximately 14.3 % of the population in the ECASD is in poverty. This is somewhat higher than poverty rates in state of Wisconsin as a whole (10.8%). Poverty rates are higher in the city of Each Claire than in the surrounding county.

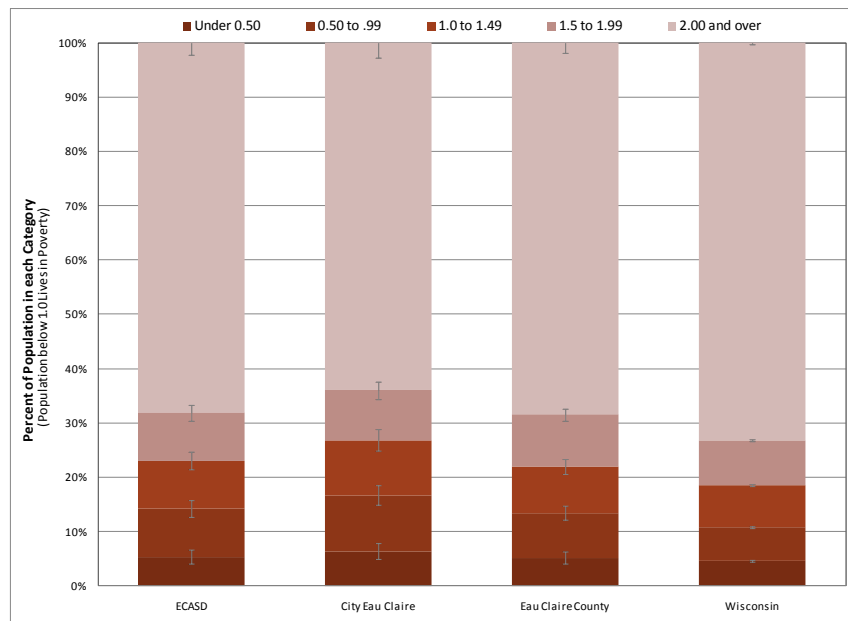
For children, poverty rates are higher with approximately 15.3% of children under age 18 living in the ECASD experiencing poverty.

The population at 1.85% of poverty or below is eligible for subsidized lunch programs. According to ACS estimates (2005-2007), about 40% of ECASD children under age 6 were eligible, 30% of children age 6-11, and 26% of children age 12-17.

This compares to an average of 38% of PK-5, 34% of middle school, and 29% of high school ECASD students who were enrolled in free and reduced lunch 2005-2007.

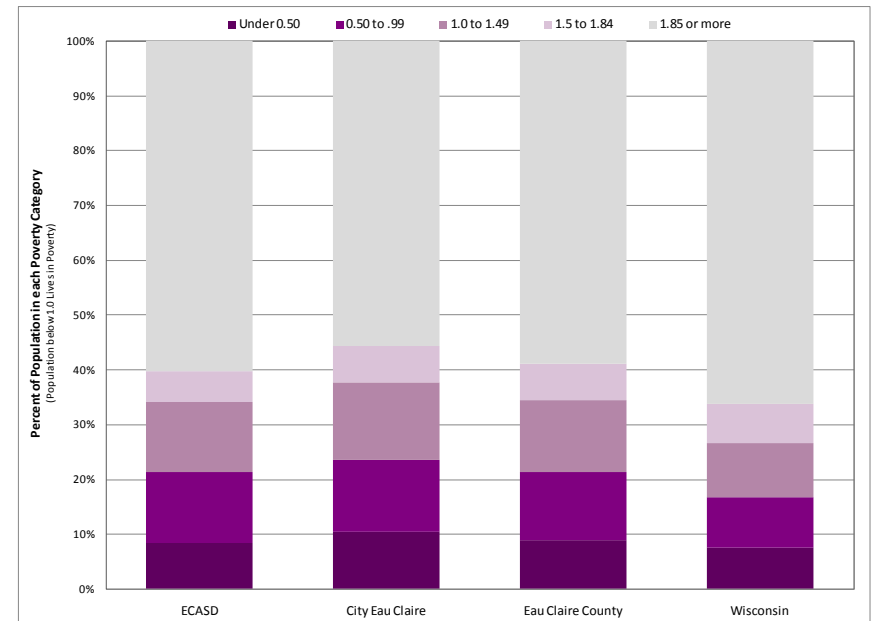
Note: the gray bars in Figure 34 note the 90% margins of error associated with ACS data. Data shown in Figures 35 and 36 have somewhat larger margins of error associated, however, these are not shown in the charts because they make the chart difficult to read and interpret. Instead, margins of error (MOE) are provided in Table 18.

Figure 34: Ratio of Income to Poverty Level for Total Population



Source: American Community Survey, 2005-2007

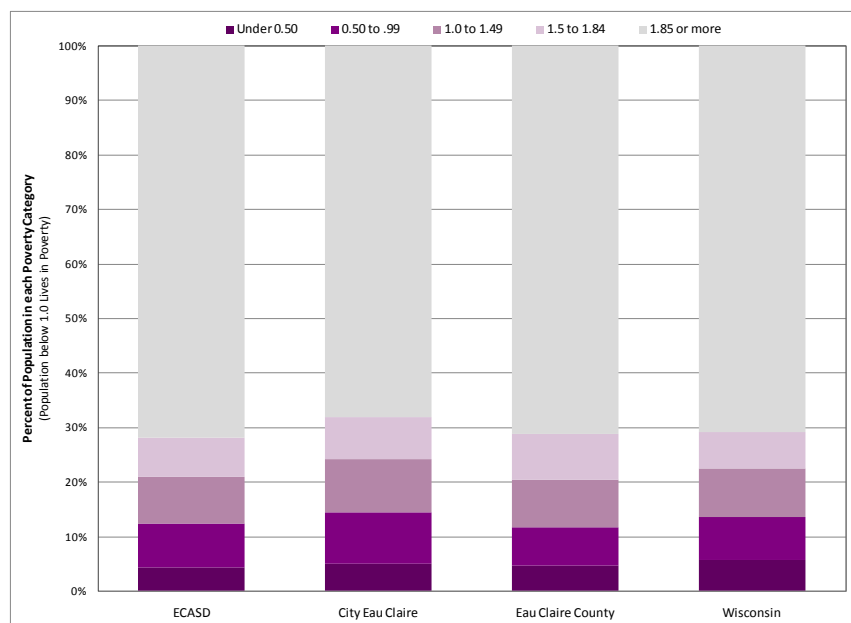
Figure 35: Ratio of Income to Poverty Level for Population under Age 6



Source: American Community Survey, 2005-2007



Figure 36: Ratio of Income to Poverty Level for Population Age 6-17



Source: American Community Survey, 2005-2007

The population under age 6 is especially likely to experience economic need. It is common across the United States that younger children are more likely to experience poverty and economic need than older children. Still, the data suggest that young children living in the city of Eau Claire are somewhat more likely to experience economic need than in the state of Wisconsin overall.

Table 18: Percent of Population Eligible for Subsidized Lunch by Age

	Under 6		Age 6-11		Age 12-17	
	Estimate	MOE	Estimate	MOE	Estimate	MOE
ECASD	39.8%	+/- 9.5%	29.9%	+/- 7.4%	26.3%	+/- 6.2%
City of Eau Claire	44.3%	+/- 11.0%	33.6%	+/- 9.1%	30.0%	+/- 7.8%
Eau Claire County	41.1%	+/- 8.5%	30.7%	+/- 6.5%	26.9%	+/- 5.5%
Wisconsin	33.7%	+/- 1.0%	31.0%	+/- 1.0%	27.4%	+/- 0.8%

Source: American Community Survey, 2005-2007



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More recent data capture the effects of the national economic recession that began (officially according to the National Bureau of Economic Research) in December of 2007. Figure 37 shows employment in Eau Claire County and the state of Wisconsin 2000-2008. Note the different scales for Eau Claire County on the left and Wisconsin on the right. Employment declined between 2000 and 2003, increased between 2003 and 2007, and declined 2007-2008. Eau Claire County followed a very similar pattern to the state overall.

