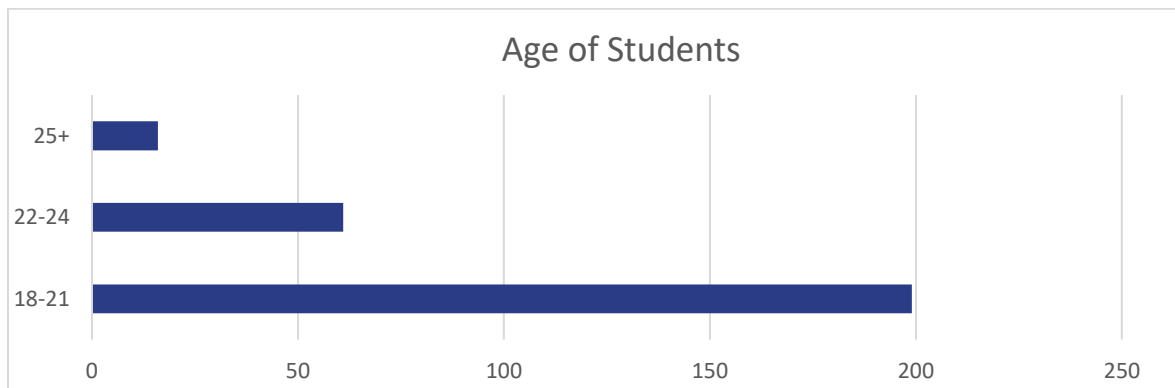


2025 UWEC Student Survey on the Chippewa Valley- Results

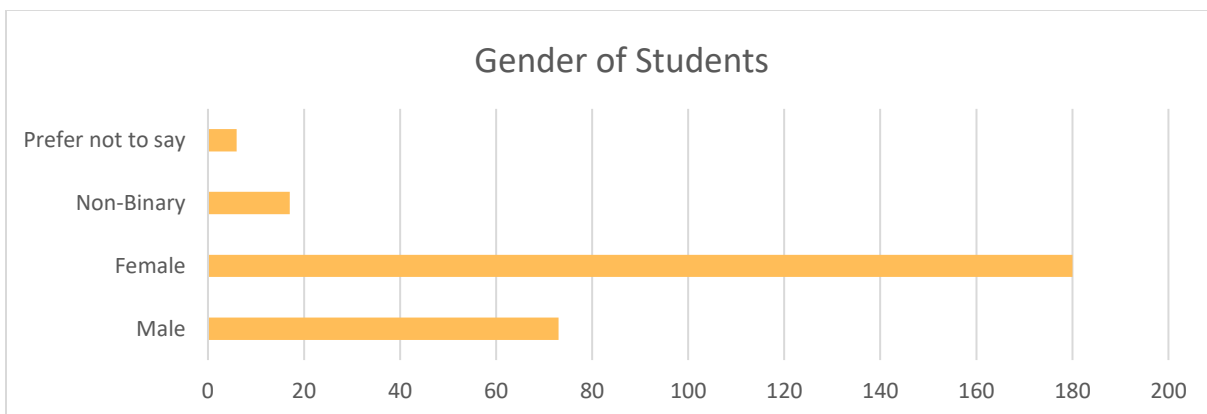
Purpose of the Survey: The 2025 Student Survey on the Chippewa Valley was conducted to gain deeper insights into what students value most in a community as they plan for life after graduation. By identifying key factors that influence students' decisions on where to live and work, this survey aims to provide local businesses with actionable data. Understanding these preferences will help shape initiatives that attract and retain young talent, foster economic growth, and enhance the overall appeal of the Chippewa Valley as a vibrant place to live, work, and thrive. This report contains the results from 277 University of Wisconsin – Eau Claire students.

Demographics:



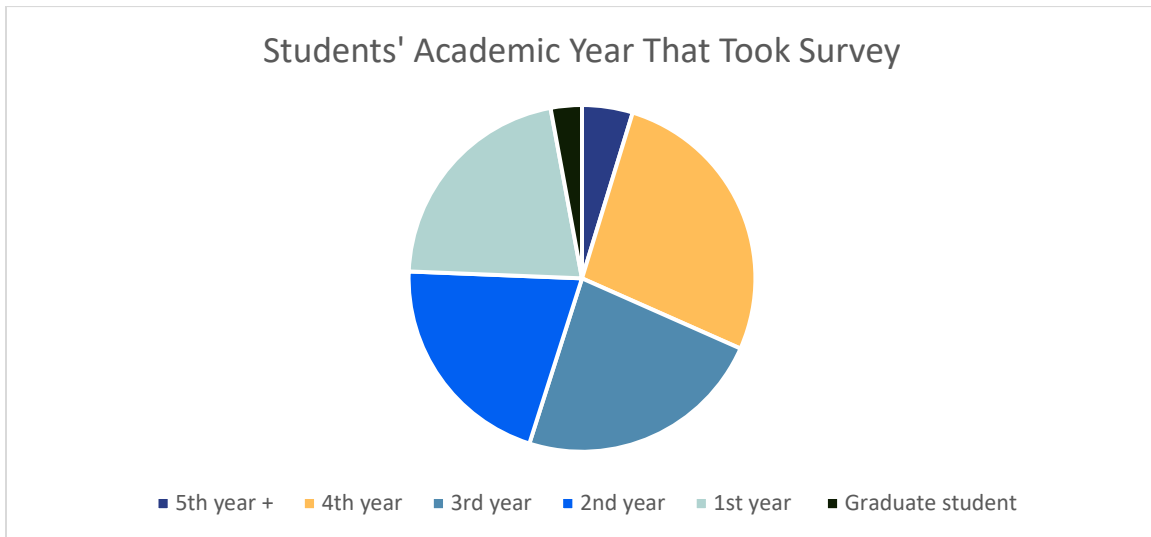
Age:

