POPULATION 04/06/2016 R. ODEEN

Population estimates are a tough science. But it's clear that western Wisconsin, especially St. Croix County, is experiencing a growth spurt. Ryan Odeen explains.

POPULATION ESTIMATES.mp3 R/T: 1:31 O/C:”...I’M RYAN ODEEN

ODEEN: IN A STUDY FOR THE WISCONSIN DEPARTMENT OF ADMINISTRATION CONDUCTED BY DEMOGRAPHER DAVID EGAN (e-GAN) ROBERTSON FROM THE U-W MADISON APPLIED POPULATION LABORATORY SAYS THAT ST. CROIX COUNTY WILL CONTINUE TO BE THE FASTEST GROWING COUNTY IN WISCONSIN.ST. CROIX COUNTY WAS PROJECTED A 41 PERCENT INCREASE THROUGH 2040. PIERCE COUNTY CAME IN WITH A 14 PERCENT EXPECTED INCREASE. AS WE CLIMB OUT OF THE GREAT RECESSION OF 2009, ROBERTSON SAYS PEOPLE ARE BECOMING WILL TO MIGRATE AND START FAMILIES.

EGAN-ROBERTSON: “A LOT OF PEOPLE, PARTICULARLY YOUNG ADULTS, WHO MAY HAVE STARTED THEIR CAREERS IN THE TWIN CITIES, AS THEY GET OLDER AND MIGHT BE LOOKING TO BUY THEIR FIRST HOME. A LOT OF THOSE PEOPLE, IN THE LAST COUPLE DECADES, HAVE ACTUALLY PURCHASED HOMES IN ST. CROIX COUNTY.”

ODEEN: BOTH ST. CROIX AND PIERCE COUNTY ARE INCLUDED IN THE MINNEAPOLIS-ST. PAUL METROPOLITAN STATISTICAL AREA. THE SEVEN MINNESOTA COUNTIES SURROUNDING THE TWIN CITIES RECENTLY SURPASSED THREE MILLION RESIDENTS, THE HIGHEST IN HISTORY. A COMMUNITY INDICATORS PROJECT NAMED THE STATE OF THE VALLEY EXAMINES THE NEEDS OF THE ST. CROIX RIVER VALLEY. PHILANTHROPY DIRECTOR BRAD KRUSE FOR THE STATE OF THE VALUE SAYS A SPILLOVER EFFECT IS BEING SEEN INTO ST. CROIX AND EVEN INTO PIERCE COUNTY AS THE AREA POPULATION RISES.

KRUSE: “PEOPLE ARE MOVING TO AREAS FOR ALL THE CLASSIC REASONS. PEOPLE ARE LOOKING FOR ECONOMIC OPPORTUNITIES, JOBS, LOOKING FOR AFFORDABLE HOUSING, AND THEN LOOKING FOR STRONG COMMUNITIES.”

ODEEN: EAU CLAIRE AND CHIPPEWA COUNTY, THE NEAREST METRO AREA TO ST. CROIX COUNTY, EXPECTS TO SEE 13 PERCENT INCREASE THROUGH 2040. I’M RYAN ODEEN FOR THE FALCON NEWS SERVICE.”

To see the study, visit the Wisconsin Department of Administration website.

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