Table 19 shows the top industries of employment in Eau Claire County, the number of employees in those industries in 2008, the percent change in employment between 2007 and 2008, and average monthly earnings in those industries. While employment overall has declined recently, finance and insurance and administrative and support services have seen significant job growth in the county. Employment declines 2007-2008 were more dramatic in Eau Claire County than in the state of Wisconsin overall. Average monthly earnings are somewhat lower in Eau Claire County than in the state overall.

Figure 37: Employment in Eau Claire County & Wisconsin

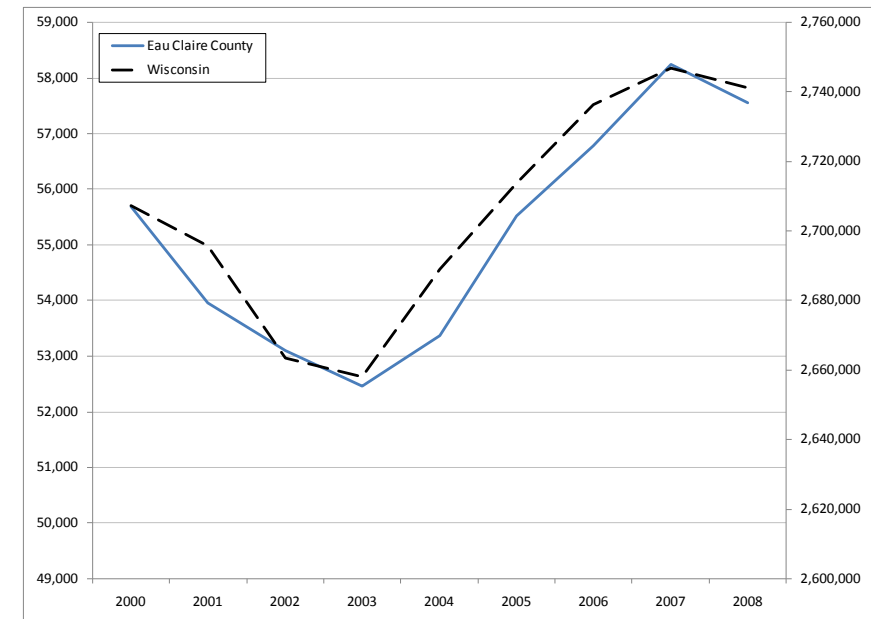


Table 19: Top Industries of Employment in Eau Claire County

Top Industries	Employment	%Employment Change (2007-08)	Avg Monthly Earnings
Health Care and Social Assistance	9,415	0.9%	\$3,939
Retail Trade	7,396	-6.2%	\$1,991
Manufacturing	6,824	-3.4%	\$3,576
Accommodation and Food Services	4,901	1.3%	\$996
Administrative and Support Services	3,969	4.1%	\$1,871
Finance and Insurance	3,211	9.4%	\$3,387
Transportation and Warehousing	2,735	-8.2%	\$3,236
Management of Companies and Enterprises	2,570	-1.8%	\$4,021
Professional, Scientific, and Technical Services	2,274	-3.1%	\$4,186
Construction	2,200	-32.8%	\$4,008
Eau Claire County Total	57,557	-1.2%	\$3,036
Wisconsin Total	2,741,059	-0.2%	\$3,356

Source: US Census Bureau, Local Economic Dynamics



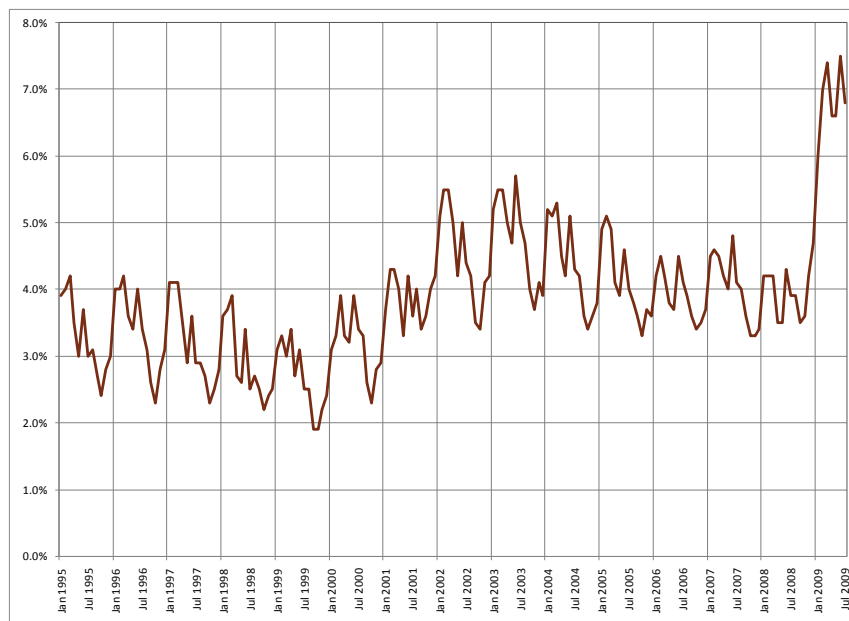
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Monthly local area unemployment statistics from the Wisconsin Department of Workforce Development illustrate patterns in the unemployment rate for Eau Claire County. Unemployment spiked in January 2009 and has remained significantly higher than any other time period in the last fourteen years. A similar pattern of high unemployment rates over the first half of 2009 is occurring for both Wisconsin as a whole and for the total United States. Still, unemployment rates in Eau Claire County (7.5% in June 2009) are somewhat lower than the state of Wisconsin overall and the nation (9.2% and 9.7%, respectively, in June 2009).

Figure 38: Eau Claire County Monthly Unemployment Rate, 1996-2009



Source: Wisconsin Department of Workforce Development, Local Area Unemployment Statistics