- 72.1% of students are 18-21
- 22.1% of students survey are 22-24
- 5.8% of students survey are 25+



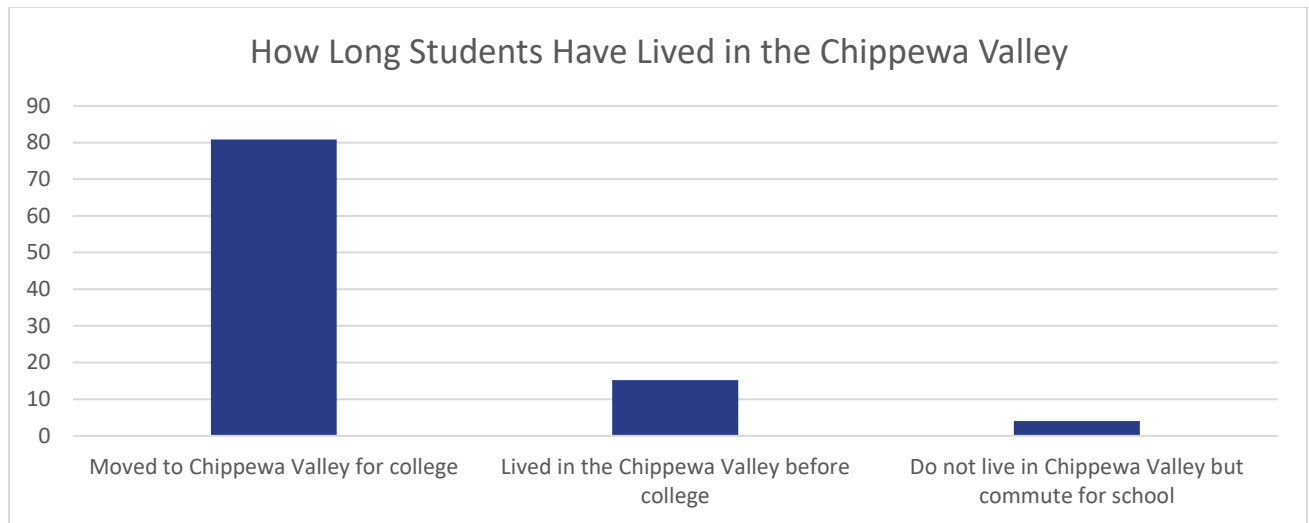
Gender:

- 26.45% of students are male
- 65.22% of students are female
- 6.16% of students are non-binary
- 2.17% of students prefer not to say



Academic Year:

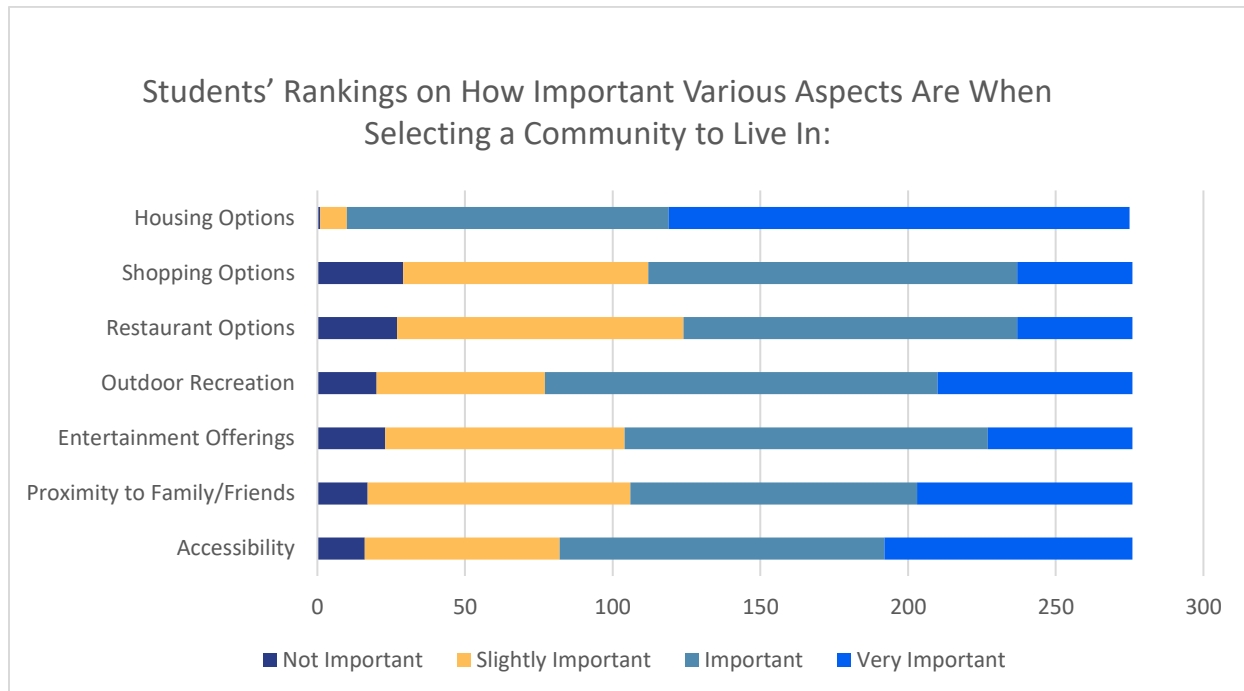
- 21.38% of students are 1st years
- 20.65% of students are 2nd years
- 23.19% of students are 3rd years
- 26.81% of students are 4th years
- 4.71% of students are 5th years +
- 2.9% of students are graduate students



