

Rural Livability Project

2024 Wisconsin Rural Summit
May 15, 2024

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Economic Development Administration University Center
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The Rural Livability Project

Part of a USDA-funded Institute for Rural Partnerships housed at UW–Madison, Auburn University and the University of Vermont.

Motivation - A better understanding of the factors contributing to rural challenges and rural success:

- Loss of critical institutions, industrial restructuring, out-migration/population loss, high mortality rates, lack of housing, declining civic engagement/social capital, etc.;
- But not everywhere! – How can we learn from places that are doing well (or were doing well and transitioned into decline)?
- What can we learn about path dependency? Regional interactions? Outliers?
- Can we create blueprints for supporting community and regional livability?

Defining and Identifying Livable Communities - *How do you define “livable”?*

Often the emphasis is measuring the growth of economic variables:

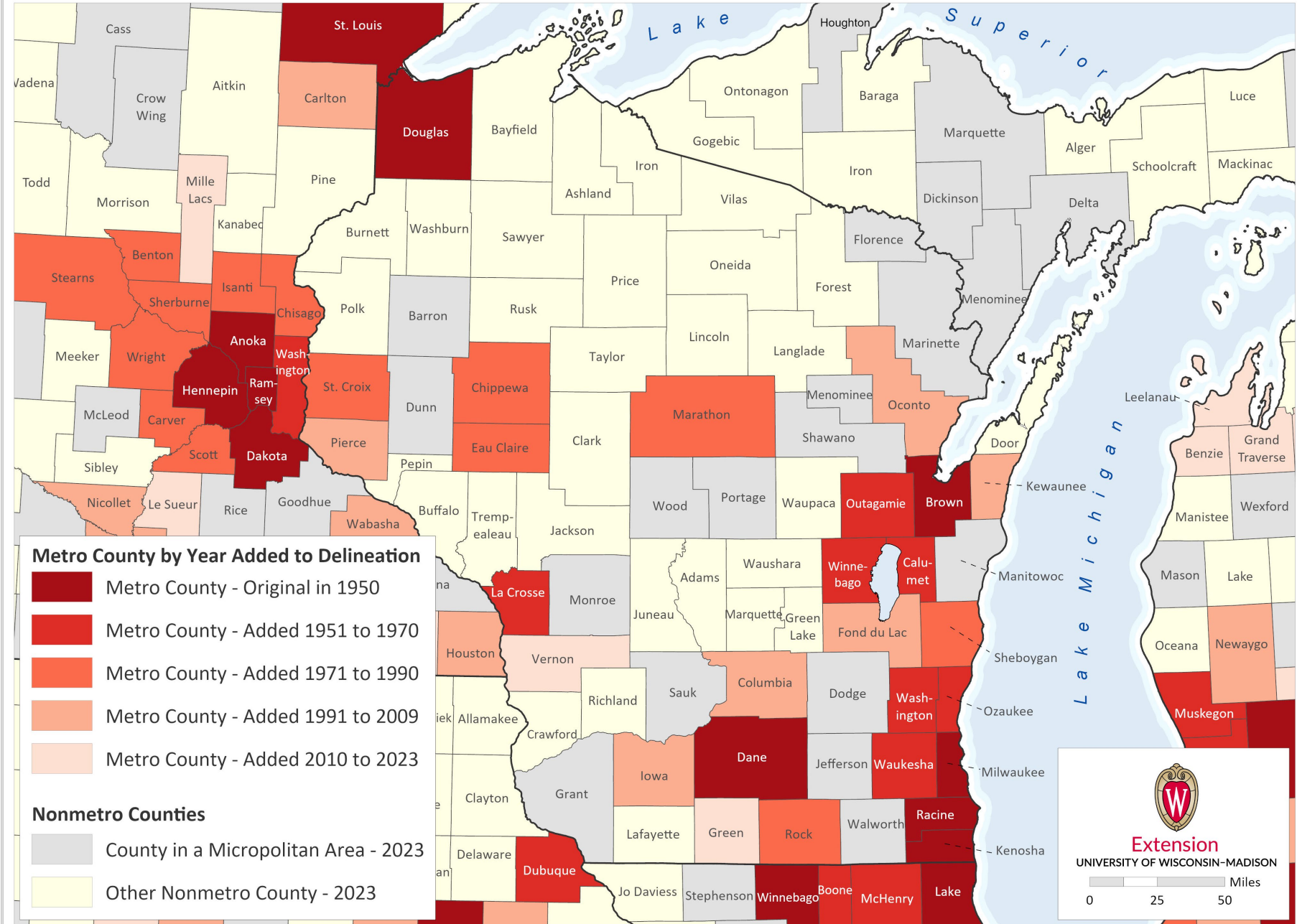
- Population
- Jobs/Employment
- Income/Wages
- GDP

Many rural Wisconsin communities are thriving and doing well...but by traditional economic growth metrics they appear to be stagnant.

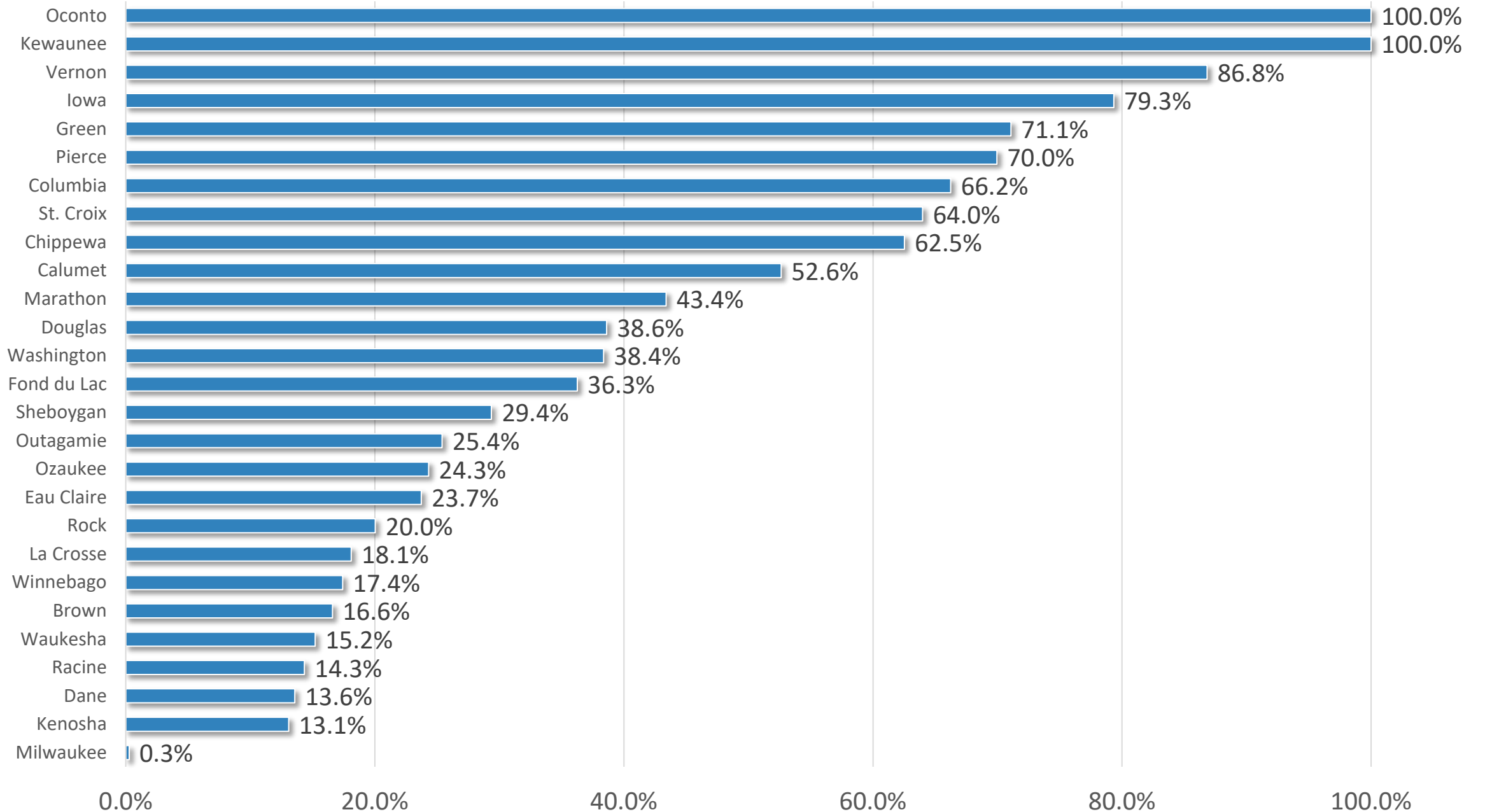
Is the focus on growth of traditional metrics too narrow?

How do we account for cycles or periods of change across different time periods? Different definitions of livable?

Change in Metropolitan Counties - 1950 to 2023

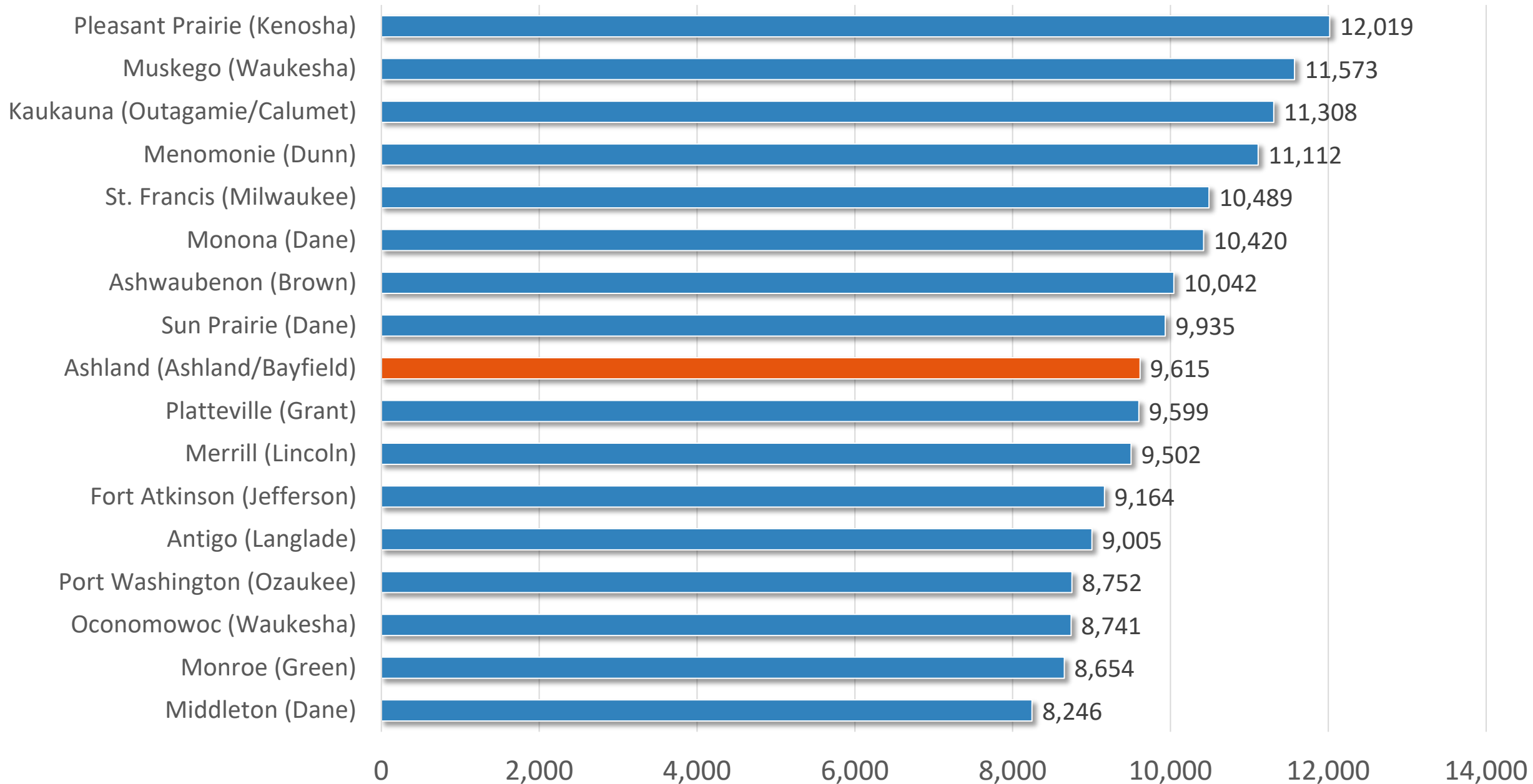


Wisconsin Metro Counties – Percent of Population Living in Rural Census Blocks (2020)