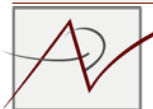
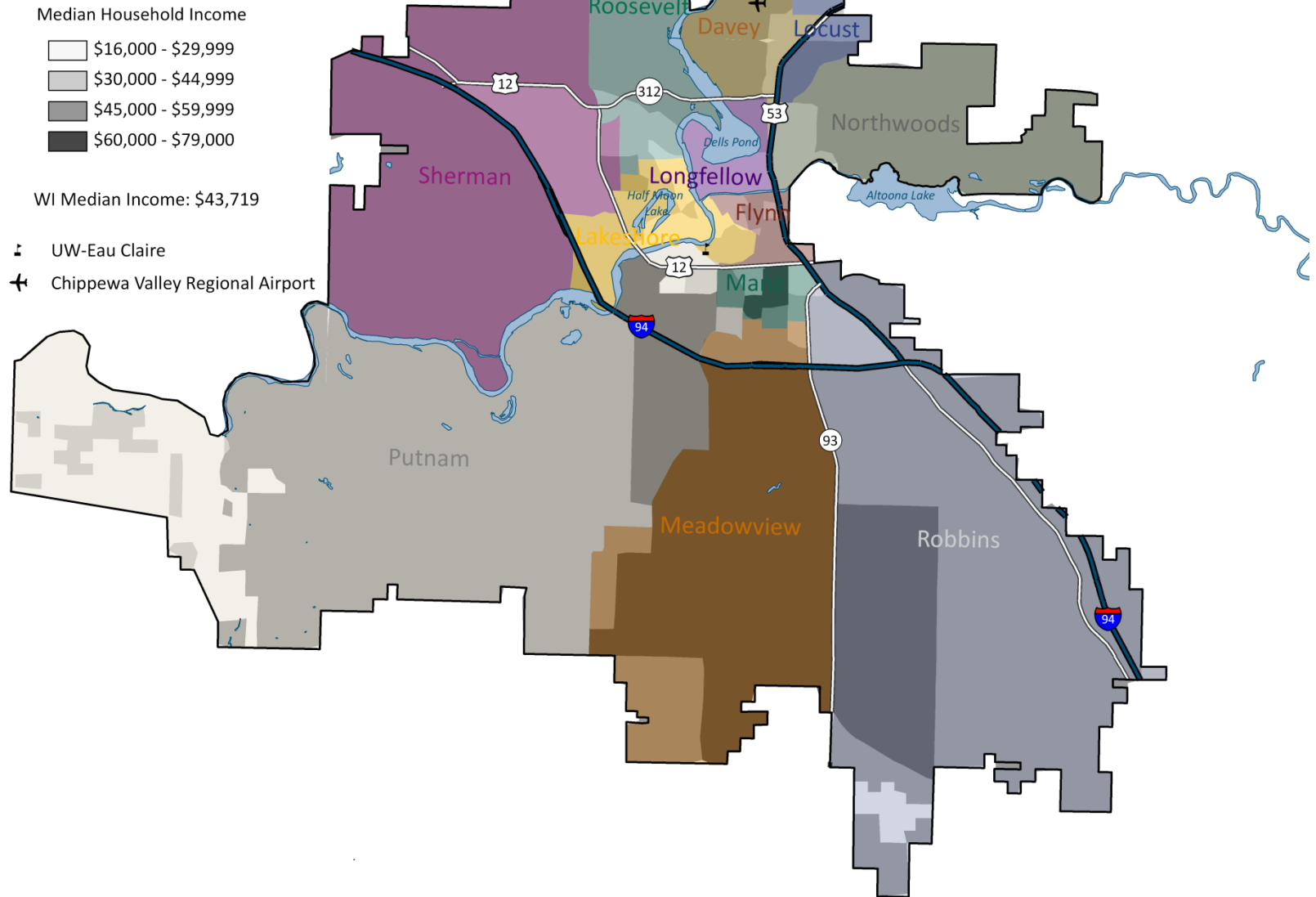
In order to examine economic need at the neighborhood level within the school district area, it is necessary to refer back to data from Census 2000, when the most recent small area poverty statistics were collected. Figures 39 through 43 on the next several pages show economic data for census block groups within the ECASD area. These maps also show elementary attendance area boundaries in translucent colors so that darker or lighter shades of gray can be distinguished through the elementary attendance area boundary coloring. For instance, Figure 39 shows median household income. Neighborhoods (block groups) within the Meadowview attendance area that have higher median income are shown in darker shades of green, while neighborhoods with lower median income are shown in lighter shades of green.

Neighborhoods in central city Eau Claire tend to have lower income, higher poverty, more female headed households, and less home ownership than neighborhoods closer to the outskirts of the city and suburban and rural areas. Data from Census 2000 suggest that other than the student population living near UW-Eau Claire, the following areas face particular economic need: in central Eau Claire, the area between the Eau Claire River and the Chippewa River west of North Hastings Way; on the south side, the area south of Hwy 12 and east of Fairfax St. (particularly near Oakwood Mall); on the north side, the area east of the Chippewa Valley Regional Airport to Hwy 53; and on the west side the area between Hwy 12 and Interstate 94.



Figure 39: Median Household Income

Source: Census 2000, Census Block Groups



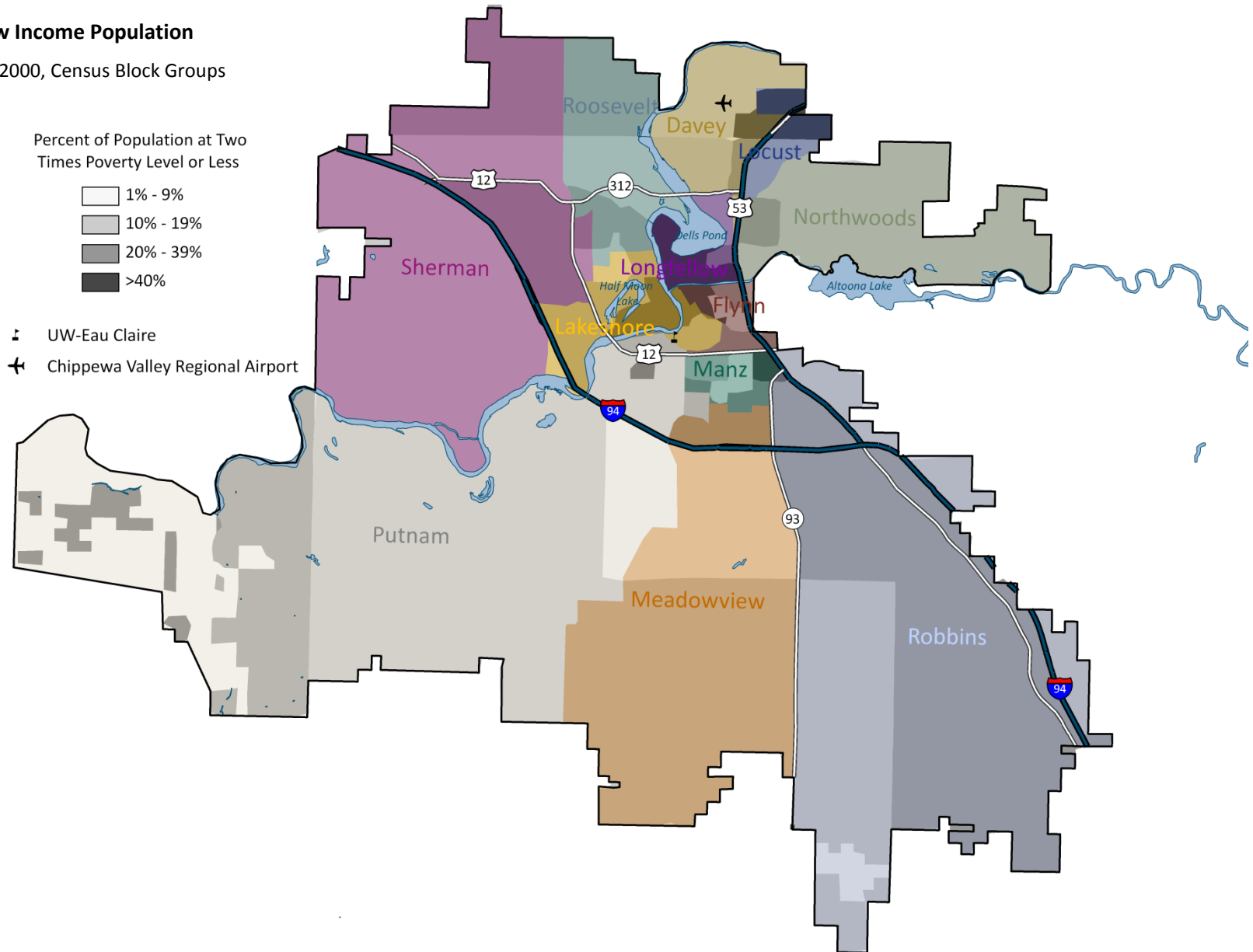
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Figure 40: Low Income Population