How Long Have Students Lived in the Chippewa Valley?

- 15.22% of students lived in the Chippewa Valley before college
- 80.8% of students moved to the Chippewa Valley for college
- 3.99% do not live in the Chippewa Valley but commute for school

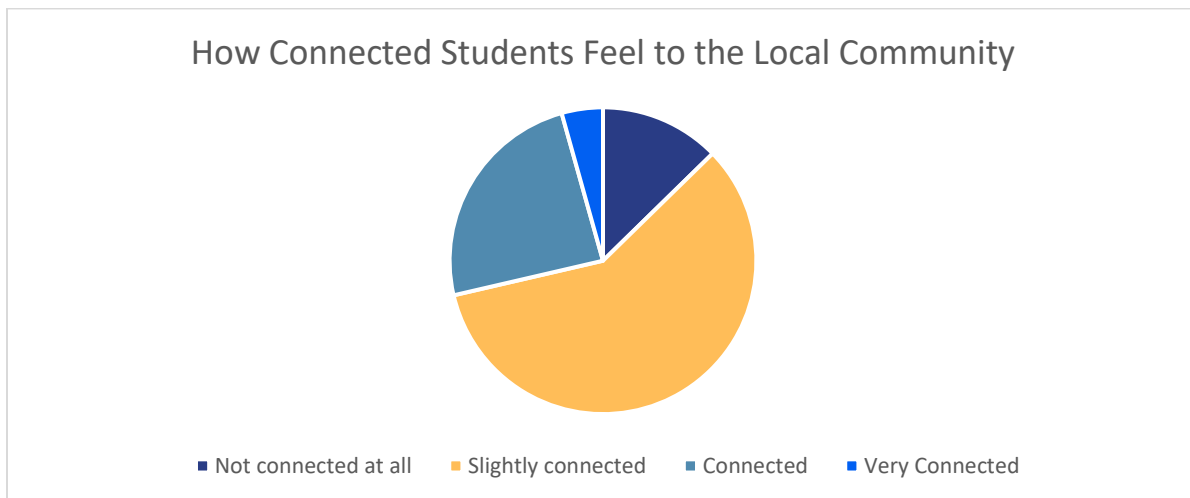
Living in the Chippewa Valley:



Students' Rankings on How Important Various Aspects Are When Selecting a Community to Live In:

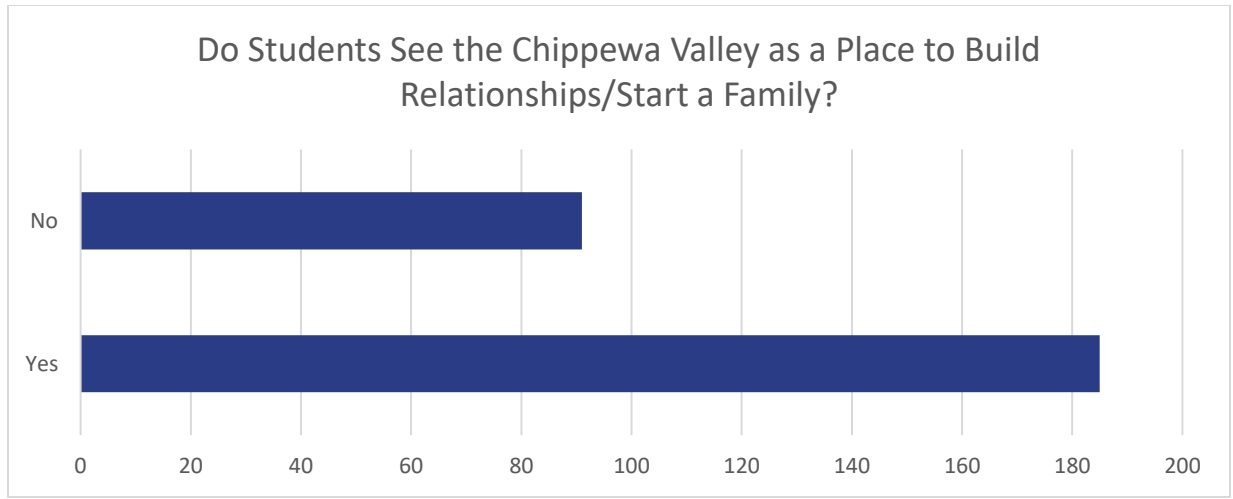
- **Accessibility**
 - 5.8% said that accessibility is not important
 - 23.91% said that accessibility is slightly important
 - 39.86% said that accessibility is important
 - 30.43% said that accessibility is very important
- **Proximity to Family/Friends**
 - 6.16% said that proximity to family/friends is not important
 - 32.25% said that proximity to family/friends is slightly important
 - 35.14% said that proximity to family/friends is important
 - 26.45% said that proximity to family/friends is very important
- **Entertainment Options**
 - 8.33% said that entertainment options are not important
 - 29.35% said that entertainment options are slightly important
 - 44.57% said that entertainment options are important
 - 17.75% said that entertainment options are very important
- **Outdoor Recreation Activities**
 - 7.25% said that outdoor recreation activities are not important
 - 20.65% said that outdoor recreation activities are slightly important
 - 48.19% said that outdoor recreation activities are important
 - 23.91% said that outdoor recreation activities are very important

- **Restaurant Options**
 - 9.78% said that restaurant options are not important
 - 35.14% said that restaurant options are slightly important
 - 40.94% said that restaurant options are important
 - 14.13% said that restaurant options are very important
- **Shopping Options**
 - 10.51% said that shopping options are not important
 - 30.07% said that shopping options are slightly important
 - 45.29% said that shopping options are important
 - 14.13% said that shopping options are very important
- **Housing Options**
 - 0.36% said that housing options are not important
 - 3.27% said that housing options are slightly important
 - 39.64% said that housing options are important
 - 56.73% said that housing options are very important



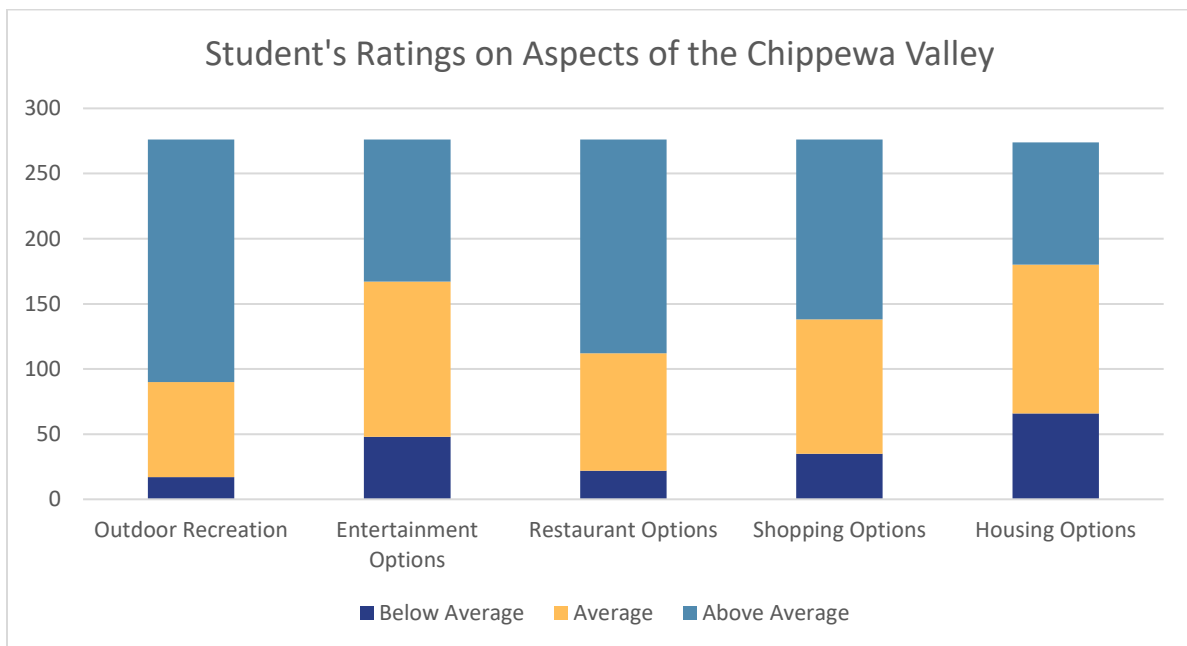
How Connected do UWEC Students Feel to the Local Community?