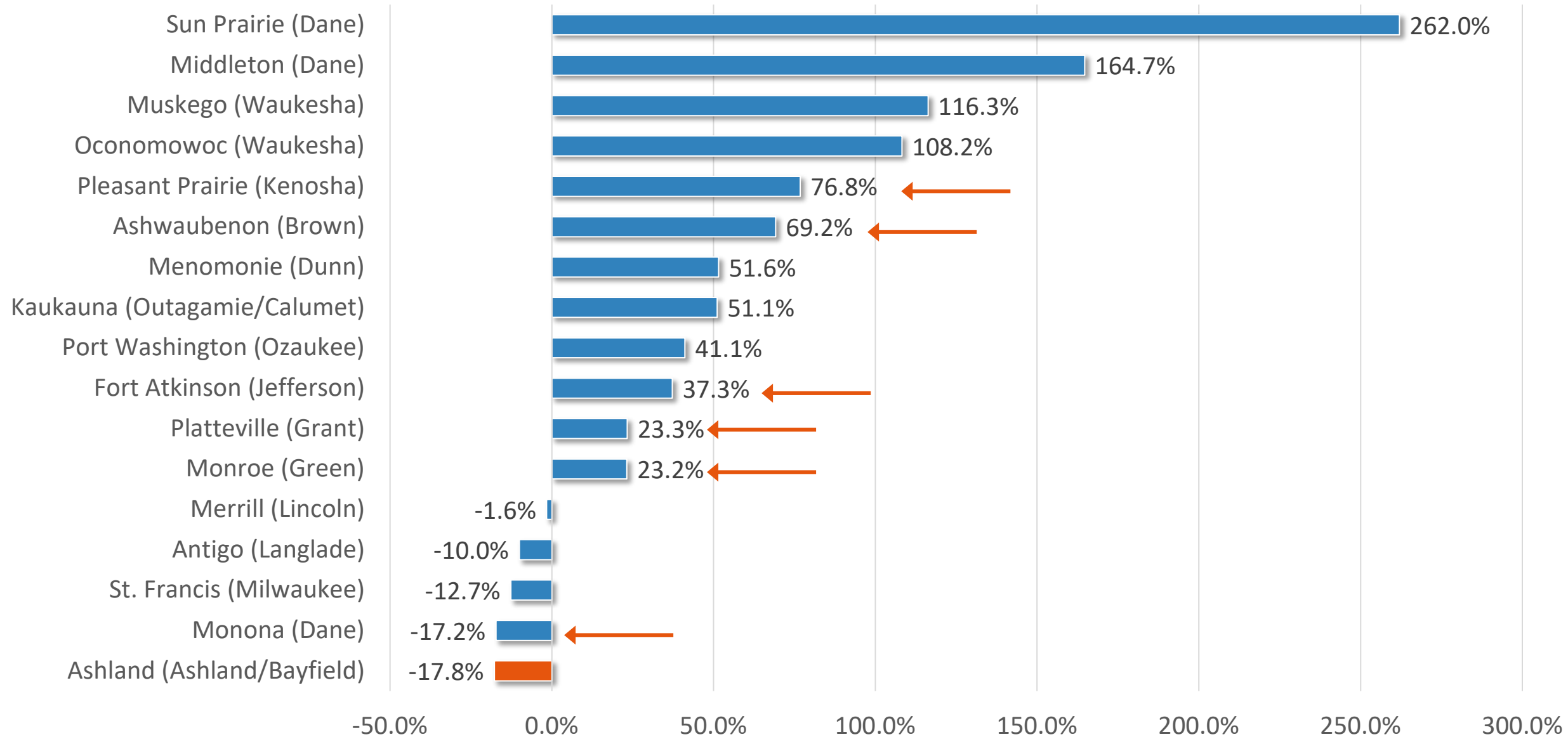
Source: U.S. Census and Author's Calculations

Cities and Villages Nearest in Population to Ashland – 1970 Census

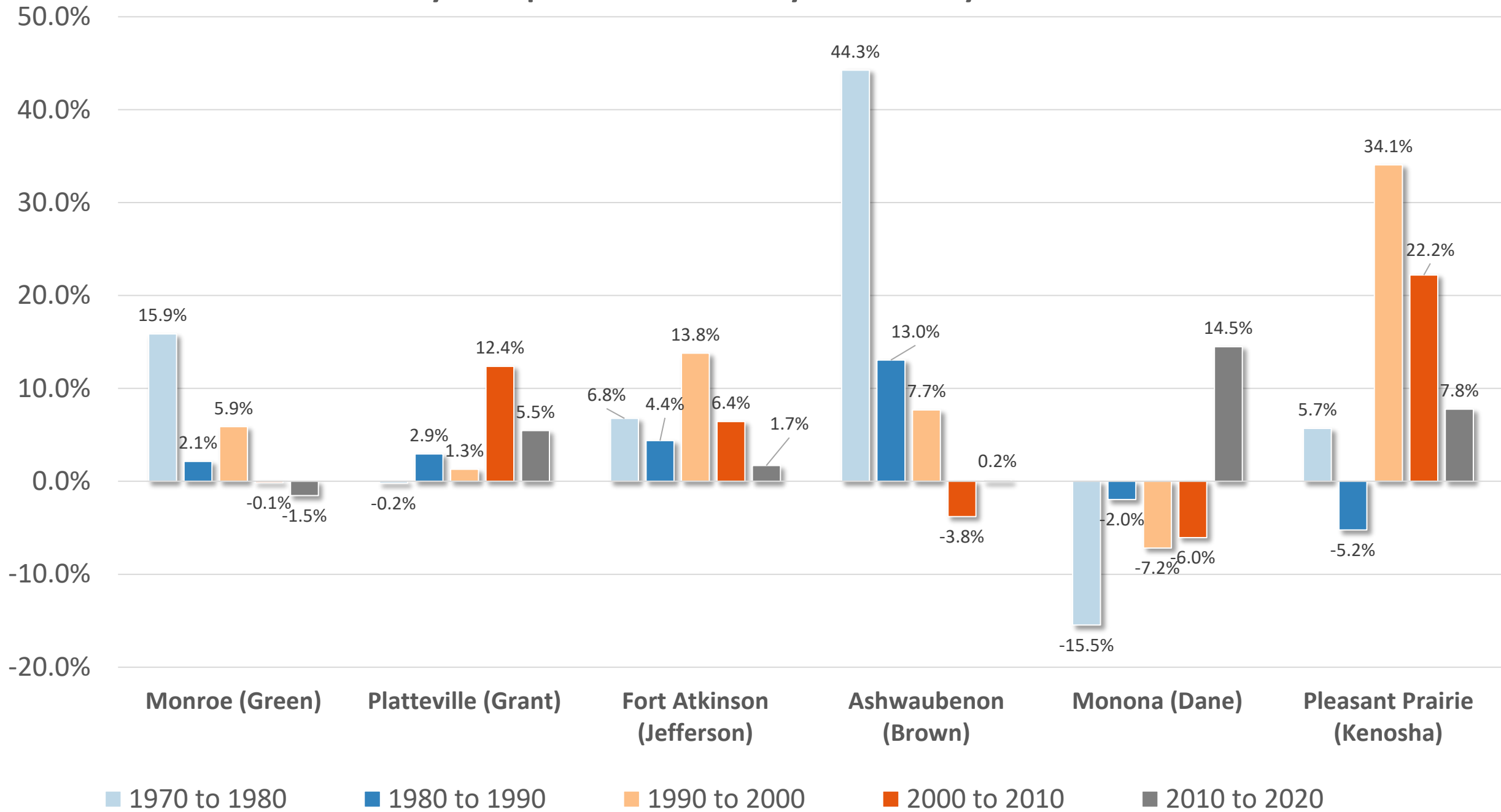


Cities and Villages Nearest in Population to Ashland

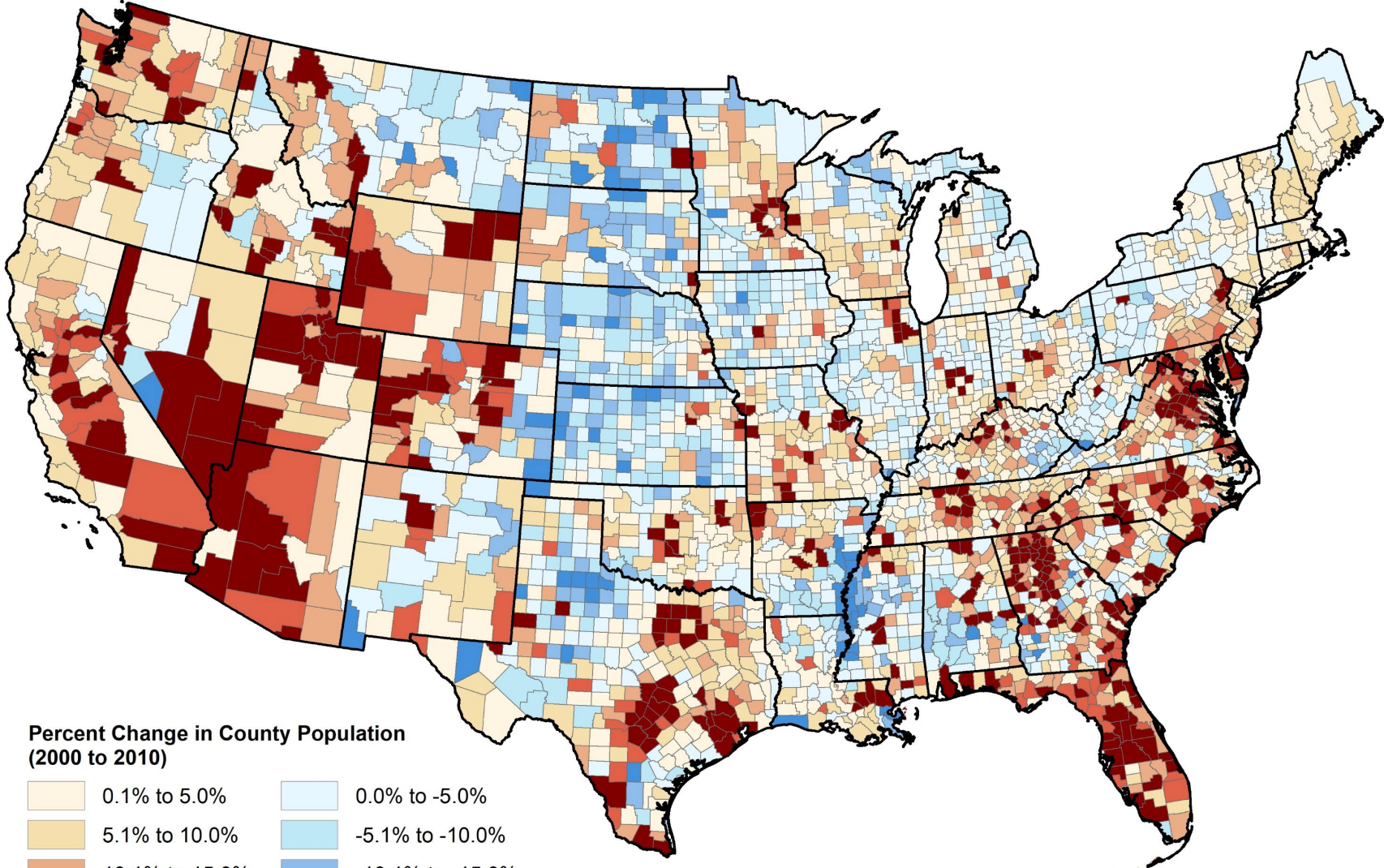
Percent Change in Population 1970 to 2020



Diversity of Population Growth by Community and Time Period



Percent Change in Population by County - 2000 to 2010



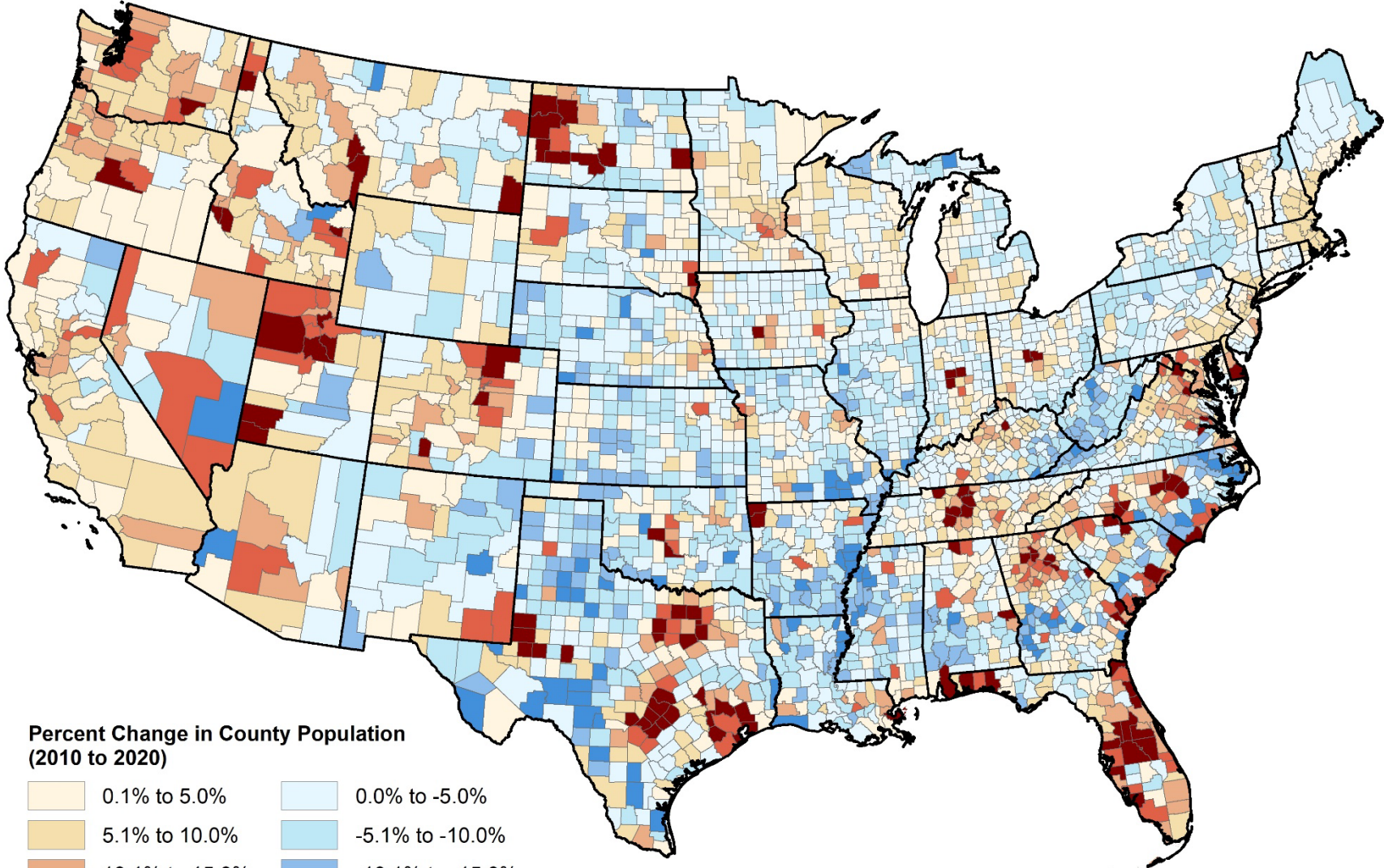
**Percent Change in County Population
(2000 to 2010)**

0.1% to 5.0%	0.0% to -5.0%
5.1% to 10.0%	-5.1% to -10.0%
10.1% to 15.0%	-10.1% to -15.0%
15.1% to 20.0%	-15.1% to -46.6%
20.1% to 110.4%	

Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
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Percent Change in Population by County - 2010 to 2020