Source: Census 2000, Census Block Groups



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Figure 41: Children in Poverty

Source: Census 2000, Census Block Groups

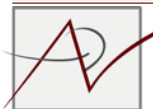
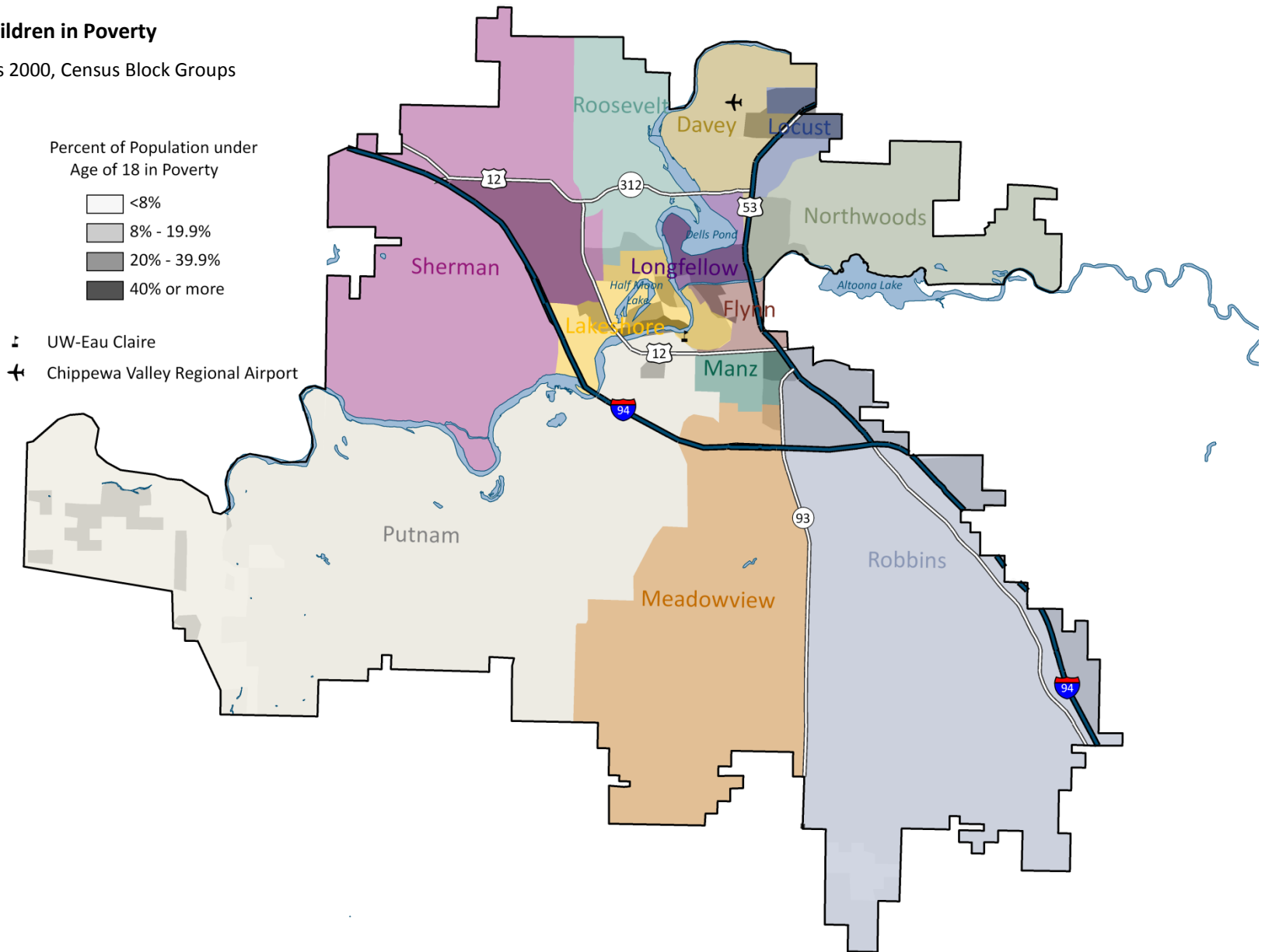
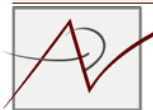
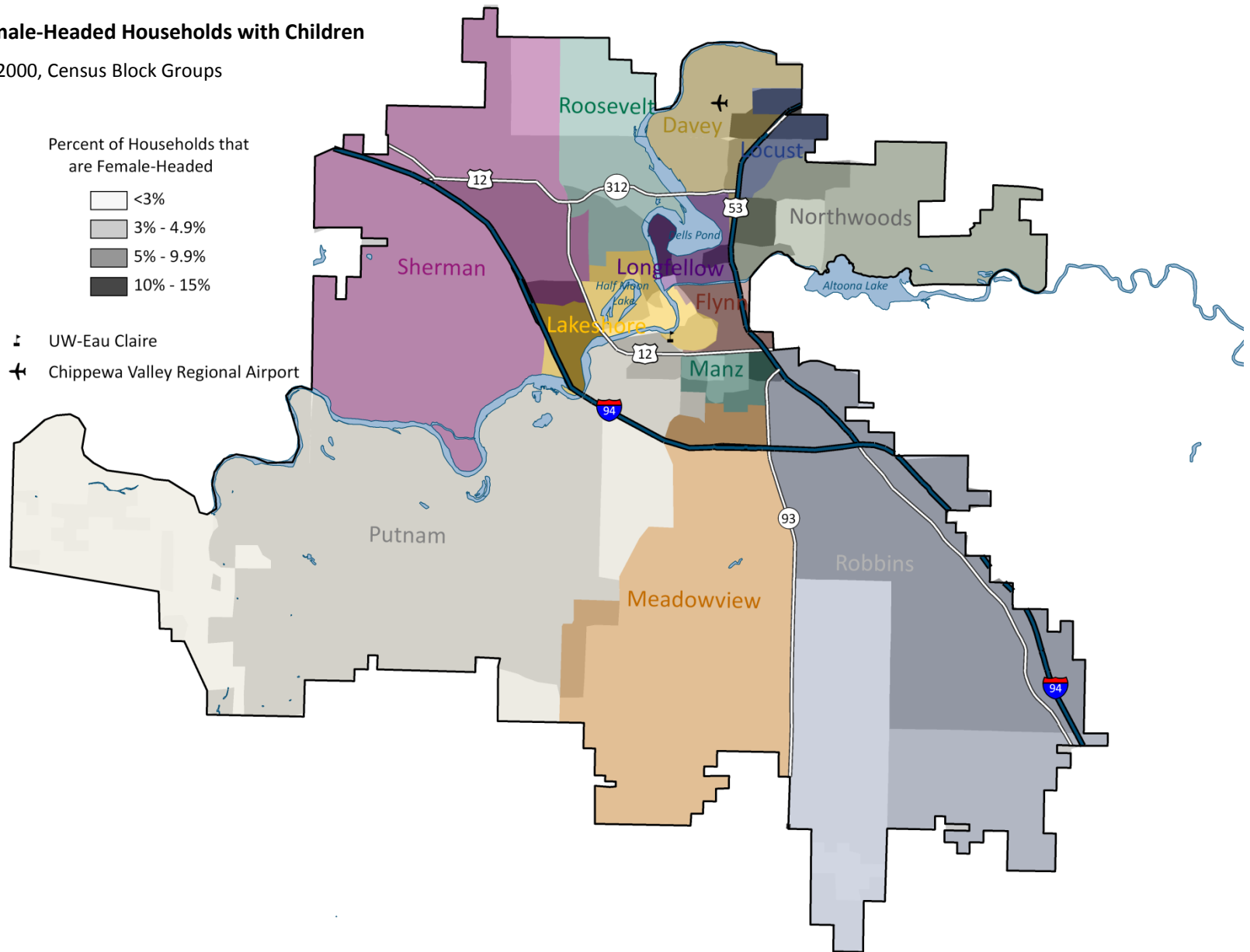