- 12.68% of students don't feel connected at all
- 58.7% of students feel slightly connected
- 24.28% of students feel connected
- 4.35% of students feel very connected



Do UWEC Students See the Chippewa Valley as a Place Where They Could Build Long-Term Relationships or Start a Family?

- 67.03% said yes
- 32.97% said no

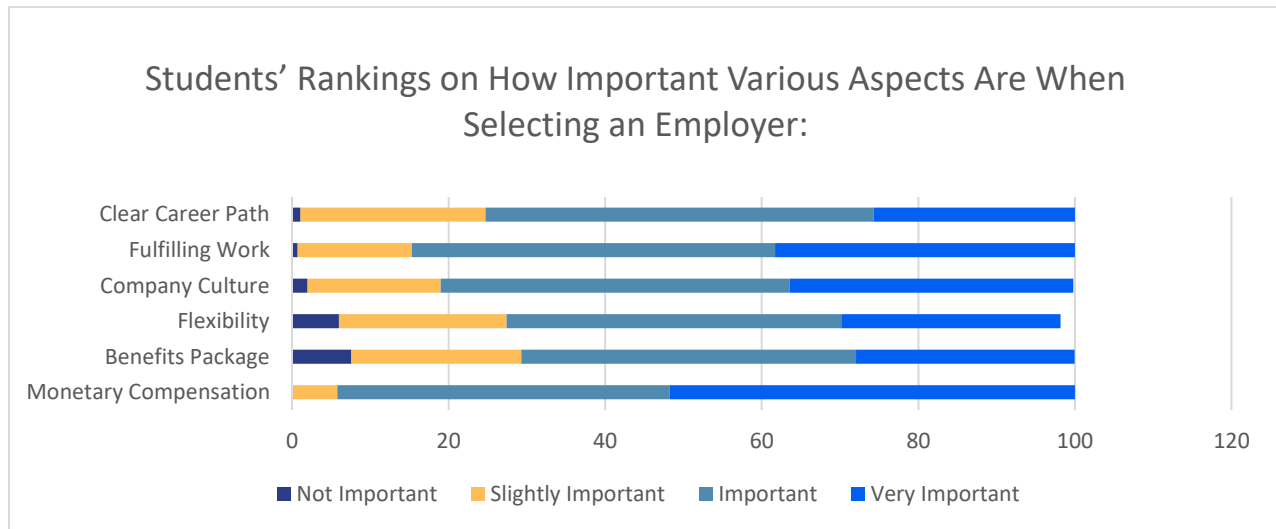


Students' Rankings on Aspects of the Chippewa Valley (1 being the worst and 5 being the best):

- **Outdoor Recreation Activities**
 - 1.09% of students ranked the outdoor recreation activities a 1
 - 5.07% of students ranked the outdoor recreation activities a 2
 - 26.45% of students ranked the outdoor recreation activities a 3

- 47.83% of students ranked the outdoor recreation activities a 4
- 19.57% of students ranked the outdoor recreation activities a 5
- **Entertainment Options**
 - 1.81% of students ranked the entertainment options a 1
 - 15.58% of students ranked the entertainment options a 2
 - 43.12% of students ranked the entertainment options a 3
 - 30.07% of students ranked the entertainment options a 4
 - 9.42% of students ranked the entertainment options a 5
- **Restaurant Options**
 - 1.45% of students ranked the restaurant options a 1
 - 6.52% of students ranked the restaurant options a 2
 - 32.61% of students ranked the restaurant options a 3
 - 44.57% of students ranked the restaurant options a 4
 - 14.86% of students ranked the restaurant options a 5
- **Shopping Options**
 - 3.26% of students ranked the shopping options a 1
 - 9.42% of students ranked the shopping options a 2
 - 37.32% of students ranked the shopping options a 3
 - 38.04% of students ranked the shopping options a 4
 - 11.96% of students ranked the shopping options a 5
- **Housing Options**
 - 4.38% of students ranked the housing options a 1
 - 19.71% of students ranked the housing options a 2
 - 41.61% of students ranked the housing options a 3
 - 29.93% of students ranked the housing options a 4
 - 4.38% of students ranked the housing options a 5