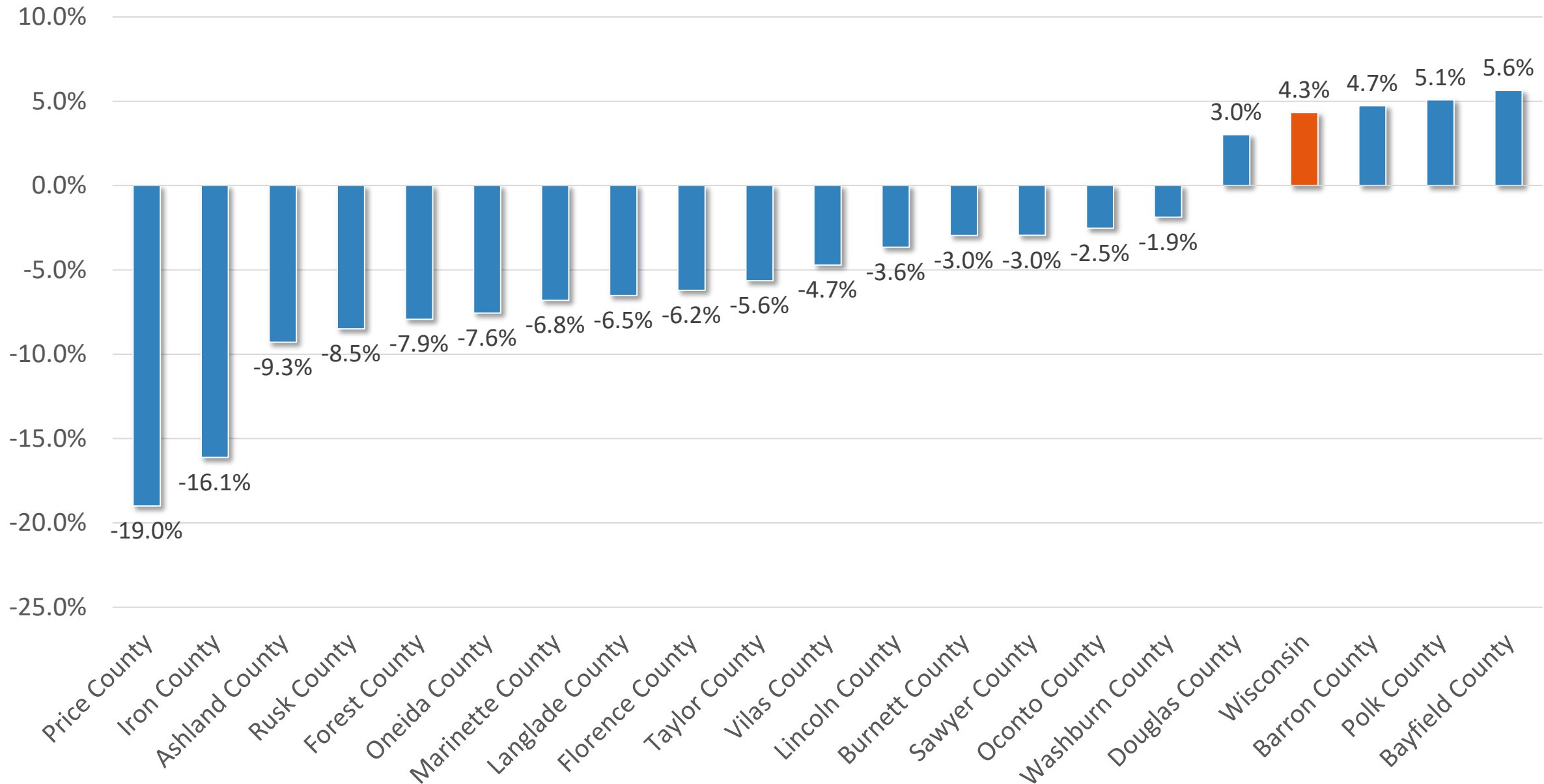
**Percent Change in County Population
(2010 to 2020)**

0.1% to 5.0%	0.0% to -5.0%
5.1% to 10.0%	-5.1% to -10.0%
10.1% to 15.0%	-10.1% to -15.0%
15.1% to 20.0%	-15.1% to -42.1%
20.1% to 146.7%	

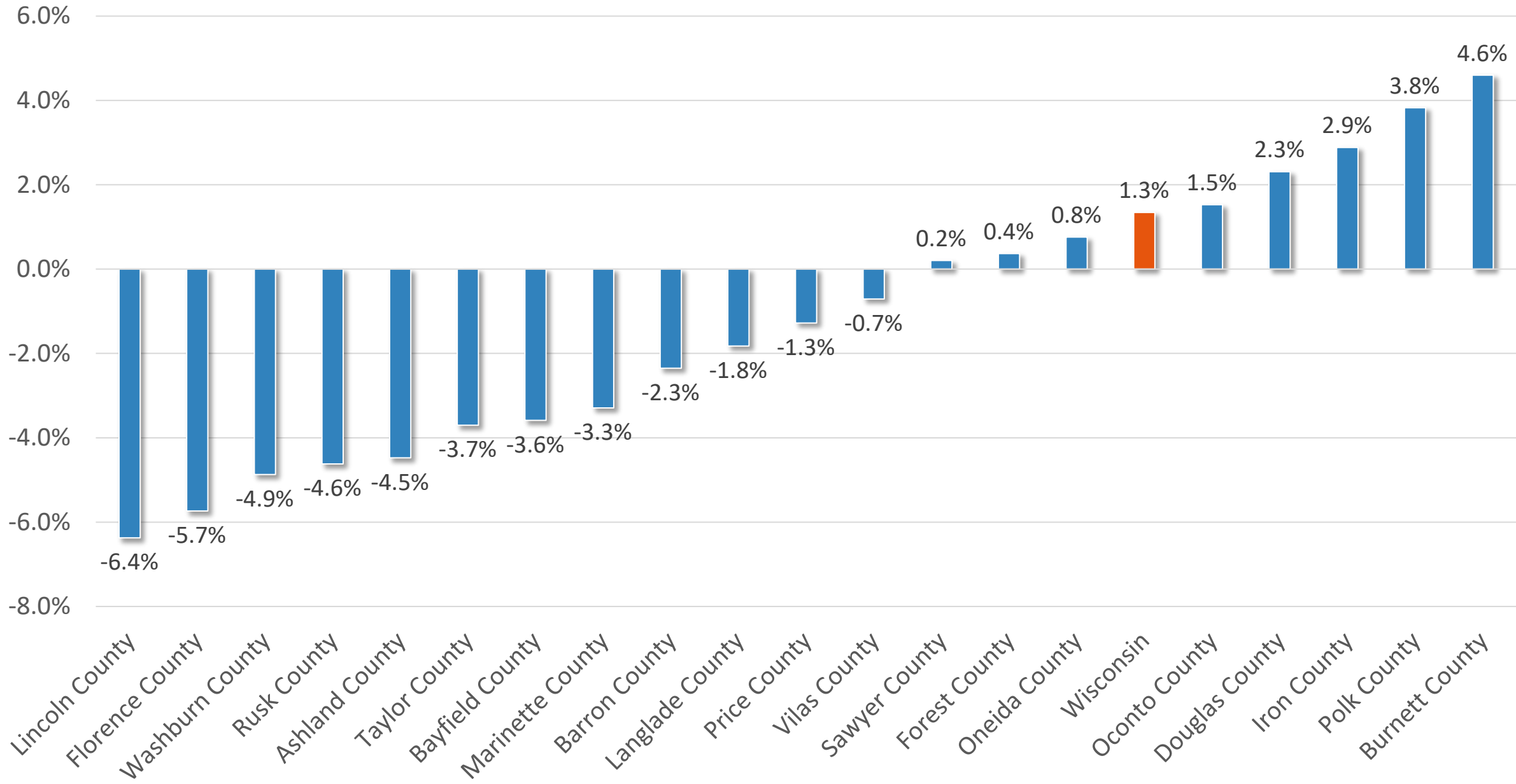
Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
© 2017 University of Wisconsin-Extension Center for Community & Economic Development



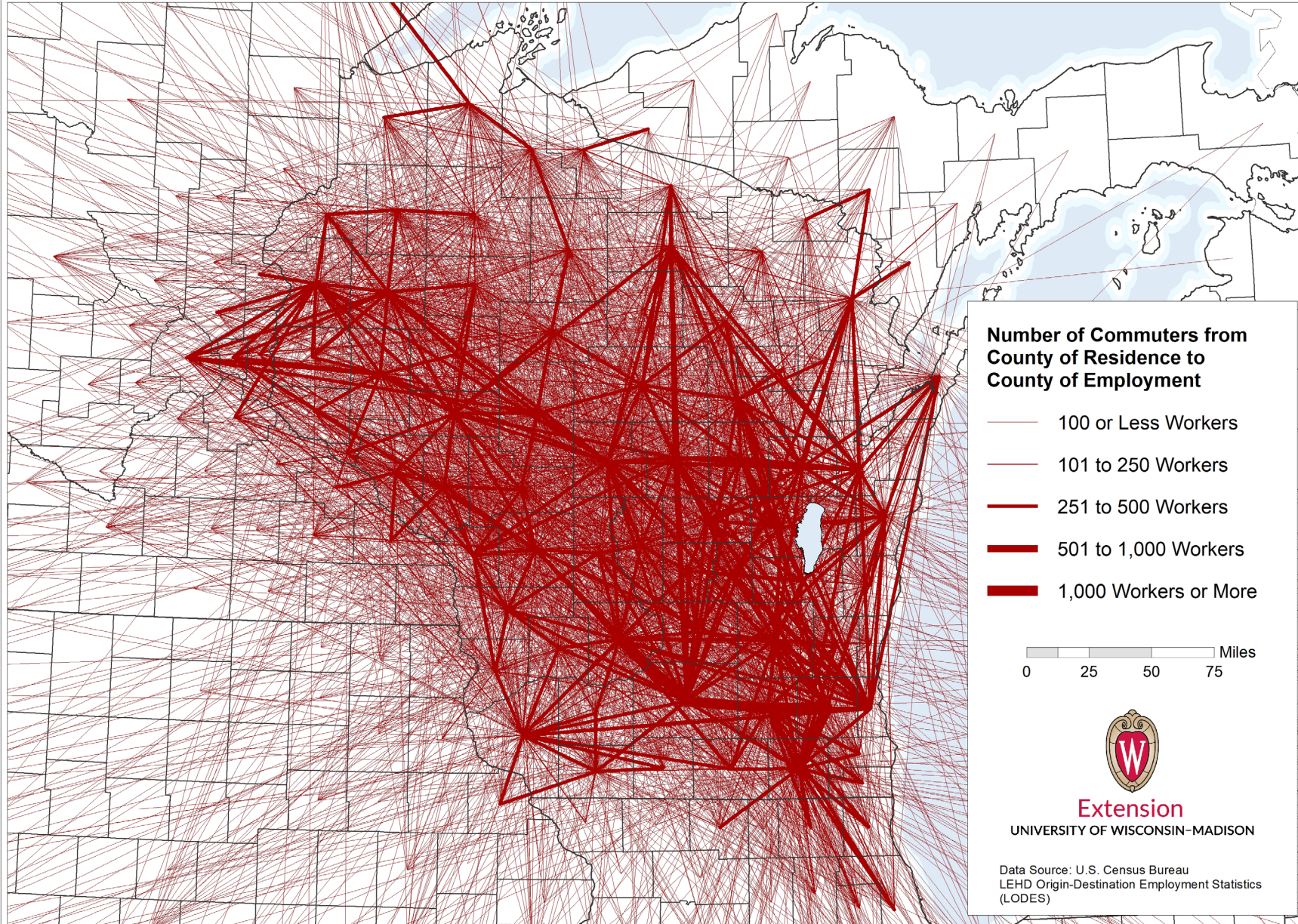
Percent Change in Total Employment - 2006 to 2019



Percent Change in Total Employment - Q3 2019 to Q3 2023



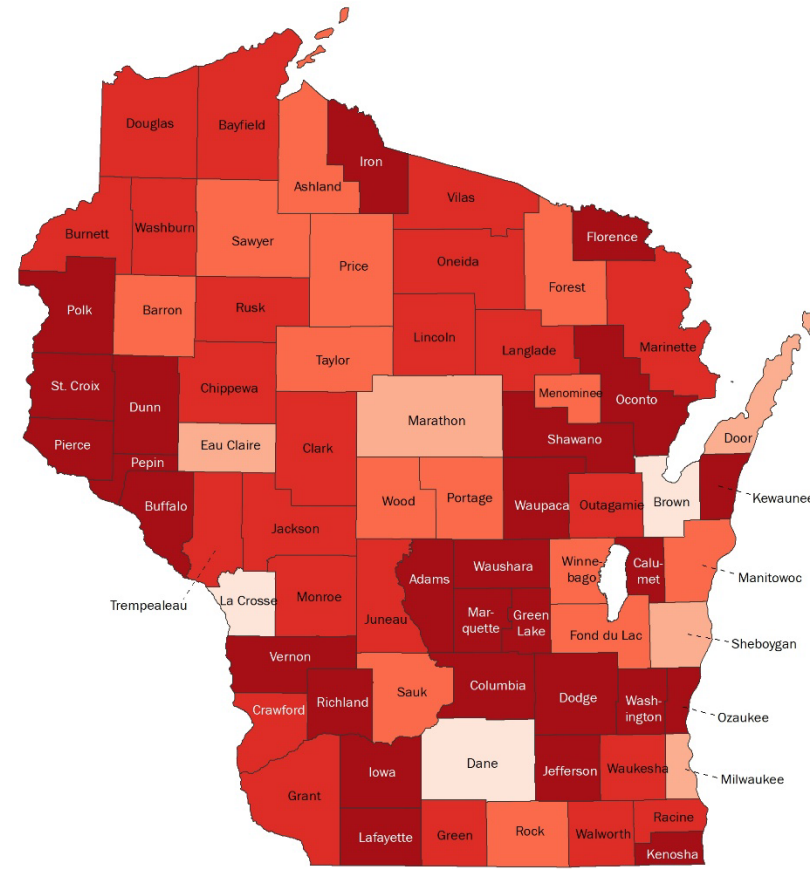
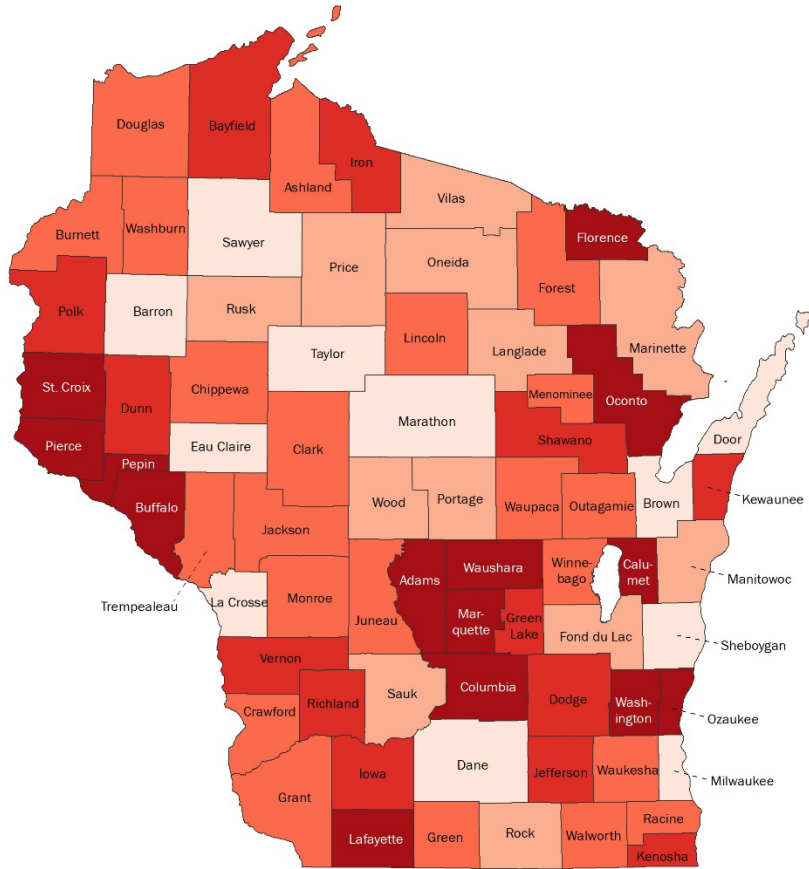
Commuting Networks for Wisconsin Non-Metro Counties - Outflow from County of Residence