Figure 42: Female-Headed Households with Children

Source: Census 2000, Census Block Groups



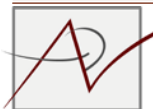
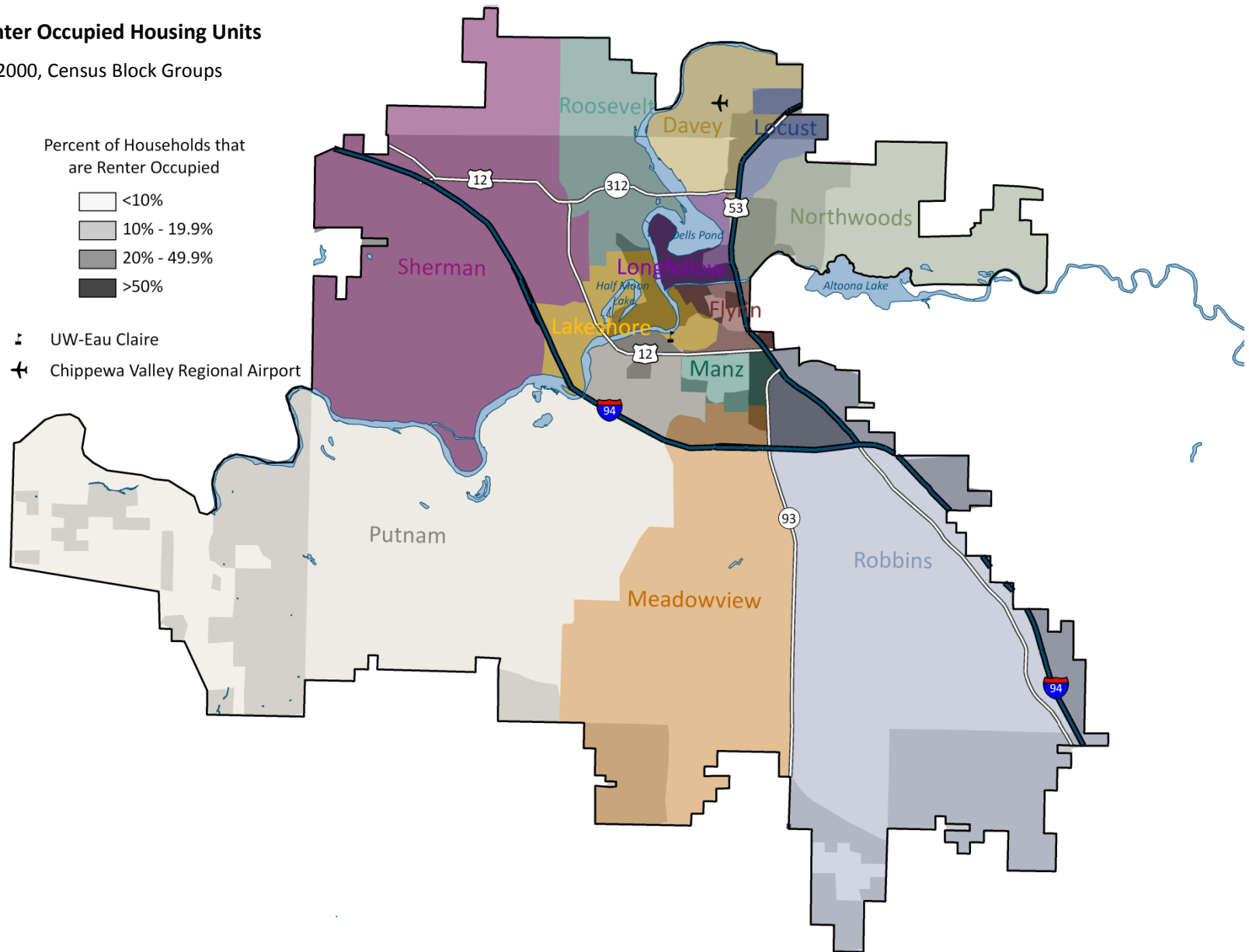
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Figure 43: Renter Occupied Housing Units

Source: Census 2000, Census Block Groups



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Figures 44 and 45 offer insight into how the economic composition of neighborhoods might be changing since 2000 by examining the average value of newly built single family homes in the city of Eau Claire 2000-2008 and the number of new multi-family housing units built 2000-2008, respectively .

The highest value recently built homes have been constructed on the south side of the city (particularly the southeast), and to a lesser extent on the northeast side of the city near Princeton Valley Golf Course. Recently constructed homes in the area south of Highway 12 and east of the Chippewa River near State Road 85 and Mondovi Road and extending east along West Hamilton Avenue to State Street had an average value of about \$265,000. There were 22 homes built in this area in the early 2000s. Homes constructed in the neighborhood south of East Hamilton Avenue to Jensen Road between Halsey St. and Rudolph Road had an even higher average value of about \$314,000; but, only six new units were constructed between 2000 and 2008. More high value homes were built on the northeast side of the city east of North Hastings Way near the Princeton Valley Golf Course, where 93 new single family homes were built in the last nine years at an average value of \$208,000. Additionally, 151 new single family homes were built between 2000 and 2008 at an average value of \$207,000 on the southeast side in the area near Oakwood Mall between East Hamilton Ave. and I-94, west of US Hwy 53 to Fairfax Street.

Most of the city's new multi-family housing units have been constructed on the southeast and northwest sides of the city. On the southeast side near Oakwood Mall and on either side of US Hwy 53, 960 new multi-family units were built between 2000 and 2008. On the northwest side in the area surrounding the conjunction of US Hwy 12 and State Hwy 124 extending north to County Line Road, west to I-94, south to Cameron Street and east to the Chippewa River; over 600 new multi-family units were constructed.

Finally, data collected from ECASD on enrollment in the free and reduced lunch program by school demonstrate variations in economic need by elementary attendance area as of September 2008 (Figure 46). Areas with the highest percentage of PK-5 students facing economic need are in central city Eau Claire, and particularly within the Longfellow attendance area where over 80% of PK-5 students are enrolled in free and reduced lunch. Need is also high in the Locust Lane, Lakeshore, and Roosevelt attendance areas where over 50% of students are on subsidized lunch. Areas facing the least economic need are on the southeast side of the school district in Robbins (21%) and Meadowview (24%) attendance areas.

There is some indication that neighborhoods of high and low concentration of economic need are shifting (Figure 47). Though only 28% of PK-5 students in Putnam Heights School on the southwest side were enrolled in subsidized lunch in 2008, this percentage has been increasing at an average rate of 3.2% per year. Perhaps more concerning is that subsidized lunch rates have also been increasing considerably in south-central Eau Claire in the Lakeshore and Flynn attendance areas, where need is more concentrated to begin with. The only area where the percent of students enrolling in subsidized lunch has steadily declined in the last few years is Sherman School on the northwest side.