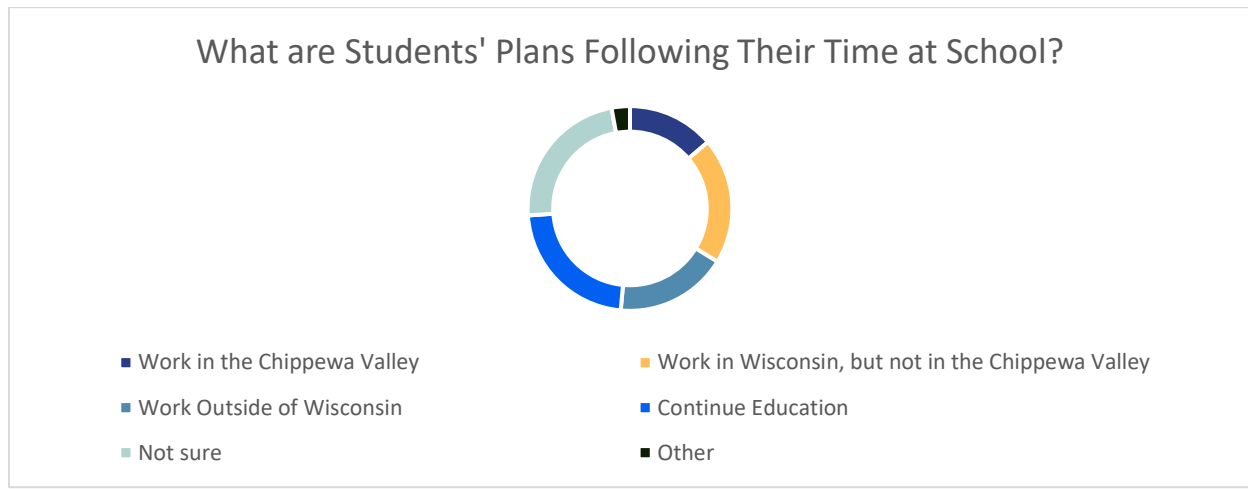
Employment in the Chippewa Valley:



Students' Rankings on How Important Various Aspects Are When Selecting an Employer:

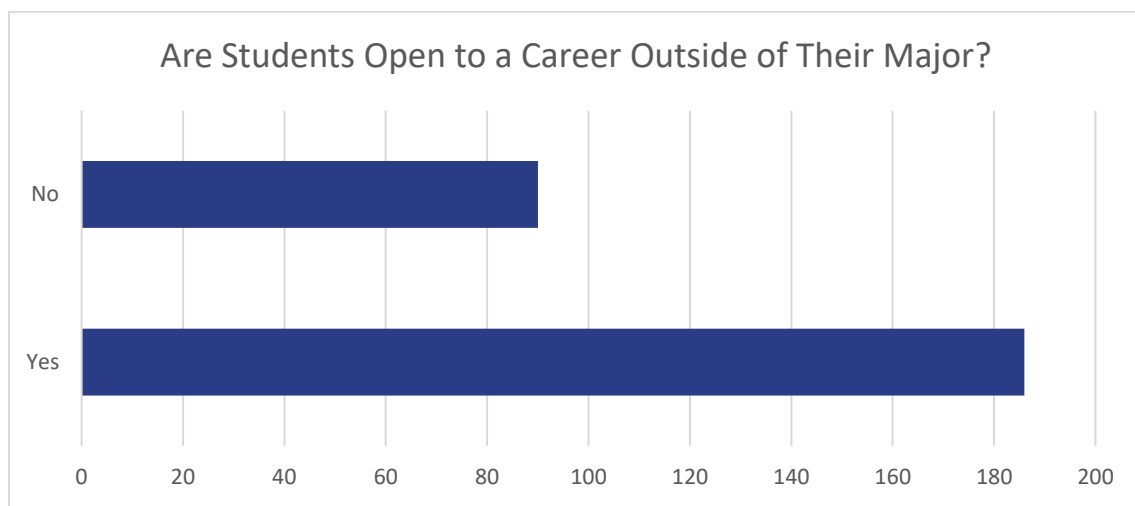
- **Monetary Compensation**
 - 0% said that compensation was not important
 - 5.8% said that compensation is slightly important
 - 42.39% said that compensation is important
 - 51.81% said that compensation is very important
- **Benefits Package (401k, health insurance, PTO)**
 - 7.61% said that a benefits package is not important
 - 21.74% said that a benefits package is slightly important
 - 42.75% said that a benefits package is important
 - 27.9% said that a benefits package is very important
- **Flexibility**
 - 6.16% said that flexibility is not important
 - 21.38% said that flexibility is slightly important
 - 39.86% said that flexibility is important
 - 32.61% said that flexibility is very important
- **Company Culture**
 - 2.17% said that company culture is not important
 - 17.03% said that company culture is slightly important
 - 44.57% said that company culture is important
 - 36.23% said that company culture is very important
- **Fulfilling Work**
 - 0.73% said that fulfilling work is not important
 - 14.6% said that fulfilling work is slightly important
 - 46.35% said that fulfilling work is important
 - 38.32% said that fulfilling work is very important
- **Clear Career Path (growth opportunities)**
 - 1.09% said that a clear career path is not important
 - 23.55% said that a clear career path is slightly important

- 49.64% said that a clear career path is important
- 25.72% said that a clear career path is very important



