

CHAPTER 2

Issues and Opportunities

Introduction

The Issues and Opportunities element analyzes demographic information for the City of Cornell. The purpose is to identify and understand trends in the City and surrounding area in order to anticipate future needs and create a plan that addresses those needs.

Issues and opportunities related to land use, growth, and future development are identified at the end of this element.

Historical Population

The City of Cornell had a moderately decreasing population between 1950 and 2000 (see *Table 2-1*). Whereas, Chippewa County overall has seen little to moderate growth.

Table 2-1 - Historical Population

Year	1950	1960	1970	1980	1990	2000
Population	1,944	1,685	1,616	1,583	1,541	1,466
% Change	-	-13.3%	-4.1%	-2.0%	-2.7%	-4.9%

Source: WI Department of Administration

Population Forecasts

Population growth influences land use, housing, transportation, and other characteristics in the City of Cornell. Growth in surrounding communities will also influence these characteristics.

The Wisconsin Department of Administration (WDOA) has created population forecasts for each municipality in the State of Wisconsin. For the City of Cornell, the population is projected to slowly decrease at a gradual rate. The population is projected to 1,341 residents in 2025. This is a decrease of 125 residents in twenty-five years (see *Table 2-2*).

According to the WDOA, the estimated population of the City of Cornell was 1,454 residents as of January 1, 2007. This population reduction is likely due to residents moving to rural areas and building new homes.

This population projection using the average growth will be used for planning purposes because it currently best reflects the population growth in the City of Cornell.

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Table 2-2 - Population Forecast

Year	2000	2005	2010	2015	2020	2025
WDOA	1,466	1,423	1,414	1,397	1,376	1,336
Average **	1,466	1,441	1,416	1,391	1,366	1,341

Source: WI Department of Administration

** Average 5-year growth between 1970-2000 (-25 persons per 5 years)

Household Forecasts

Table 2-3 reveals housing forecasts for the City of Cornell. It is projected that the number of persons per household will slowly decrease over time, but the table also shows that if the population trend continues, the City won't have as many housing needs in the future.

Based on the 2007 estimated population of 1,454, the City has decreased by 12 residents since 2000. Table 2-3 shows the population and number of housing units declining over the next 20 years.

The average population projection from Table 2-2 was used with the estimated persons per household (2.42), to approximate the number of new dwellings by 2025. Using this method, there will be an excess of housing by 2025.

Table 2-3 - Housing Forecasts - City of Cornell

Year	2000	2005	2010	2015	2020	2025
Population	1,466	1,441	1,416	1,391	1,366	1,341
Persons Per Household	2.42	2.42	2.42	2.42	2.42	2.42
Total Occupied Housing Units	606	597	586	576	566	555
Additional Units Needed	-	-9	-10	-10	-10	-10

Source: WI Dept of Administration: Population and Housing Projections

Although the above projection shows a decline in occupied housing units in the future, the City will likely see some growth in over the next 20 years. Table 4-11 in the Housing Chapter shows a revised housing projection that accounts for potential growth in the City. Projections in Table 4-11 were used the estimated future residential land use needs.

Table 2-4 - Total Housing Units

	1990	% of Total	2000	% of Total	Numerical Change	% Change
Occupied Housing Units	591	93.00%	607	93.1%	16	2.7%
Vacant Housing Units	44	7.00%	45	6.9%	1	2.3%
Total	635	100.00%	652	100.0%	17	2.7%

Source: 1990 and 2000 U.S. Census

Age Distribution

Age distribution in the City of Cornell can influence the types of housing, recreational needs, and other aspects of the community.

Table 2-5 and Figure 2-1 show a middle-aged population in the City. The number of residents in the 45 to 54 age group has experienced the largest increase from 134 in 1990, to 175 in 2000. While the Under 5 age group has experienced the greatest decrease from 139 in 1990, to 82 in 2000.