Share of County Residents Commuting to Another County for Employment (Primary Job)

Share of Employed Residents - Q2 2002

Share of Employed Residents - Q2 2019



Share of County Residents who are Employed



Share of County Residents who are Employed

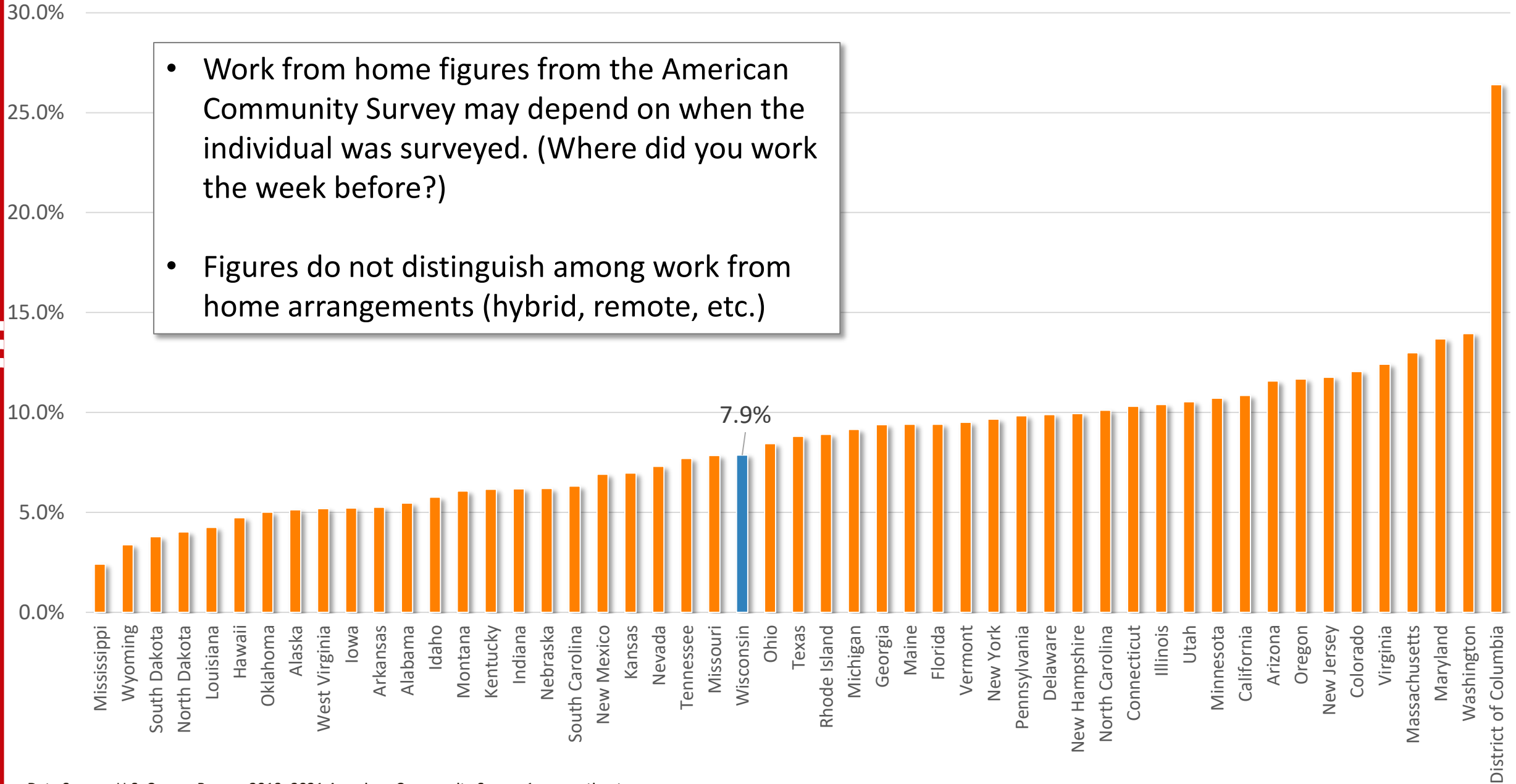


Data Source: U.S. Census Bureau LEHD
Origin-Destination Employment Statistics (LODES)



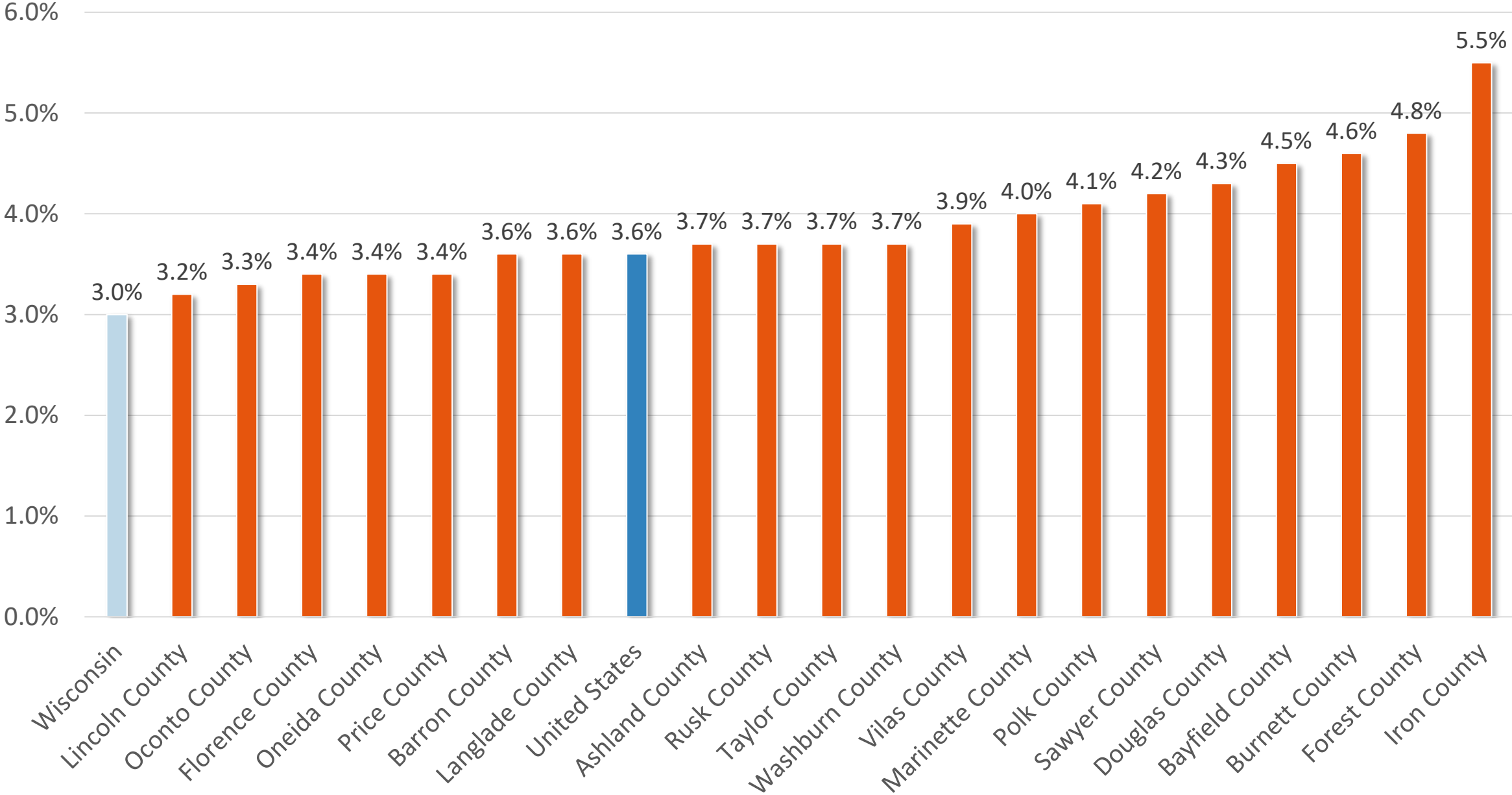
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Employees Primarily Working at Home by State – Change in Share 2019 to 2022



- Work from home figures from the American Community Survey may depend on when the individual was surveyed. (Where did you work the week before?)
- Figures do not distinguish among work from home arrangements (hybrid, remote, etc.)

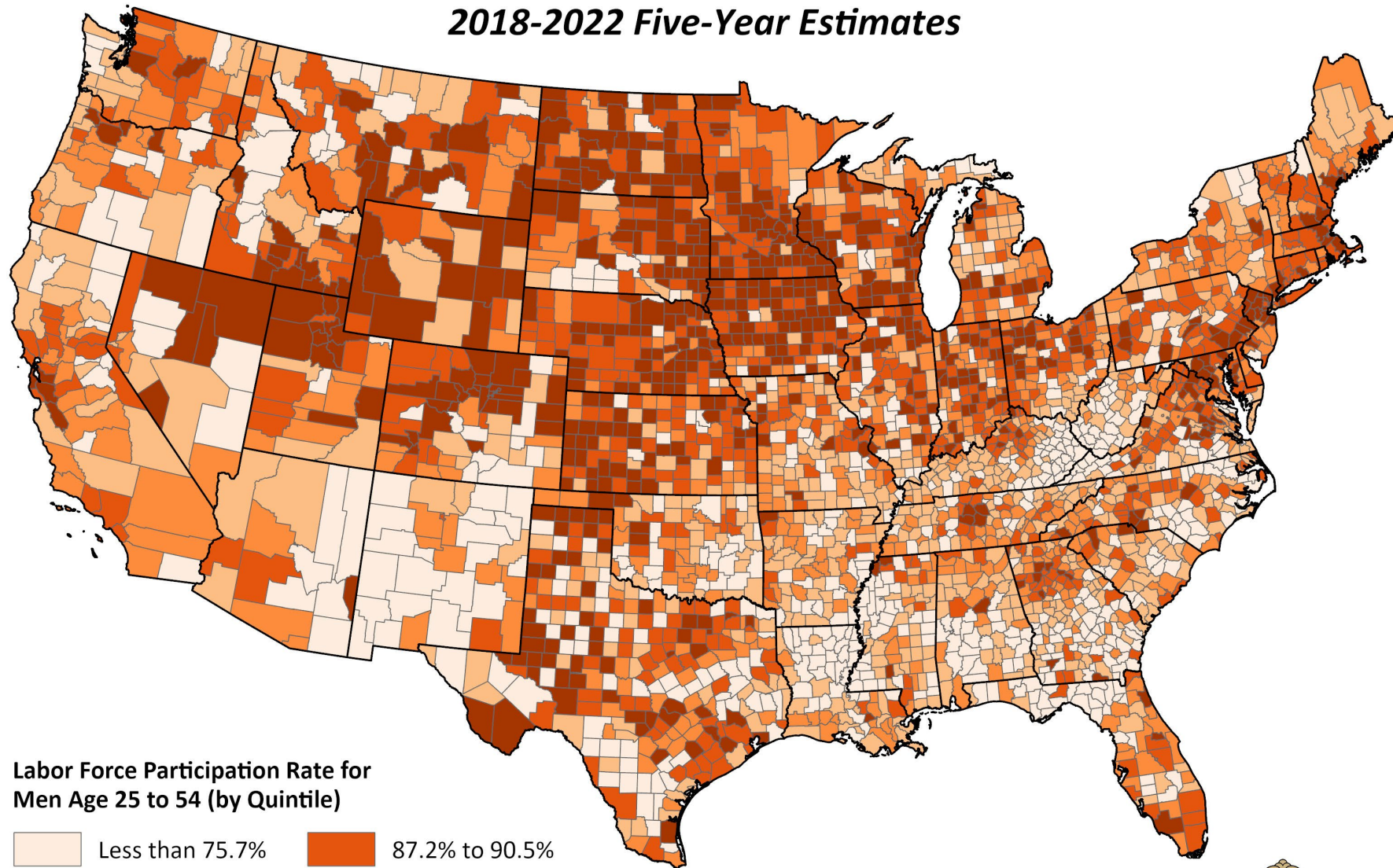
Annual Average Unemployment Rate (2023)



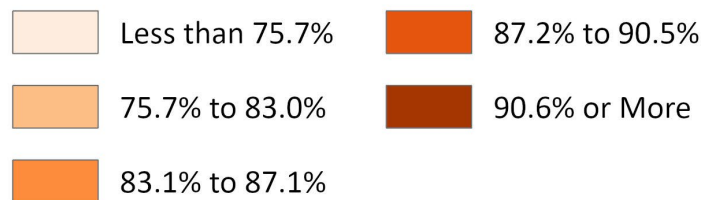
Data Source: Bureau of Labor Statistics LAUS