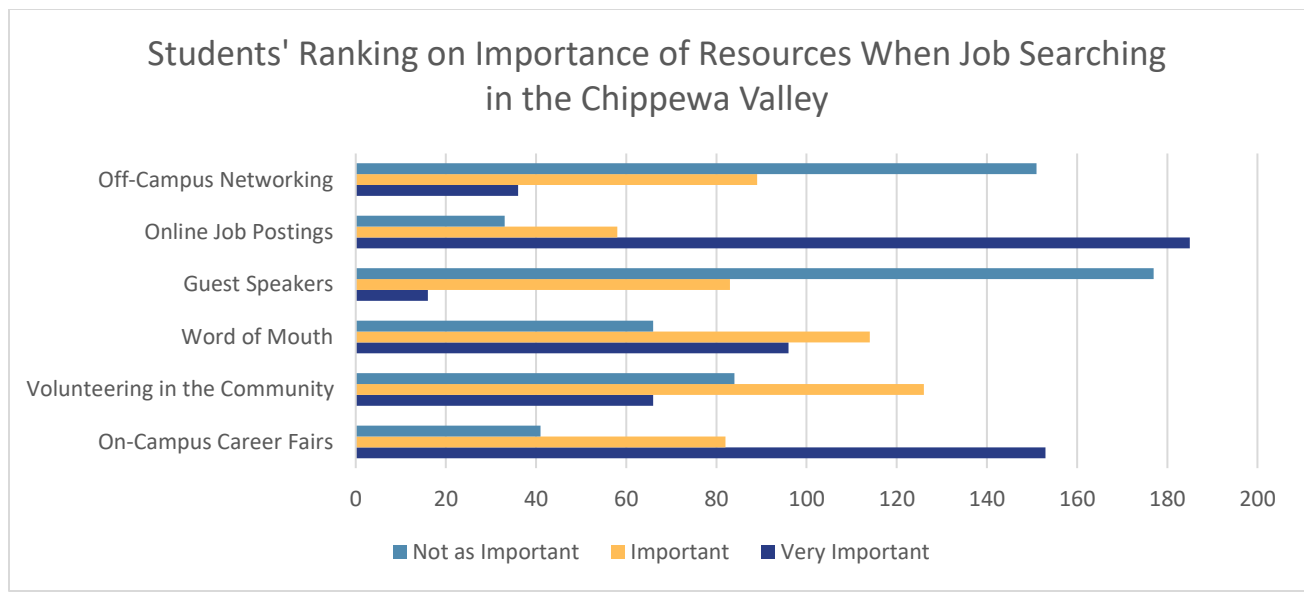
Students' Plans Following Their Time at School:

- 13.77% are going to work in the Chippewa Valley after graduation
- 19.93% are going to work in Wisconsin after graduation, but not in the Chippewa Valley
- 17.75% are going to work outside of Wisconsin
- 22.46% are going to continue their education
- 23.19% don't know what they're doing yet
- 2.9% specified a different plan



Are Students Open to a Career Field Outside of Their Major?

- 67.39% said yes
- 32.61% said no



Students' Rankings on What They See as Most Important (1) and Least Important (6) When Looking for Employment in the Chippewa Valley:

- **On-Campus Career Fairs**
 - 26.09% of students ranked on-campus career fairs a 1
 - 29.35% of students ranked on-campus career fairs a 2
 - 14.86% of students ranked on-campus career fairs a 3
 - 14.86% of students ranked on-campus career fairs a 4
 - 7.61% of students ranked on-campus career fairs a 5
 - 7.25% of students ranked on-campus career fairs a 6
- **Volunteering in the Community**
 - 6.88% of students ranked volunteering in the community a 1
 - 17.03% of students ranked volunteering in the community a 2
 - 21.74% of students ranked volunteering in the community a 3
 - 23.91% of students ranked volunteering in the community a 4
 - 21.38% of students ranked volunteering in the community a 5
 - 9.06% of students ranked volunteering in the community a 6
- **Word of Mouth**
 - 12.68% of students ranked word of mouth a 1
 - 22.1% of students ranked word of mouth a 2
 - 20.65% of students ranked word of mouth a 3
 - 20.65% of students ranked word of mouth a 4
 - 14.49% of students ranked word of mouth a 5
 - 9.42% of students ranked word of mouth a 6
- **Guest Speakers**
 - 1.81% of students ranked guest speakers a 1
 - 3.99% of students ranked guest speakers a 2
 - 11.59% of students ranked guest speakers a 3
 - 18.48% of students ranked guest speakers a 4
 - 27.17% of students ranked guest speakers a 5

- 36.96% of students ranked guest speakers a 6
- **Job Postings on Online Platforms**
 - 50% of students ranked job postings on online platforms a 1
 - 17.03% of students ranked job postings on online platforms a 2
 - 14.86% of students ranked job postings on online platforms a 3
 - 6.16% of students ranked job postings on online platforms a 4
 - 7.97% of students ranked job postings on online platforms a 5
 - 3.99% of students ranked job postings on online platforms a 6
- **Attending Community Events (Networking Off-Campus)**
 - 2.54% of students ranked attending community events a 1
 - 10.51% of students ranked attending community events a 2
 - 16.3% of students ranked attending community events a 3
 - 15.94% of students ranked attending community events a 4
 - 21.38% of students ranked attending community events a 5
 - 33.33% of students ranked attending community events a 6