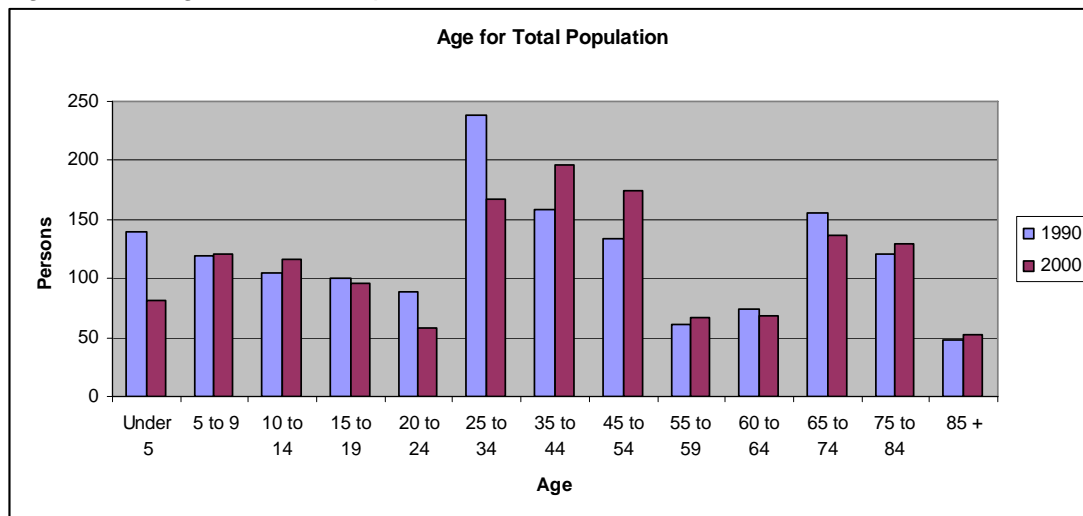
The rising number of residents 35 and older is likely due to new people moving to the area or original residents moving back.

Table 2-5 - Age for the Total Population

Age	1990	2000	Numerical Change	% Change
Under 5	139	82	-57	-41.0%
5 to 9	119	121	2	1.7%
10 to 14	105	117	12	11.4%
15 to 19	101	96	-5	-5.0%
20 to 24	88	58	-30	-34.1%
25 to 34	238	167	-71	-29.8%
35 to 44	158	196	38	24.1%
45 to 54	134	175	41	30.6%
55 to 59	61	67	6	9.8%
60 to 64	74	68	-6	-8.1%
65 to 74	156	137	-19	-12.2%
75 to 84	120	130	10	8.3%
85 +	48	52	4	8.3%
Total	1,541	1,466	-75	-4.9%

Source: 1990 and 2000 U.S. Census

Figure 2-1 - Age for Total Population



Education Levels

Educational attainment can influence a person's job opportunities, housing preferences, and spending patterns. Table 2-6 and 2-7 reveal that the number of residents who have attained a high school degree or higher has increased from 677 resident in 1990, to 797 in 2000. Unfortunately, in 1990, five fewer residents had attained a bachelor's degree of higher than in 2000; that number had decreased from 113 to 108 residents.

Table 2-6 - Education Attainment Population 25 and Older

	1990	% Of Total	2000	% Of Total	Numerical Change	% Change
Population 25 Years and Over	989	100.0%	1002	100.0%	13	1.3%
Less than 9th Grade	157	15.9%	95	9.5%	-62	-39.5%
9th to 12th Grade (No Diploma)	155	15.7%	110	11.0%	-45	-29.0%
High School Graduation (Includes Equivalency)	432	43.7%	438	43.7%	6	1.4%
Some College, No Degree	99	10.0%	200	20.0%	101	102.0%
Associate Degree	33	3.3%	51	5.1%	18	54.5%
Bachelor's Degree	74	7.5%	82	8.2%	8	10.8%
Graduate or Professional Degree	39	3.9%	26	2.6%	-13	-33.3%

Source: 1990 and 2000 U.S. Census

Table 2-7 - High School Graduate or Higher Attainment

	1990	% Of Total	2000	% Of Total	Numerical Change	% Change
High School Graduate or Higher	677	68.5%	797	79.5%	120	17.7%
Bachelor's Degree of Higher	113	11.4%	108	10.8%	-5	-4.4%

Source: 1990 and 2000 U.S. Census

Income Levels

Median household incomes in the City of Cornell have increase by 50% between 1989 and 1999 (see Table 2-8). In 1999, the median household income was \$30,690. This is below the median income of \$39,596 in Chippewa County and \$43,791 in the State of Wisconsin.