Labor Force Participation Rate for Men Ages 25 to 54

2018-2022 Five-Year Estimates



Labor Force Participation Rate for Men Age 25 to 54 (by Quintile)

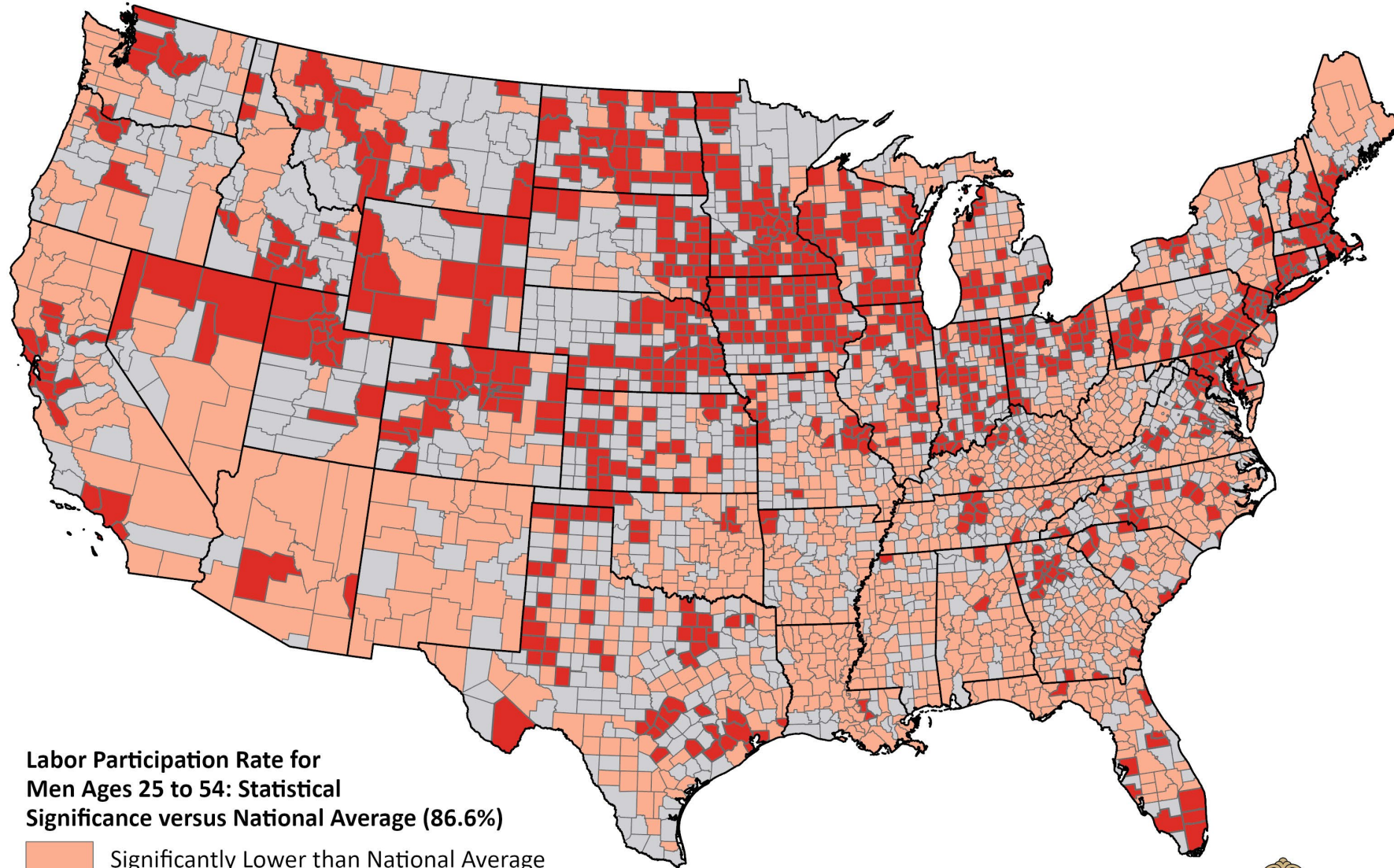


Data Source: U.S. Census Bureau 2018-2022 American Community Survey.
Numbers are subject to a margin of error.



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Labor Force Participation Rate for Men Ages 25 to 54



Labor Participation Rate for Men Ages 25 to 54: Statistical Significance versus National Average (86.6%)

- Significantly Lower than National Average
- Significantly Higher than National Average
- Not Significantly Different from National Average

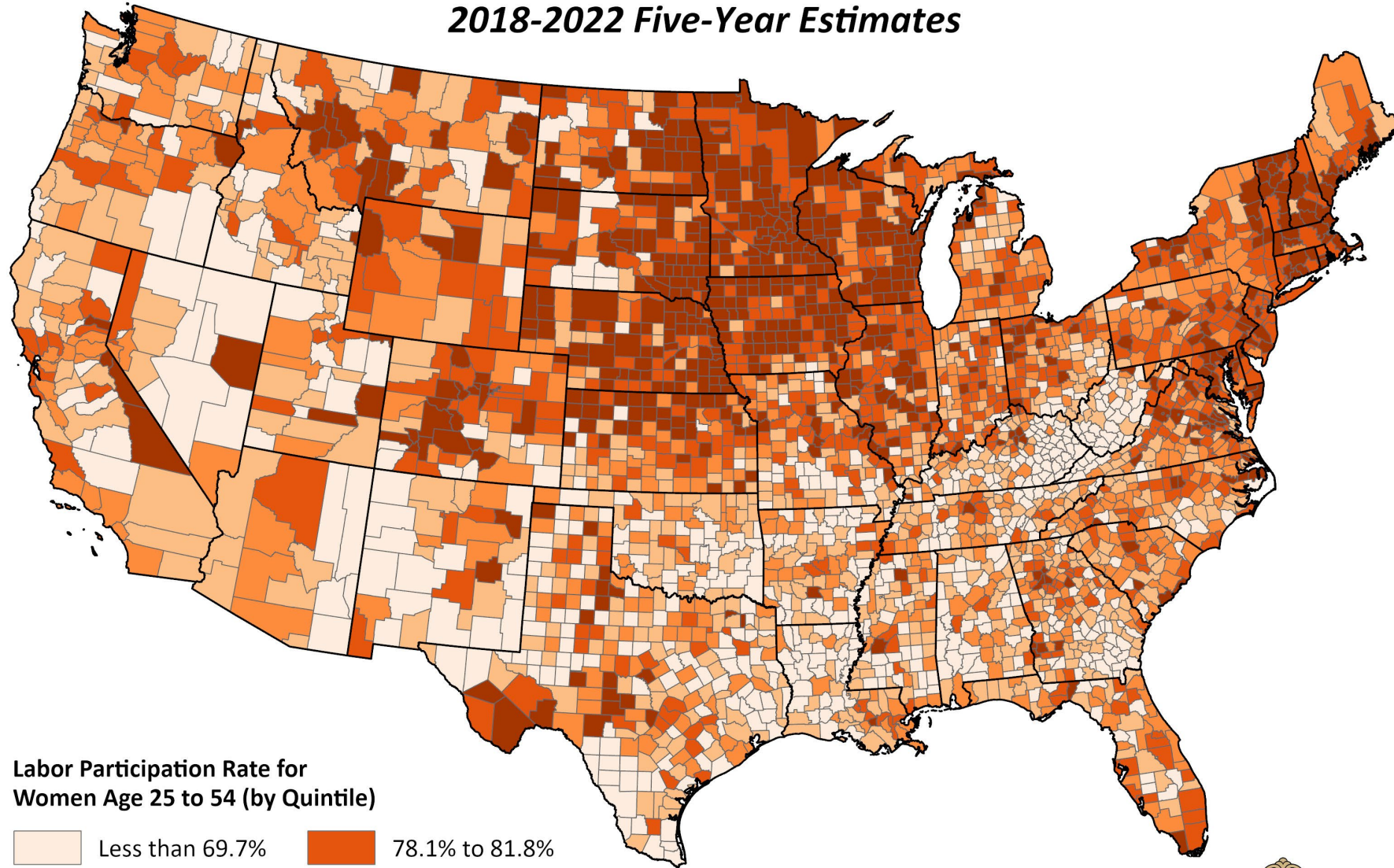
Data Source: U.S. Census Bureau 2022 American Community Survey 5-Year estimates.



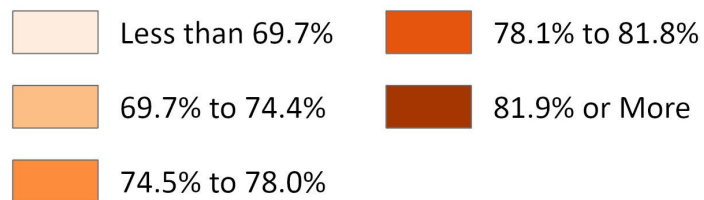
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Labor Force Participation Rate for Women Ages 25 to 54

2018-2022 Five-Year Estimates



Labor Participation Rate for Women Age 25 to 54 (by Quintile)

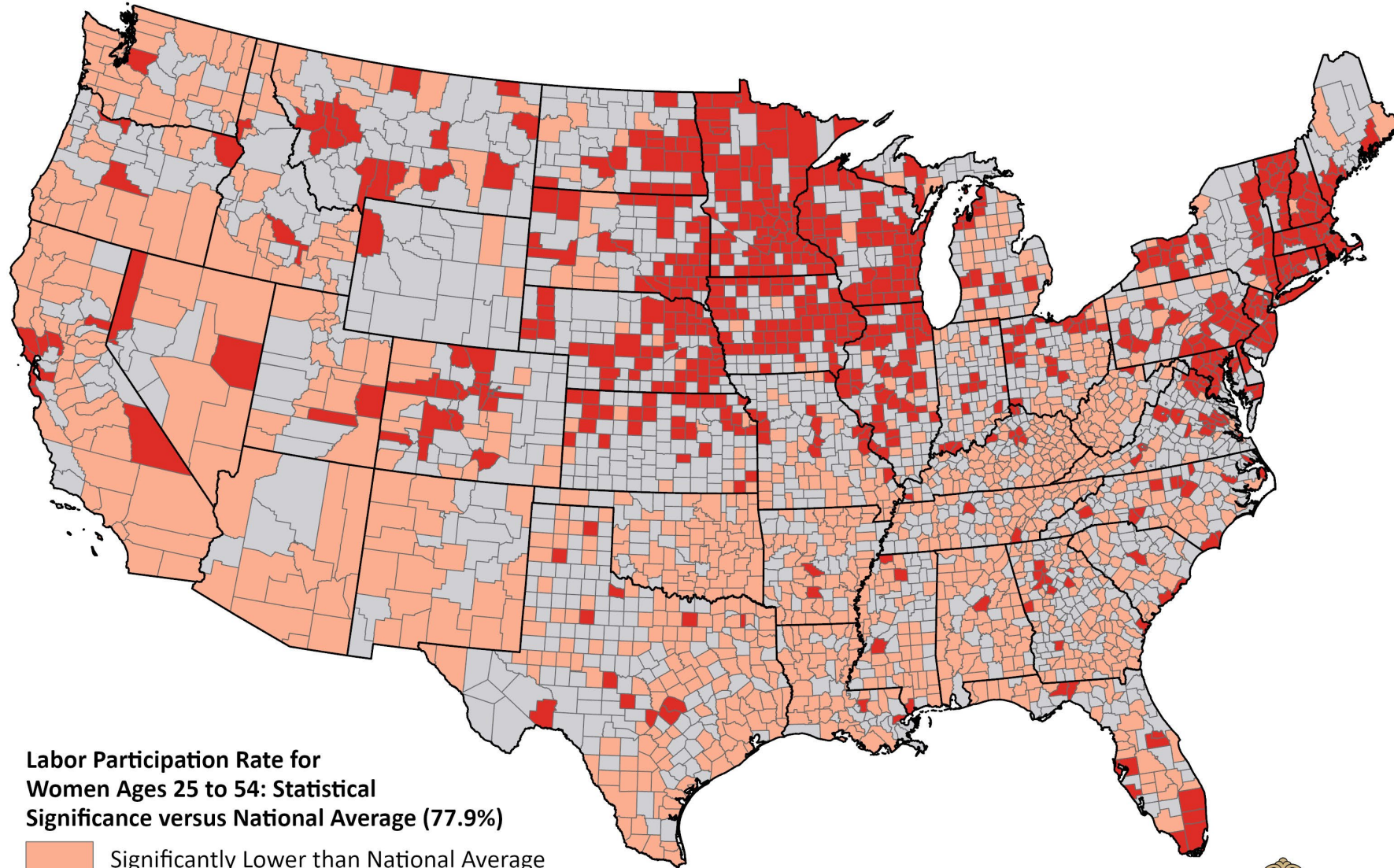


Data Source: U.S. Census Bureau 2018-2022 American Community Survey.
Numbers are subject to a margin of error.