Figure 44: Average Value of New Single Family Homes, 2000-2008

Source: City of Eau Claire

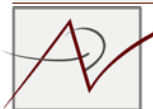
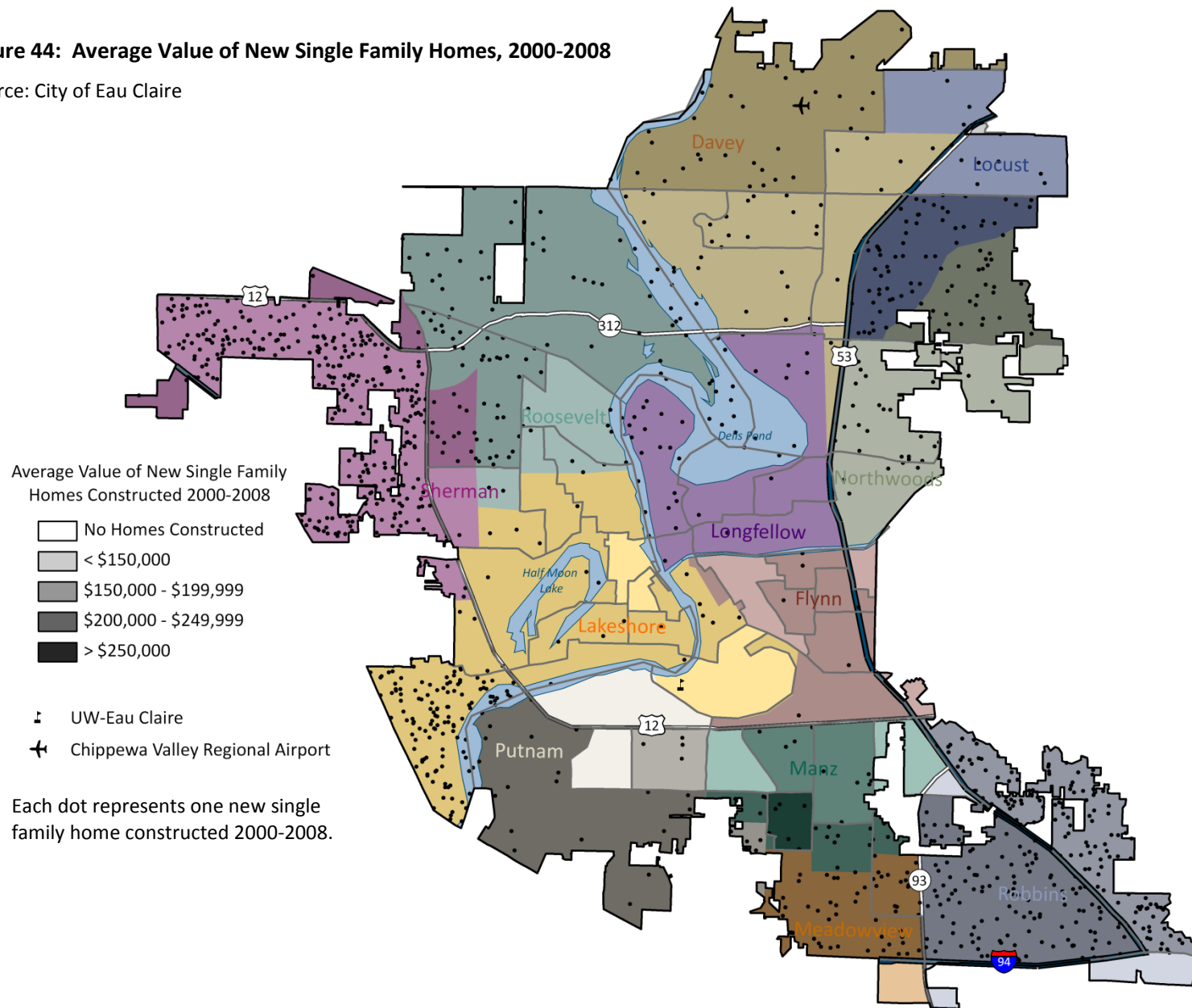