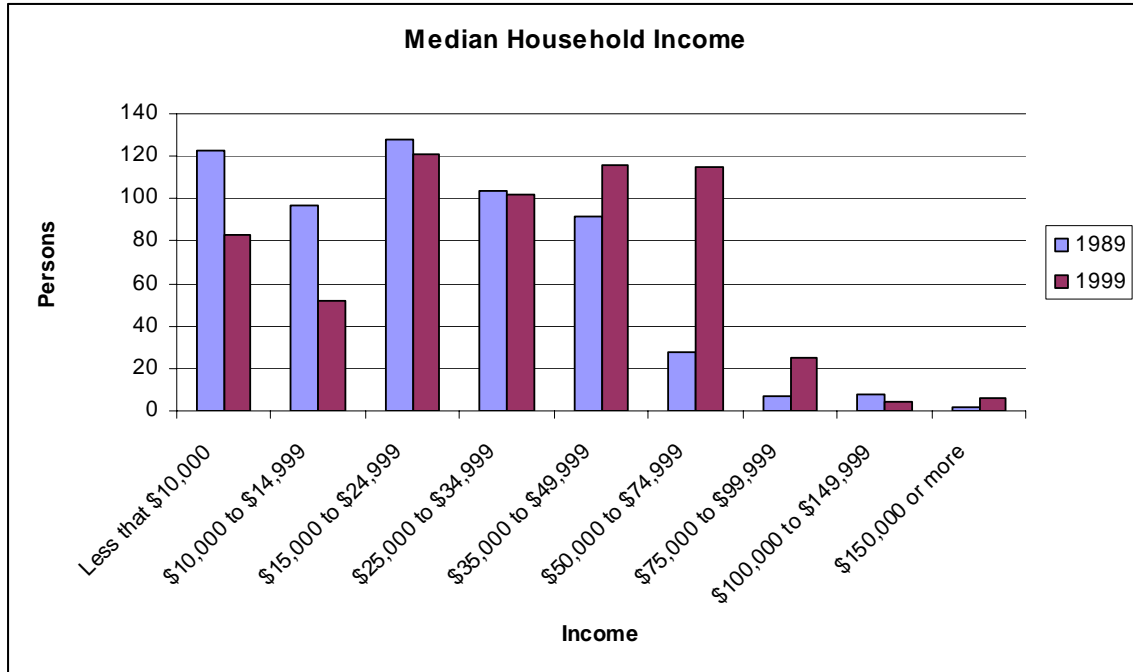
Table 2-8 - Median Household Income

Year	1989	1999	% Change
Median Household Income	\$20,404	\$30,690	50.4%

Source: 1990 and 2000 U.S. Census

Figure 2-2 shows that median household incomes in 1999 of \$25,000 and above have increased compared to the 1989 incomes, except for the \$100,000 to \$149,000 group that decreased slightly.