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Labor Force Participation Rate for Women Ages 25 to 54



Labor Participation Rate for Women Ages 25 to 54: Statistical Significance versus National Average (77.9%)

-  Significantly Lower than National Average
-  Significantly Higher than National Average
-  Not Significantly Different from National Average

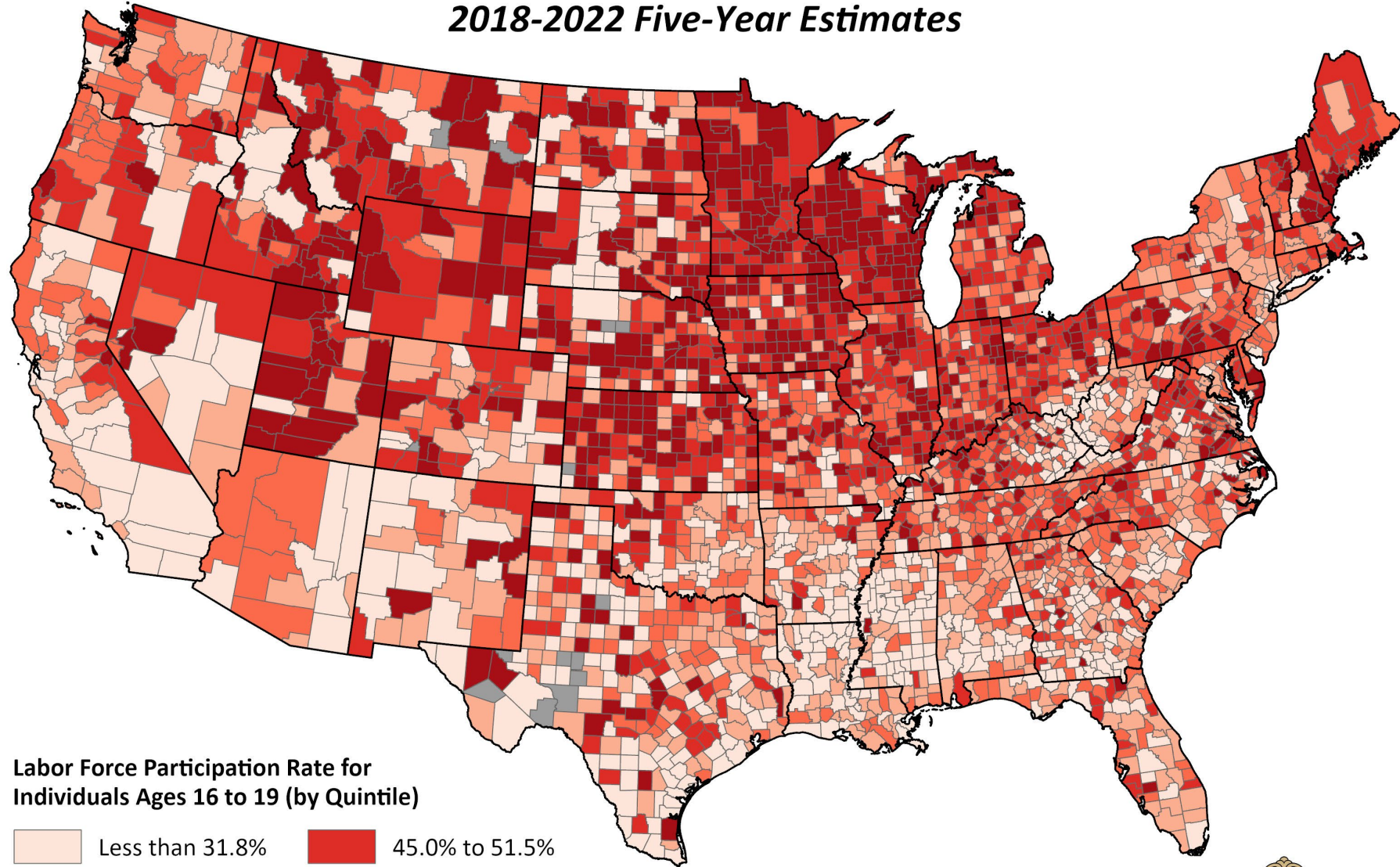
Data Source: U.S. Census Bureau 2022 American Community Survey 5-Year estimates.



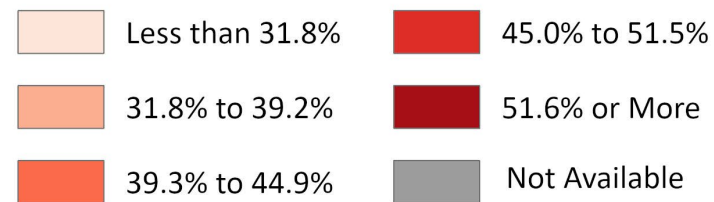
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Labor Force Participation Rate for Individuals Ages 16 to 19

2018-2022 Five-Year Estimates

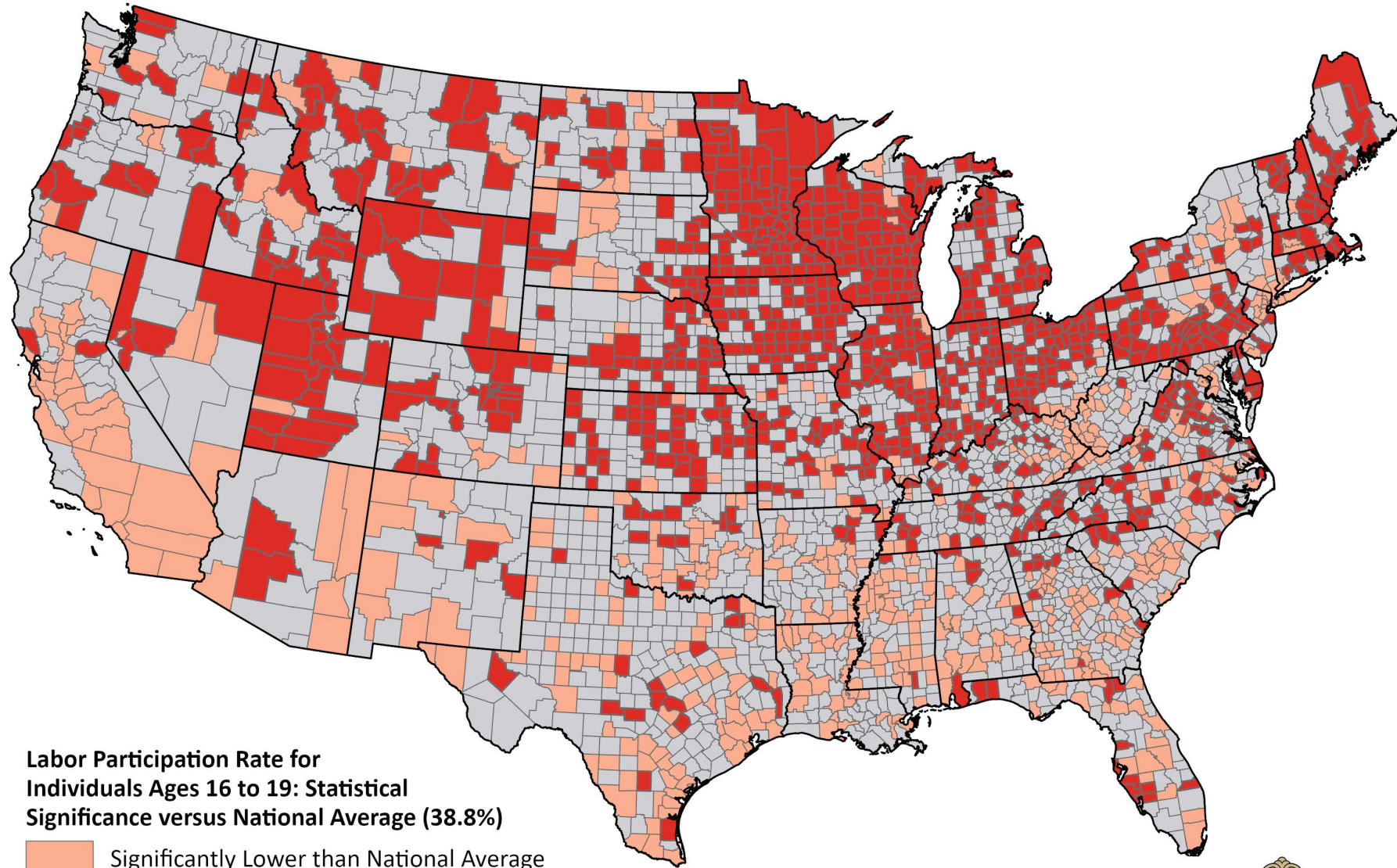


Labor Force Participation Rate for Individuals Ages 16 to 19 (by Quintile)






Data Source: U.S. Census Bureau 2018-2022 American Community Survey. Numbers are subject to a margin of error.

Labor Force Participation Rate for Individuals Ages 16 to 19



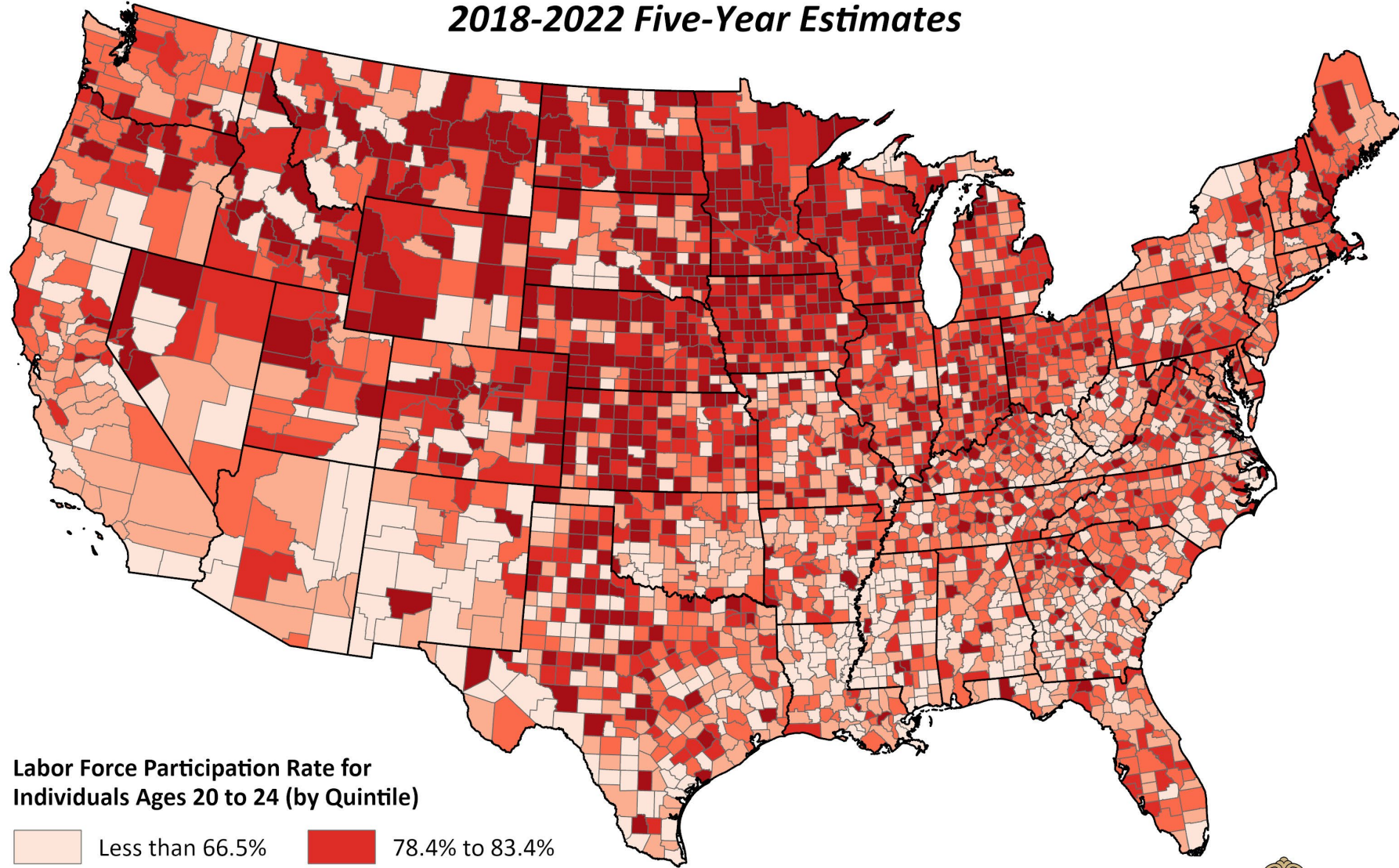
**Labor Participation Rate for
Individuals Ages 16 to 19: Statistical
Significance versus National Average (38.8%)**

-  Significantly Lower than National Average
-  Significantly Higher than National Average
-  Not Significantly Different from National Average

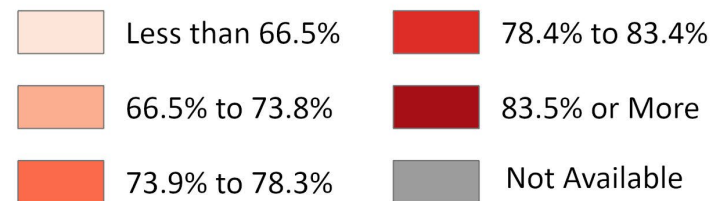
Data Source: U.S. Census Bureau 2022
American Community Survey 5-Year estimates.

Labor Force Participation Rate for Individuals Ages 20 to 24

2018-2022 Five-Year Estimates

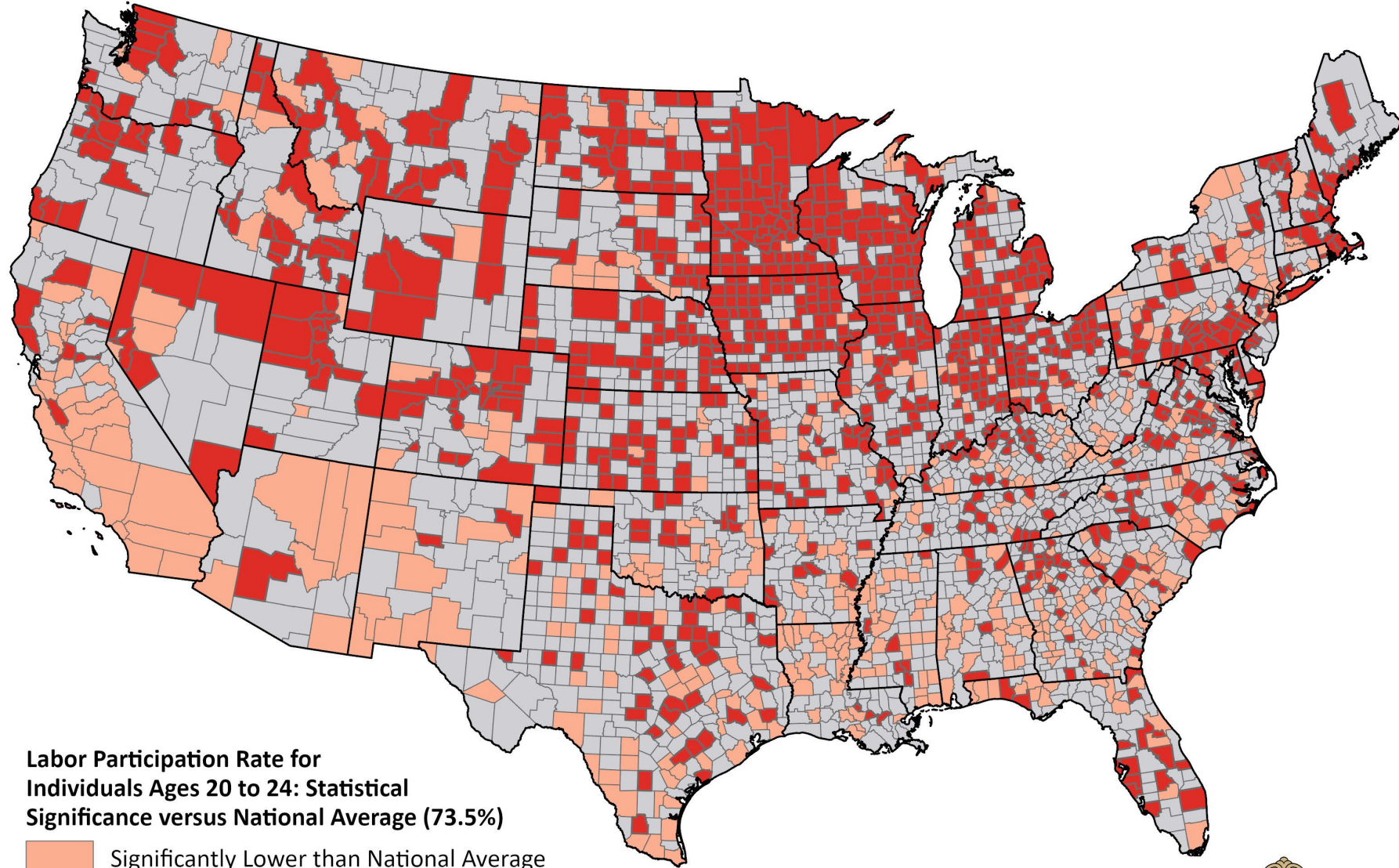


Labor Force Participation Rate for
Individuals Ages 20 to 24 (by Quintile)






Data Source: U.S. Census Bureau 2018-2022
American Community Survey.
Numbers are subject to a margin of error.