Figure 45: Number of New Multi-Family Housing Units, 2000-2008

Source: City of Eau Claire

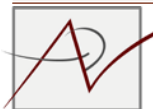
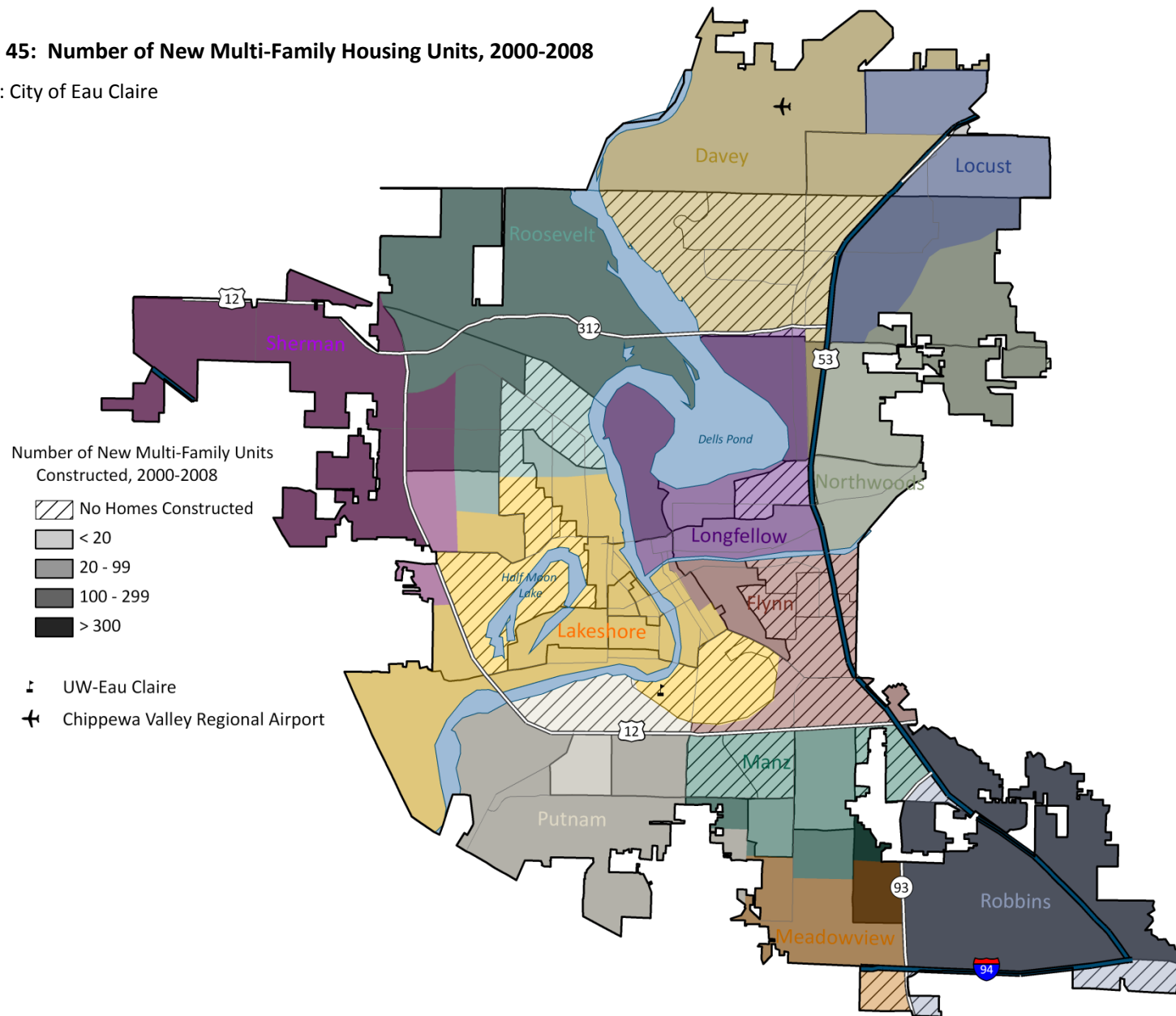
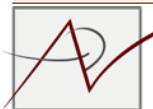
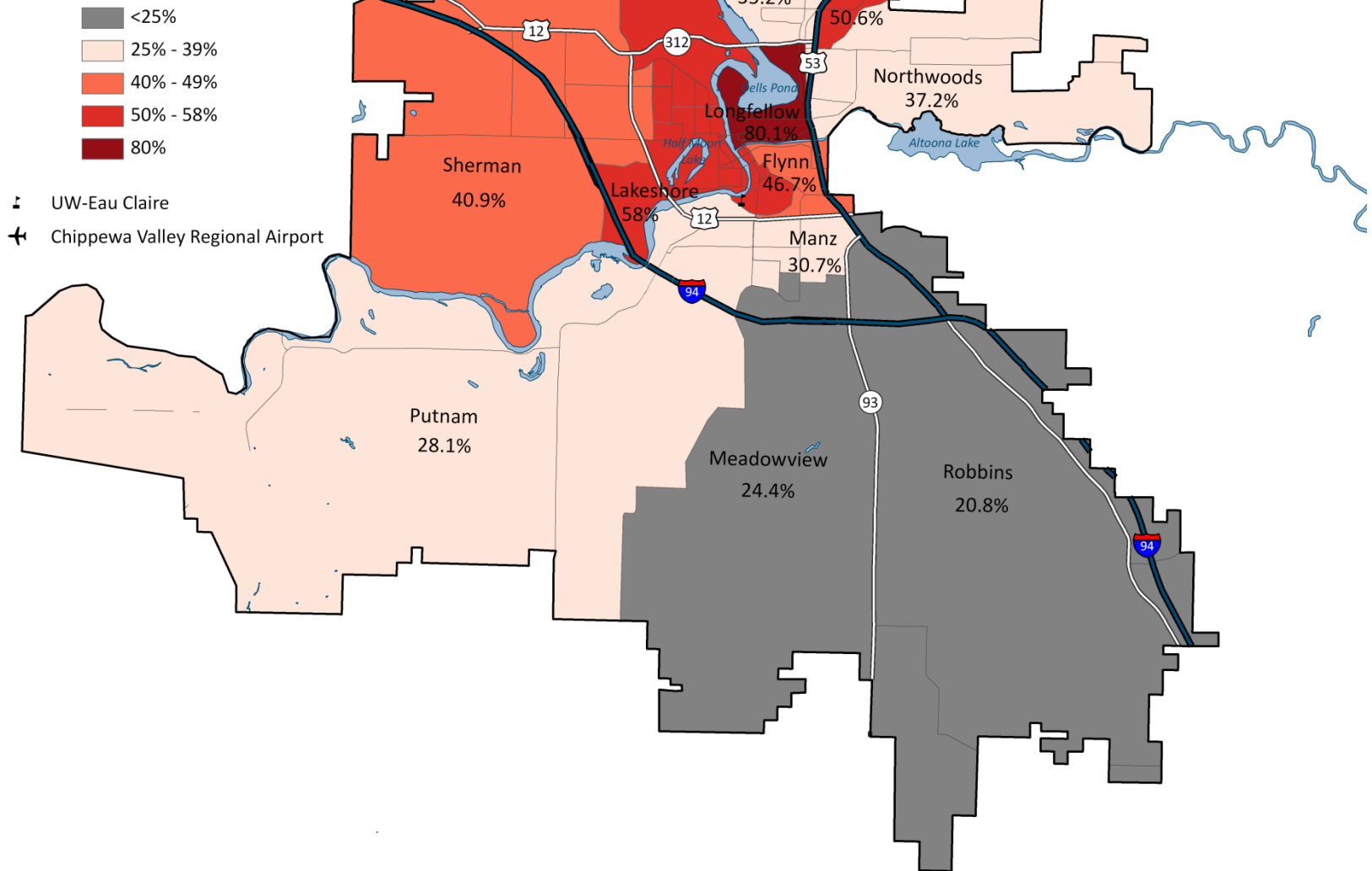


Figure 46: Subsidized lunch enrollment, September 2008

Source: ECASD

Percent of PK-5 students Enrolled in Free and Reduced Lunch, September 2008



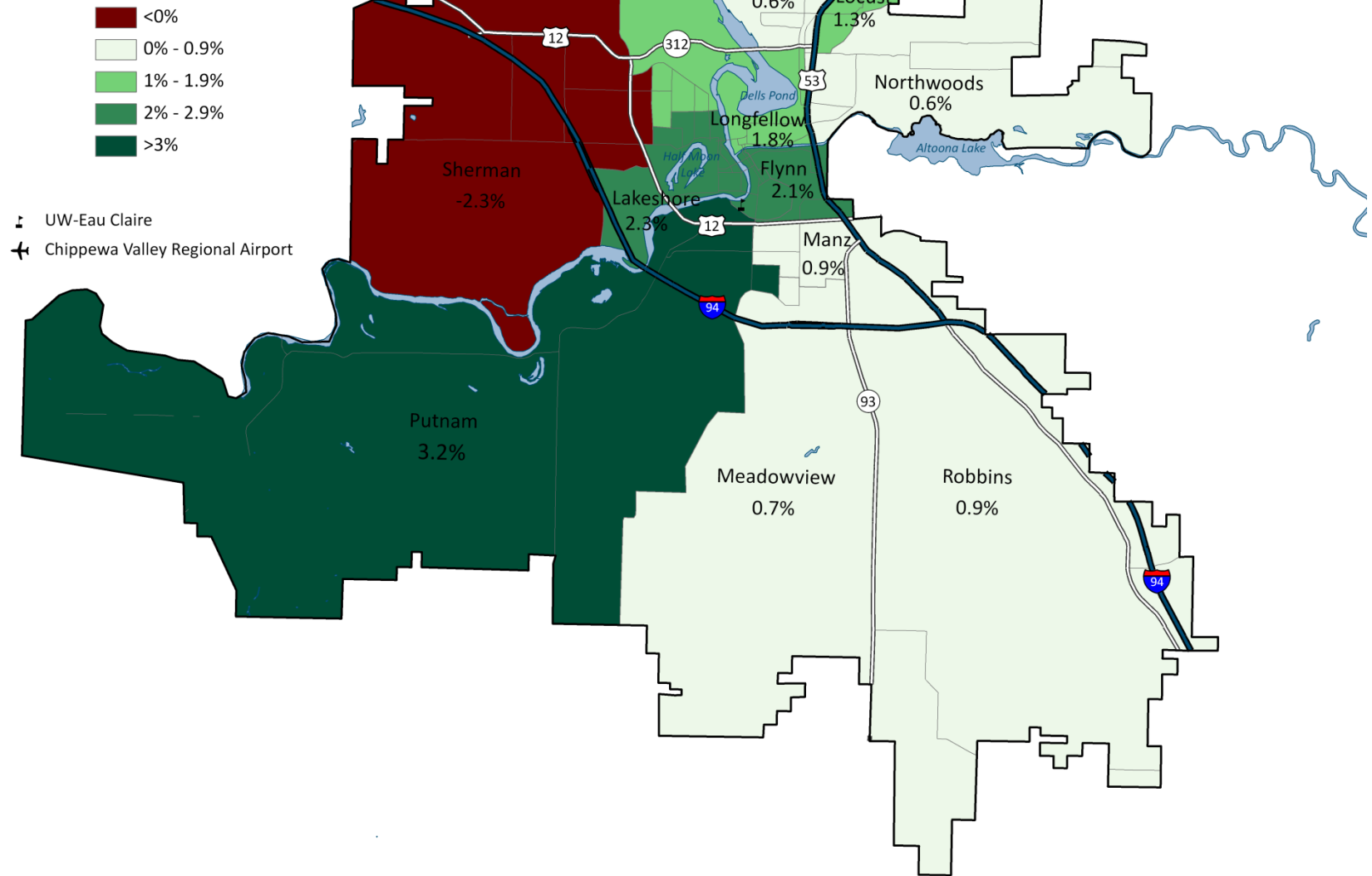
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Figure 47: Change in Subsidized Lunch Enrollment