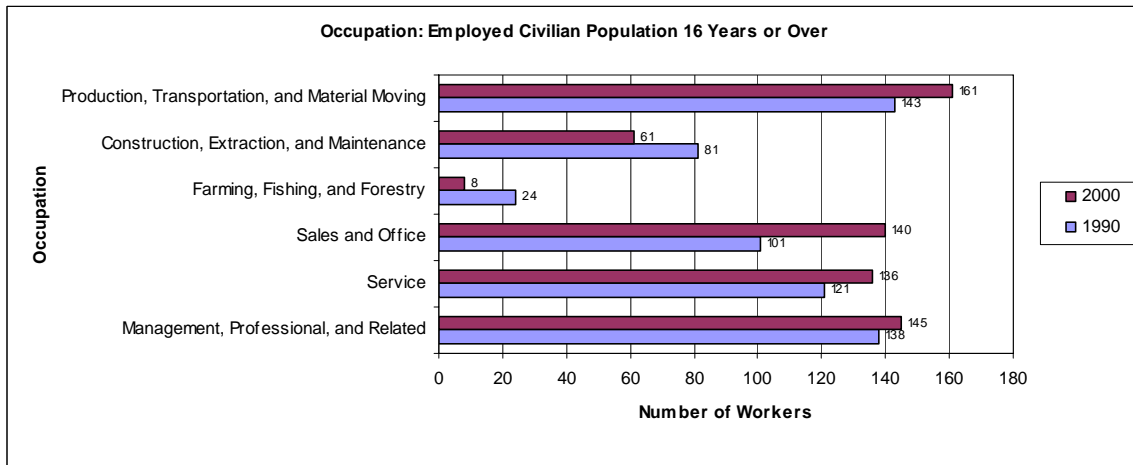
Figure 2-2 - Median Household Income



Employment Forecasts and Characteristics

Occupation refers to the type of work a person does. Figure 2-3 reveals that occupations of the civilian population 16 years and over in the City of Cornell is distributed fairly evenly. It should be noted that Figure 2-3 does not include where these occupations are located. Some of those occupations are likely located out of the City.

Figure 2-3 – Occupation of Workforce Population



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Most occupations have seen an increase in populations, except the farming/fishing/forestry and construction/extraction/maintenance occupations, which have each decreased by at least 15 residents from 1990 to 2000.

Sales/office has increased the most from 101 residents in 1990 to 140 residents in 2000. This may indicate that a growing number of residents are commuting to jobs outside of the City of Cornell.

Industry refers to what industry each occupation is in. The largest industry in 2000 for occupied workers living in the City of Cornell is manufacturing which has also experienced a large loss in workers (see *Table 2-9 & Figure 2-4*). The information industry has the fewest workers with 13 in 2000.

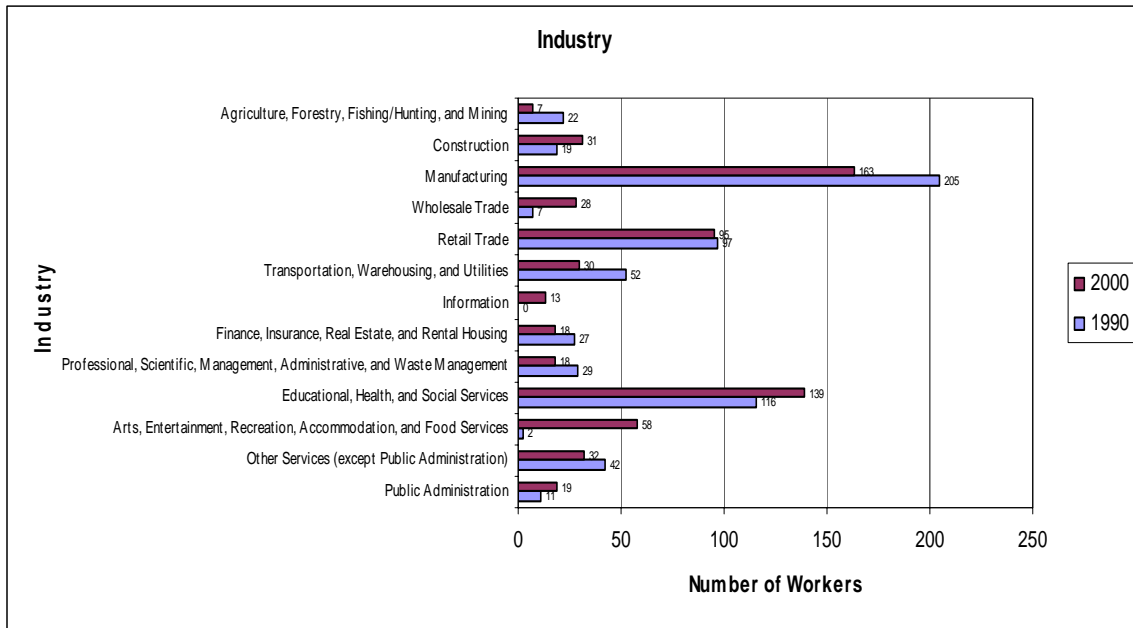
The wholesale industry experienced the greatest growth of workers. The agriculture, forestry, fishing/hunting, and mining industries have had the most significant decrease in workers.