Labor Force Participation Rate for Individuals Ages 20 to 24



Labor Participation Rate for
Individuals Ages 20 to 24: Statistical
Significance versus National Average (73.5%)

-  Significantly Lower than National Average
-  Significantly Higher than National Average
-  Not Significantly Different from National Average

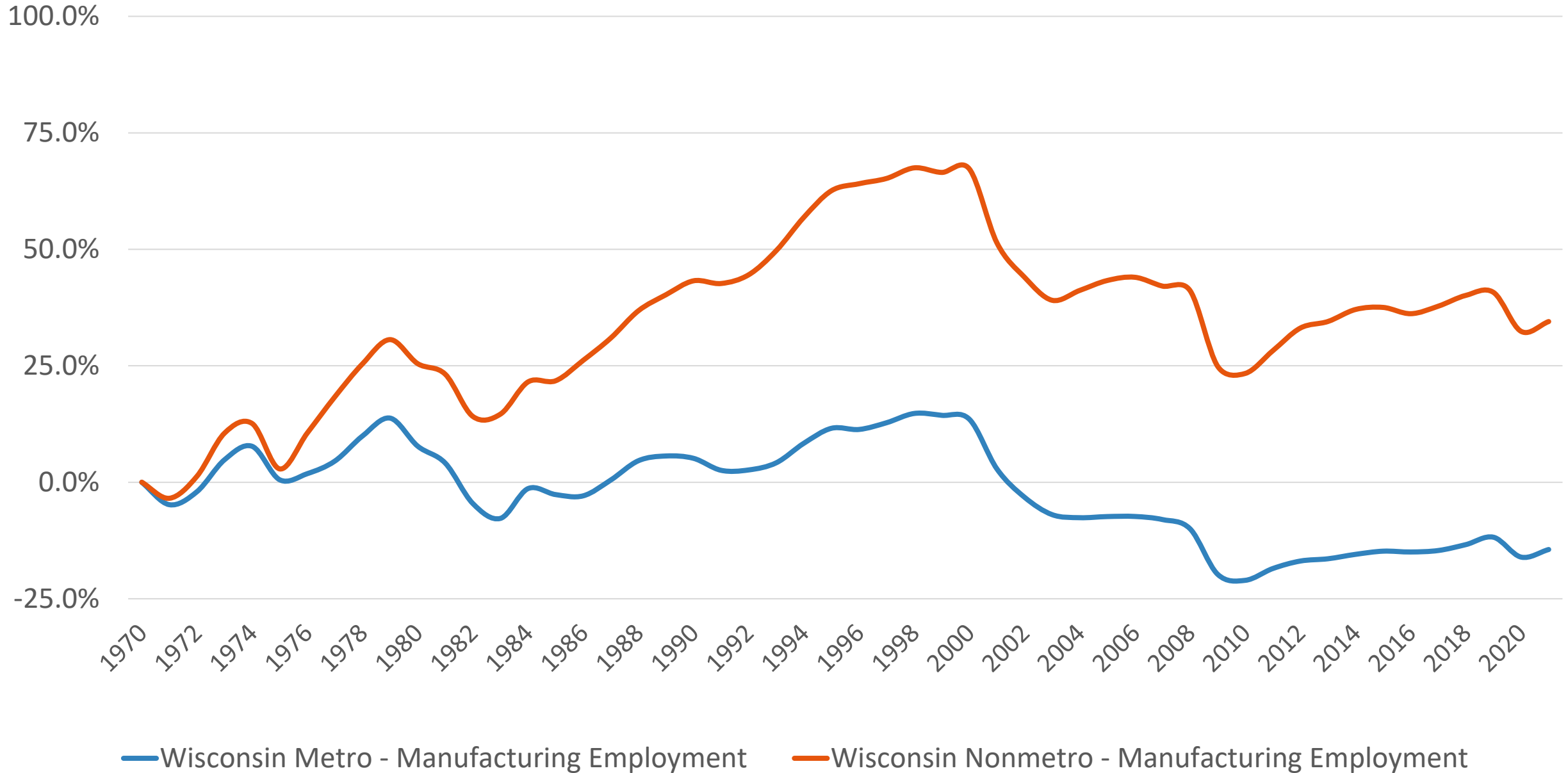
Data Source: U.S. Census Bureau 2022
American Community Survey 5-Year estimates.



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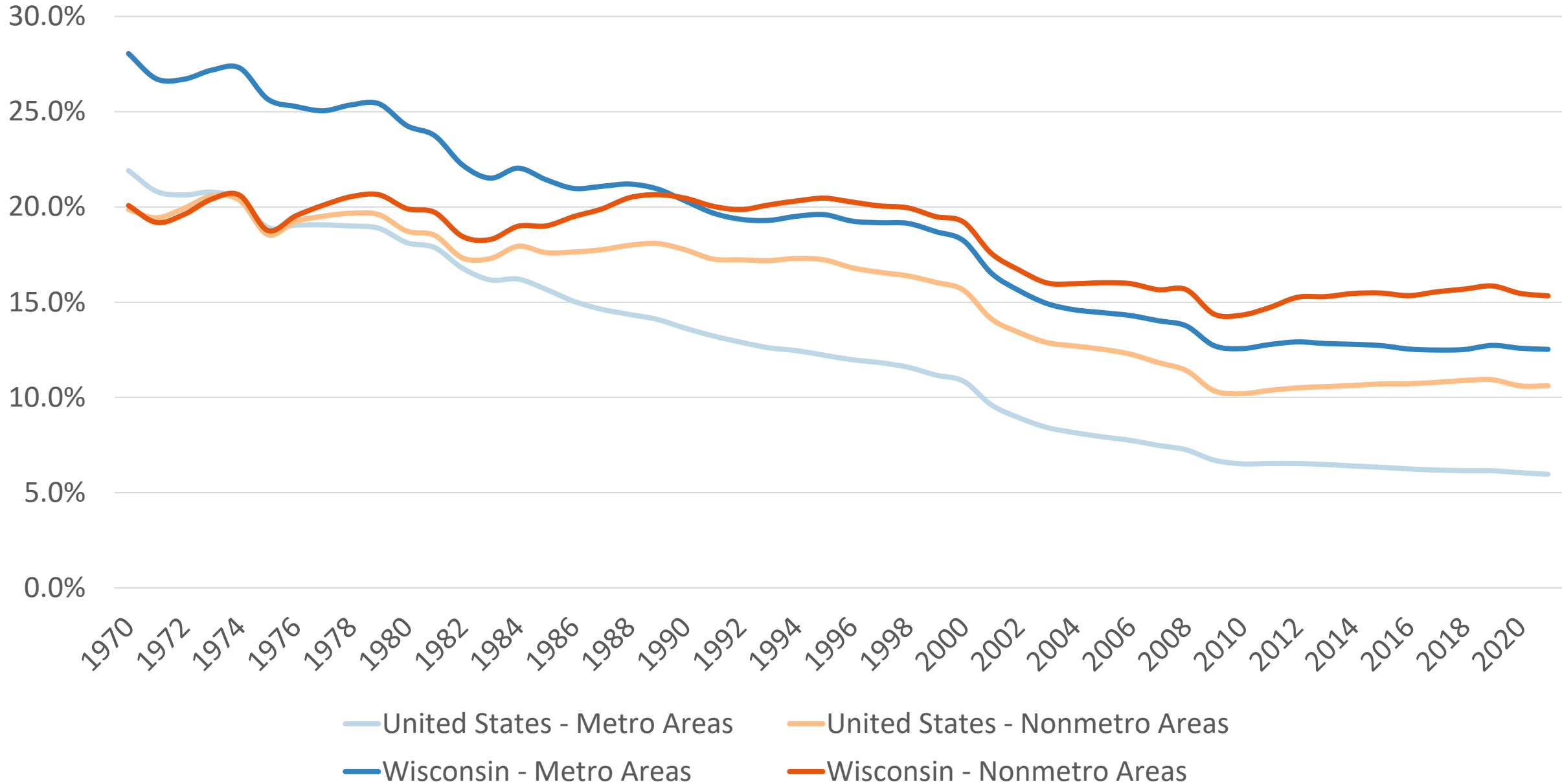
Industrial Restructuring – Dependence, Resilience or Opportunity?

Percent Change in Manufacturing Employment Since 1970



Industrial Restructuring – Dependence, Resilience or Opportunity?

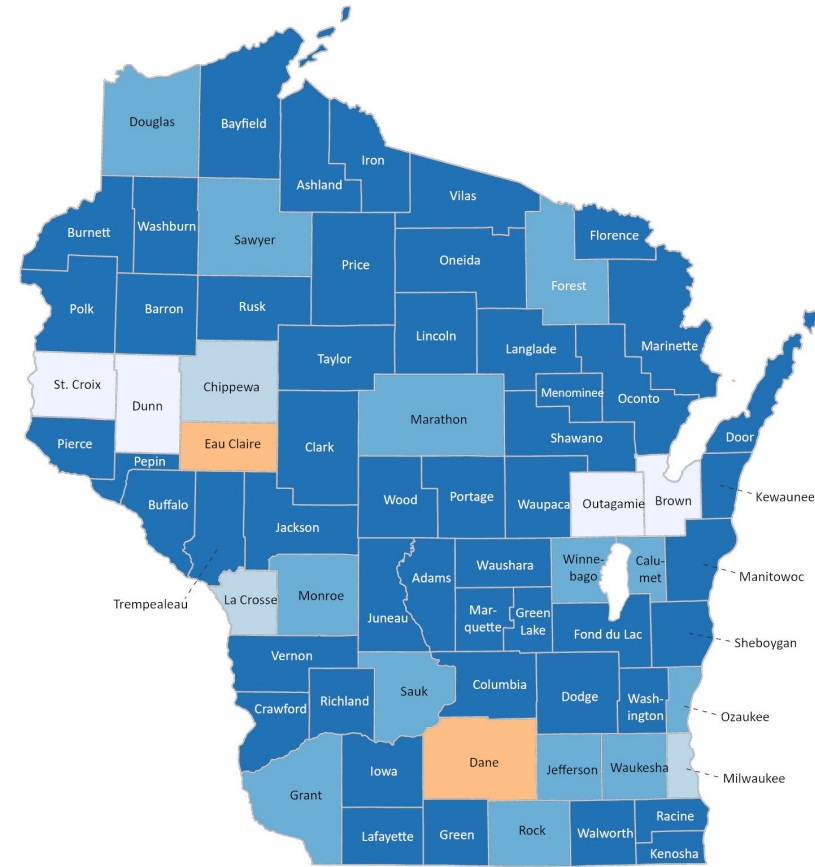
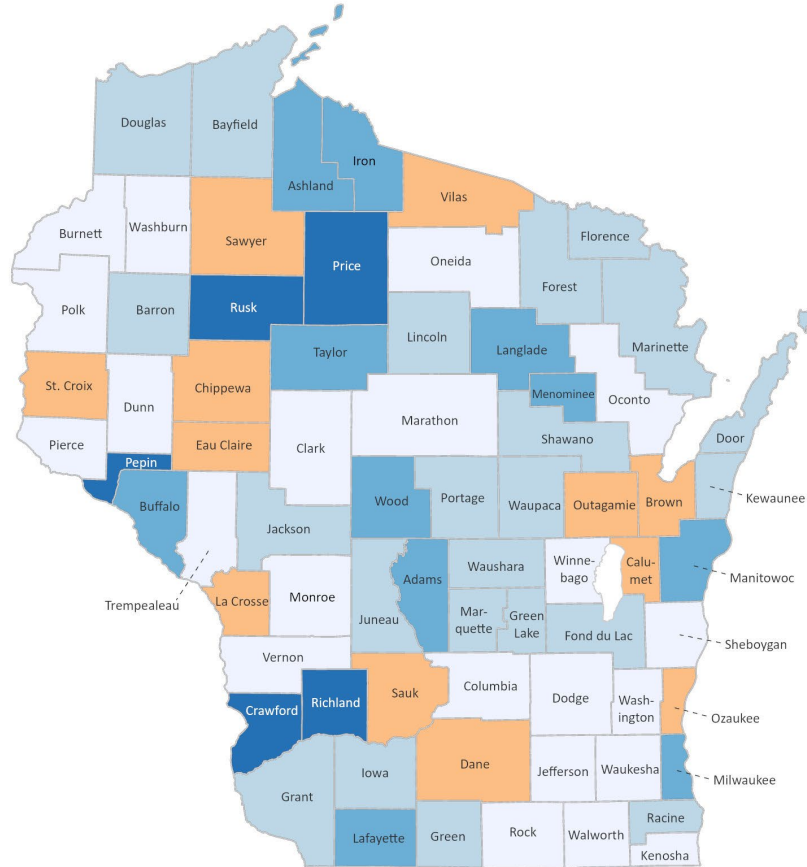
Manufacturing Employment as a Percent of Total Employment