Average Annual Change in Percent of PK-5 Students
Enrolled in Free and Reduced Lunch, 2004-2008



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Projections of Enrollment in Free & Reduced Lunch

Drawing on observed trends in economic data, we generated projections of the student population in ECASD who will enroll in the free and reduced lunch program by grade grouping (PK-5, 6-8, and 9-12). These projections were produced using a share methodology, meaning that we assume that a certain percentage of all students will enroll in free and reduced lunch, and we apply that percentage to the 5-Year Trend projections presented earlier in this report to arrive at the projected number of future free and reduced lunch students.

Table 20 shows the recent past and forecast future percent of students enrolling in free and reduced lunch. We assume that a spike in the percent of PK-5 students of economic need will occur in September 2009. This assumption is based on the significant increase in unemployment in 2009 in Eau Claire County and on observed enrollment in free and reduced lunch in May 2009.

Table 21 shows the projected number of students who will enroll in the free and reduced lunch program over the next few years. The student population experiencing economic need is expected to increase significantly in the coming years, due in part, to higher unemployment rates and broad economic recession, but also to a growing number of PK-5 students expected to enroll in the district.

Table 21: Projected number of students who will enroll in free and reduced lunch

	SCHOOL YEAR					
	09-10	10-11	11-12	12-13	13-14	14-15
PK-5	2,211	2,294	2,311	2,342	2,338	2,273
6-8	753	765	796	806	830	818
9-12	1,005	1,040	1,050	1,063	1,030	1,053
TOTAL	3,968	4,099	4,157	4,210	4,197	4,143

Table 20: Percent of students enrolled in free and reduced lunch, history and projections (2003-2014)

	SCHOOL YEAR											
	03-04*	04-05*	05-06*	06-07*	07-08*	08-09	09-10	10-11	11-12	12-13	13-14	14-15
PK-5	35.5%	35.8%	37.6%	37.7%	39.7%	41.3%	42.8%	43.3%	43.0%	42.8%	42.2%	40.9%
6-8	31.2%	32.9%	34.4%	33.2%	33.0%	33.1%	34.7%	35.5%	35.9%	35.9%	35.9%	35.5%
9-12	21.5%	25.1%	27.5%	28.3%	30.1%	28.9%	30.7%	32.1%	32.8%	33.5%	33.5%	33.5%
TOTAL	29.6%	31.4%	33.3%	33.3%	34.7%	35.2%	37.4%	38.4%	38.5%	38.7%	38.4%	37.6%

* Percentages before 2008 include PK students who are placed at Northstar Middle School and North High School in grade groupings 6-8 and 9-12, respectively, rather than with the PK-5 grouping. For this reason, PK-5 percentages are somewhat lower than they should be and 6-8 and 9-12 percentages are somewhat higher than they should be 2000-2007.

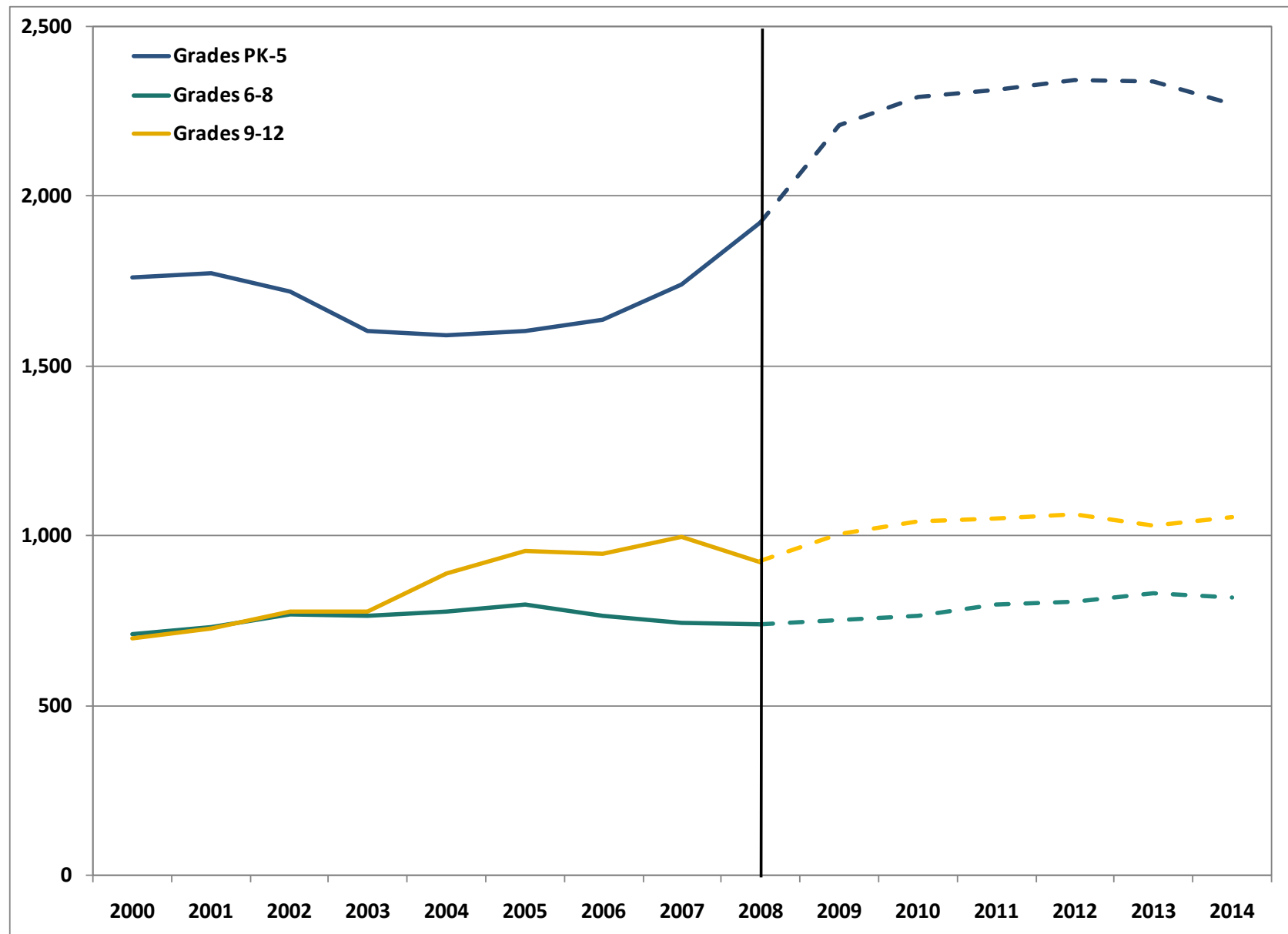


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Figure 48: History and Projections of Free and Reduced Lunch Students in ECASD, 2000-2014





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