Improving the Chippewa Valley: Student Perspectives:

Housing

- “I feel like there are a lot of residents who don't like having college students living next door to them in their neighborhoods and I have heard of a lot of people who don't want there to be housing on lower campus, so I think if the residents of the Chippewa Valley were more welcoming and less likely to assume that all college students are loud and rowdy, it would feel more welcoming here.”
- “ACTUAL AFFORDABLE HOUSING not the guise of affordable that the new apartment complexes promote.”
- “HOUSING FOR STUDENTS OFF CAMPUS IS A NIGHTMARE. The landlords and rental companies don't care if we live or die. They homes aren't cared for at all, and aren't even so much as cleaned prior to move-in. The properties are severely neglected and will contribute to devaluing the Eau Claire area as they continue to degrade due to a lack of baseline maintenance. The elements are impossible to bear when the homes lack insulation, and the cost to live skyrockets for people living in the student slum throughout winters because of the lack of basic care for the homes by rental companies.”
- “Reduce the cost of rent so students have money to do other things. I have three jobs and am barely scraping by.”
- “Have more low to medium income housing that benefits the college students. I feel at times when looking for housing around or near campus I struggle to find something that I can comfortably afford.”
- “Improve affordable housing.”
- “Make off-campus housing more affordable for students.”
- “There is a housing crisis in Eau Claire and the Chippewa Valley. I have a well-paying job and couldn't imagine paying the rates in Eau Claire. 2 bedroom homes are selling for almost \$200k. Rent is almost \$1500 for okay apartments. We need to help our younger generations with more affordable housing and overall availability. It is hard to stick around after college in these big cities, when wages are low (understandable for entry level) but apartments cost your whole paycheck. People are forced to move to smaller towns outside the Chippewa Valley area.”
- “More affordable housing.”
- “Cheaper housing options- especially for young married couples!! There are not many very affordable options.”
- “Sustainable and safe student housing.”
- “Affordable housing.”
- “Make housing cheaper for those who are willing to stay. That’s a big reason I’m leaving after graduation because I can’t afford housing here.”
- “Cheaper single family homes to buy, not rent. No more apartments/duplexes.”
- “Stop allowing outside investment companies into the Chippewa valley. It’s becoming impossible to afford to live here at this point. The rent is going through the roof I’ve seen many locals leave because of it.”
- “Fix rent prices, and find a way to make living in Eau Claire more affordable. Up minimum wages.”

- “Increase affordable housing. Affordable housing is often very low quality, with a very steep price curve relative to small quality gains, making "standard" quality housing expensive. Further, landlords in the "college housing" market are often predatory and often do not serve their tenants adequately with repairs etc. Additionally, more housing in the areas in and around downtown Eau Claire would be nice, as those areas are of high interest to us.”
- “More affordable housing options. The thing that’s preventing me is the cost of housing in the Eau Claire area.”

Job Opportunities

- “More postings about opportunities with ample time to plan ahead and respond.”
- “More opportunities for employers and job-seeking students to connect. (UWEC Career Fairs have been a great networking opportunity)”
- “More choices for jobs”
- “The Chippewa Valley could host more career fairs and have more opportunity for internships in the local community as it would help students and companies alike.”
- “More internship opportunities”
- “Find better employment opportunities that allow for Eau Claire students to get jobs outside of the Eau Claire and Wisconsin areas. Additionally, online job portals like Indeed are filled with ghost applications and AI-filtering that makes it near impossible to land a job offer. It seems that a lot of job opportunities come from family members or close connections, but as someone whose family lives states away, I have no connections to the area.”
- “More jobs.”
- “More community-based career fairs.”
- “Host career fairs on campus' that go over some of the jobs available in the Chippewa Valley. And what education is needed for those jobs/careers.”
- “Greater job opportunities in the human services sector.”
- “Get more employers on Handshake.”
- “Have more career specific job fairs.”

Transportation

- “Better public transit. More than once an hour wait for bus routes.”
- “Walkable city.”
- “More buses in rotation during the winter, as more people use them due to the cold and snowy weather.”
- “Better bus systems”
- “Public transport, walkable areas.”
- “Fix the pedestrian signal next to the Caribou Coffee. The one on the road to the school is broken.”
- “Better accessibility for commuting from UWEC without a car.”
- “Better mass transit (weekends and late nights), better foot traffic to cross roads (foreign exchange students are stuck on campus)
- “More parking options near Haymarket in the downtown.”

- “Keep public transportation running on Saturdays.”
- “There should be more walkability to grocery shopping options as well as hospitals. The mall area must have adequate crosswalks to all the vendors.”
- “As a non-driver, I feel like there's room for improvement in the accessibility category. My main complaints are that certain areas don't have great bus access, and I feel like pedestrian crossings could be a bit safer.”
- “More bus routes more often.”