Table 2-9 - Industry: Employed Civilian Population 16 Years or Over

Industry	1990	2000	Numerical Change	Percent
Public Administration	11	19	8	72.7%
Other Services (except Public Administration)	42	32	-10	-23.8%
Arts, Entertainment, Recreation, Accommodation, and Food Services	2	58	56	-
Educational, Health, and Social Services	116	139	23	19.8%
Professional, Scientific, Management, Administrative, and Waste Management	29	18	-11	-37.9%
Finance, Insurance, Real Estate, and Rental Housing	27	18	-9	-33.3%
Information	0	13	13	-
Transportation, Warehousing, and Utilities	52	30	-22	-42.3%
Retail Trade	97	95	-2	-2.1%
Wholesale Trade	7	28	21	300.0%
Manufacturing	205	163	-42	-20.5%
Construction	19	31	12	63.2%
Agriculture, Forestry, Fishing/Hunting, and Mining	22	7	-15	-68.2%

Source: 1990 and 2000 U.S. Census

Figure 2-4 - Occupation by Industry



The Education, Health, and Social services industry continues to be a major component of the City’s workforce. This will likely continue in the near future. Manufacturing jobs have declined, and may continue to do so. However, if the City is able to attract new businesses and industries to the area, that trend will shift and more jobs would be added to the manufacturing industry.

Community Survey Results

As part of the public participation process to obtain public input for developing the Comprehensive Plan, the City sent out a community wide survey to all residents. The survey was split up into the various sections that will be discussed throughout the Plan. This includes Issues and Opportunities, Housing, Transportation, etc. Below is a summary of the Issues and Opportunities related results of that survey (numbers in parenthesis indicate the question number on the survey).

(4.) Do you own or rent your place of residence?		
	Count	Percent
a. Own	124	88.6%
b. Rent	16	11.4%
Total	140	100.0%

Nearly 89% of the respondents own their place of residence in the City of Cornell.

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(5.) My residence is a.....		
	Count	Percent
a. Single family home	128	90.8%
b. Multi-family home/apartment	7	5.0%
c. Mobile home	4	2.8%
d. Second home	2	1.4%
Total	141	100.0%

The majority of responses indicate they live in single family homes.

(6.) Are there people in your household who are physically disabled?		
	Count	Percent
a. Yes	25	17.9%
b. No	115	82.1%
Total	140	100.0%

Nearly 18% of the respondents have someone in their household that is physically disabled. The City should consider accessibility concerns when taking on new projects.

(7.) At what rate would you like to see Cornell's population grow in the next 10 years?		
	Count	Percent
a. No growth	6	4.2%
b. Slow	20	13.9%
c. Moderate	87	60.4%
d. Fast	23	16.0%
e. Not Sure	8	5.6%
Total	144	100.0%

The majority of responses would like to see moderate growth. Slow to no growth accounted for approximately 18% and 16% of the respondents would like to see fast growth.

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8. How would you describe your thoughts towards future growth and development (commercial, recreational, housing, etc.) in the City of Cornell?		
	Count	Percent
a. We need to support and encourage growth and development.	94	67.1%
b. We need to slow down the rate of growth and development.		0.0%
c. We need to stay the way it is.	4	2.9%
d. We need to focus on redevelopment and rehabilitation of existing buildings and land.	31	22.1%
e. Not sure.	11	7.9%
Total	140	100.0%

Approximately 67% of the responses support and encourage growth and development. Some responses (22.1%) indicate focusing on redevelopment and rehabilitation of existing buildings and land.

(9.) Please choose the category that best describes the distance you work from your residence.		
	Count	Percent
a. 0-1 miles	30	20.0%
b. 1-5 miles	13	8.7%
c. 5-10 miles	9	6.0%
d. 10-25 miles	10	6.7%
e. 25-50 miles	17	11.3%
f. Over 50 miles	3	2.0%
g. Not Applicable	68	45.3%
Total	150	100.0%

A number of the respondents (68) indicate that the distance they work from home was not applicable. This possibly means they work from home, have retired, or are currently unemployed.

Demographic Summary

Between 1990 and 2000 the City of Cornell has seen small reduction in population and number of households. Since then, population growth has continued at a slight decline and is slightly above projections by the Wisconsin Department of Administration. Most population loss is likely due to residents moving to rural areas and loss of manufacturing jobs and not an increased death rate.

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Median household income is significantly lower in the City compared to Chippewa County and the State of Wisconsin and this may be attributed to fewer jobs in the area that require a bachelor's degree or greater level of education.

Occupation and industries vary for residents 16 years and older but the predominant industry in the City of Cornell is manufacturing.