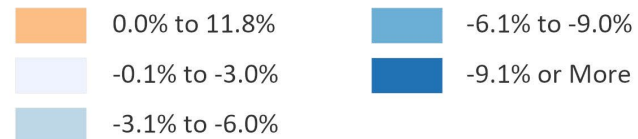
Changes in Total Working Age and Prime Working Age Population - 2010 to 2022

Percent Change in Total Working Age Population (Age 15 to 64) - 2010 Census to 2022 Estimates

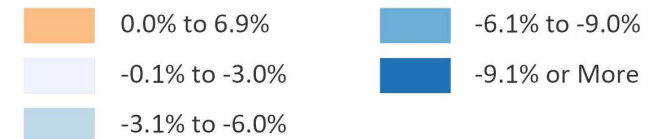
Percent Change in Prime Working Age Population (Age 25 to 54) - 2010 Census to 2022 Estimates



Percent Change in Total Working Age Population



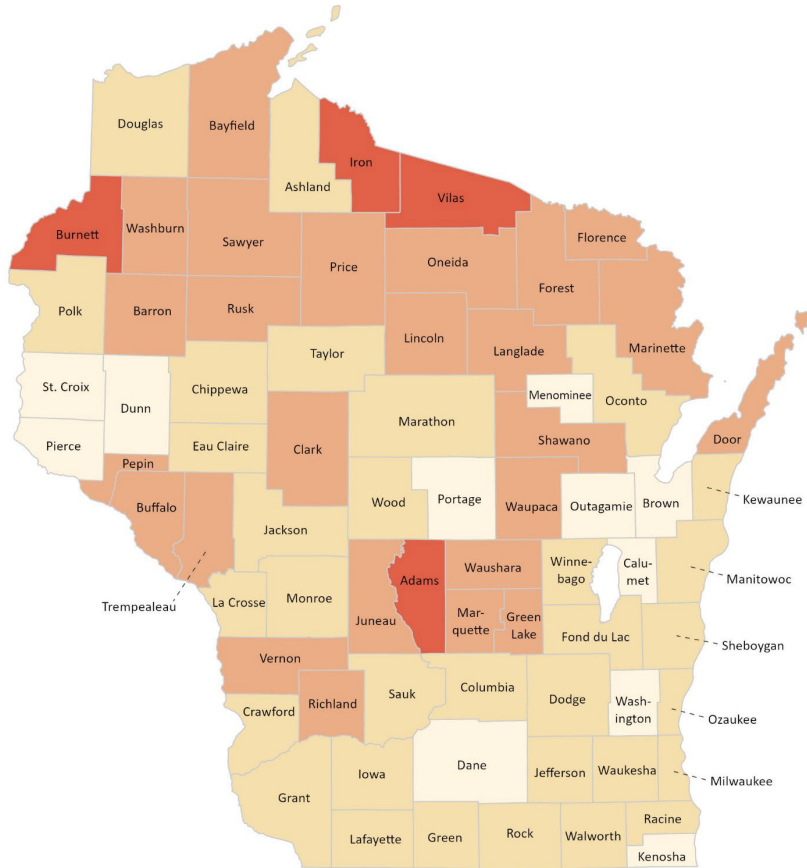
Percent Change in Prime Working Age Population



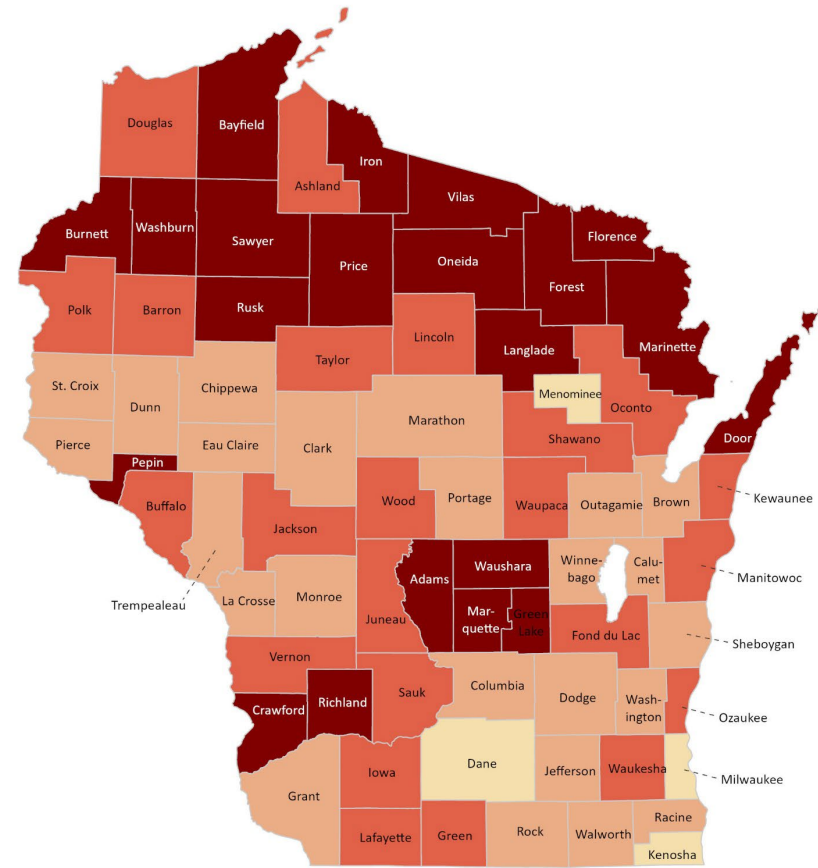
Data Source: U.S. Census Bureau

Population Age 65 and Over by County - 2000 Census and 2022 Estimates

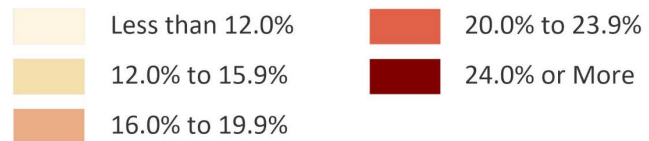
Population Age 65 and over as Share of Total Population - 2000 Census



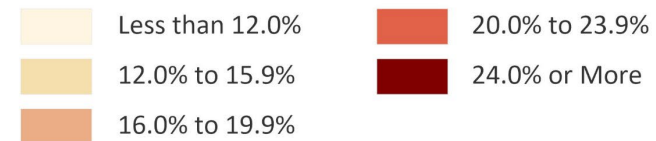
Population Age 65 and over as Share of Total Population - 2022 Estimates



Percent Age 65 and Over



Percent Age 65 and Over

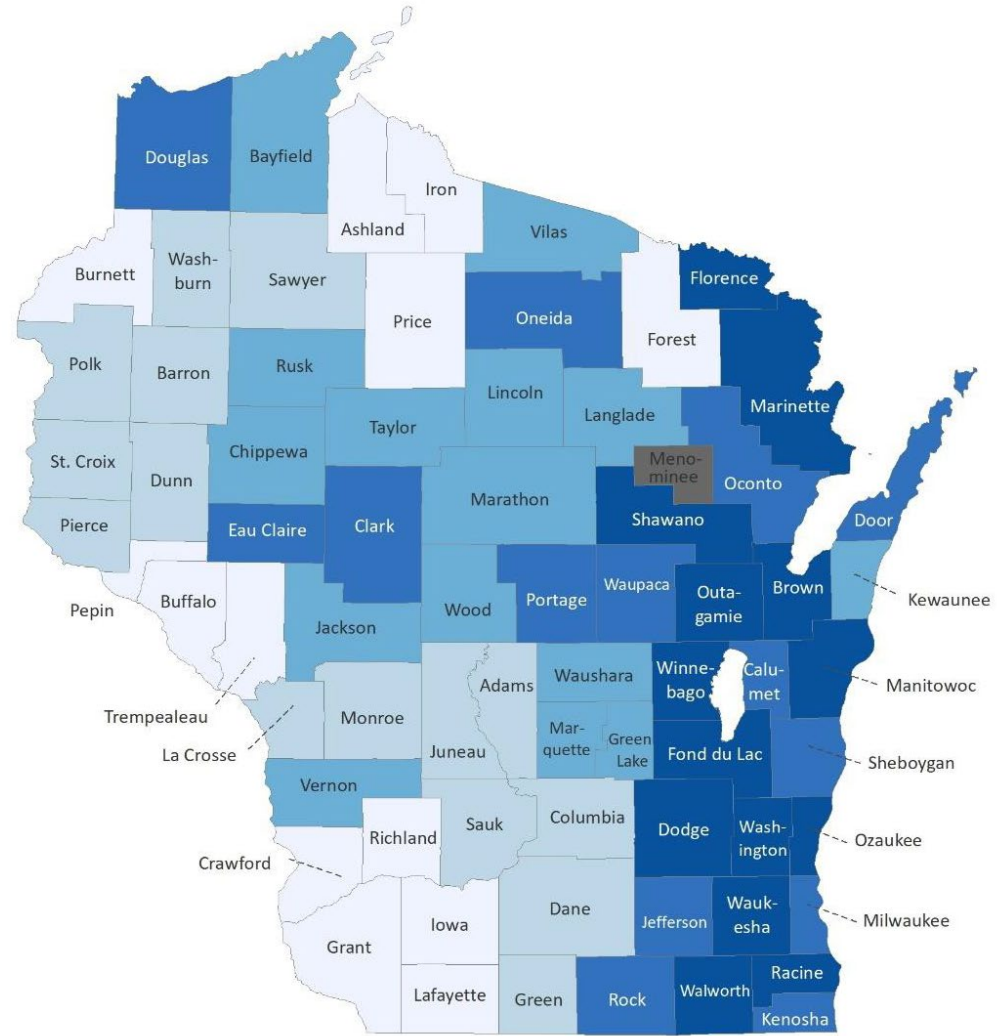


Data Source: U.S. Census Bureau



Critical Institutions - The Ability to Meet Needs on a Routine Basis

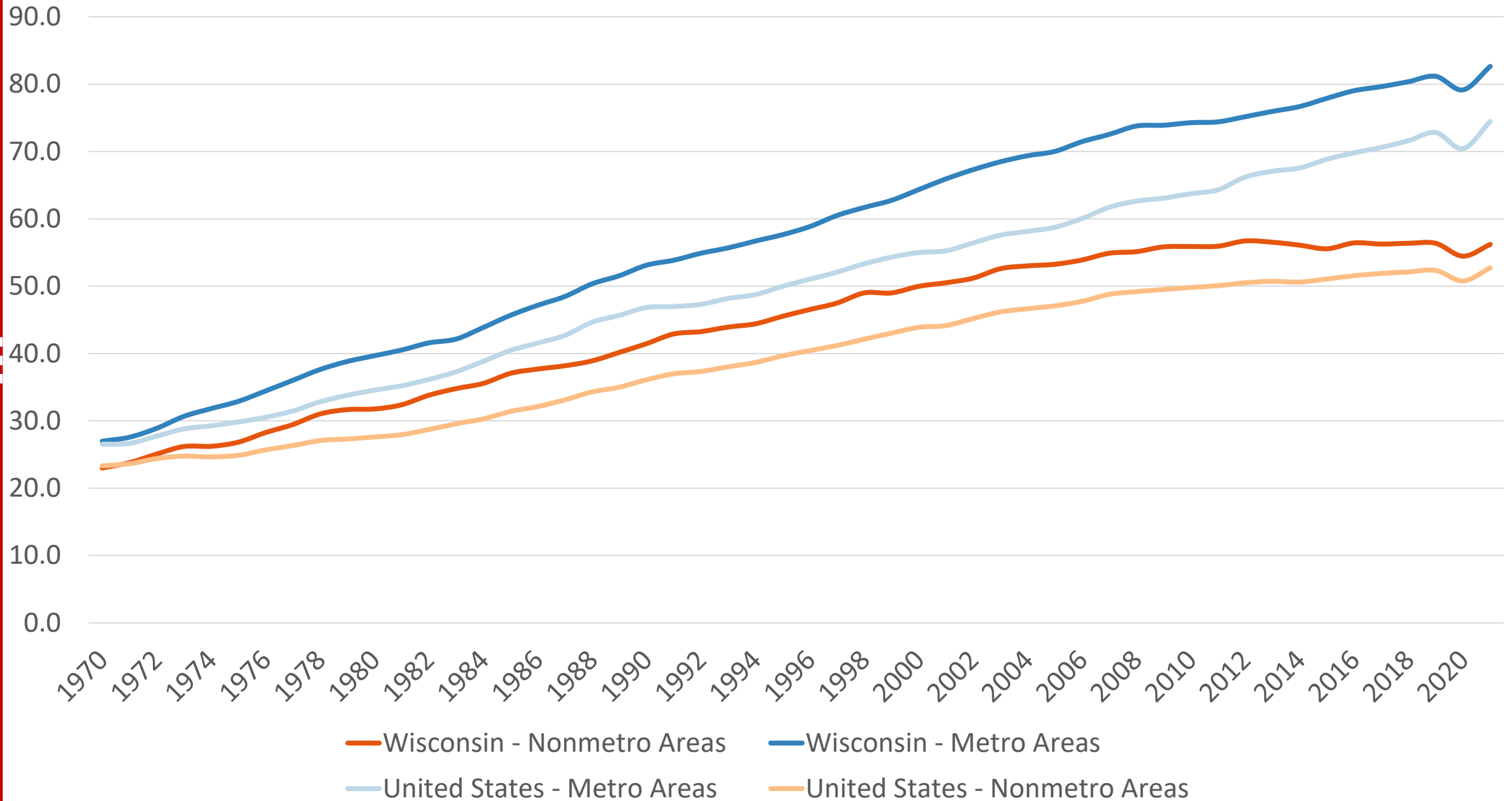
- Healthcare
- Education
- Pharmacies
- Grocery stores
- Veterinary Clinics
- Childcare
- Broadband
- Banks
- Etc.



Number of Children Under Age 5 per Childcare Establishment (by Quintile)

12.2 to 20.4 (1st Quintile)	30.9 to 43.0 (4th Quintile)
20.5 to 24.8 (2nd Quintile)	43.1 to 50.6 (5th Quintile)
24.9 to 30.8 (3rd Quintile)	Data Suppressed

Health Care and Social Assistance Employees per 1,000 Residents

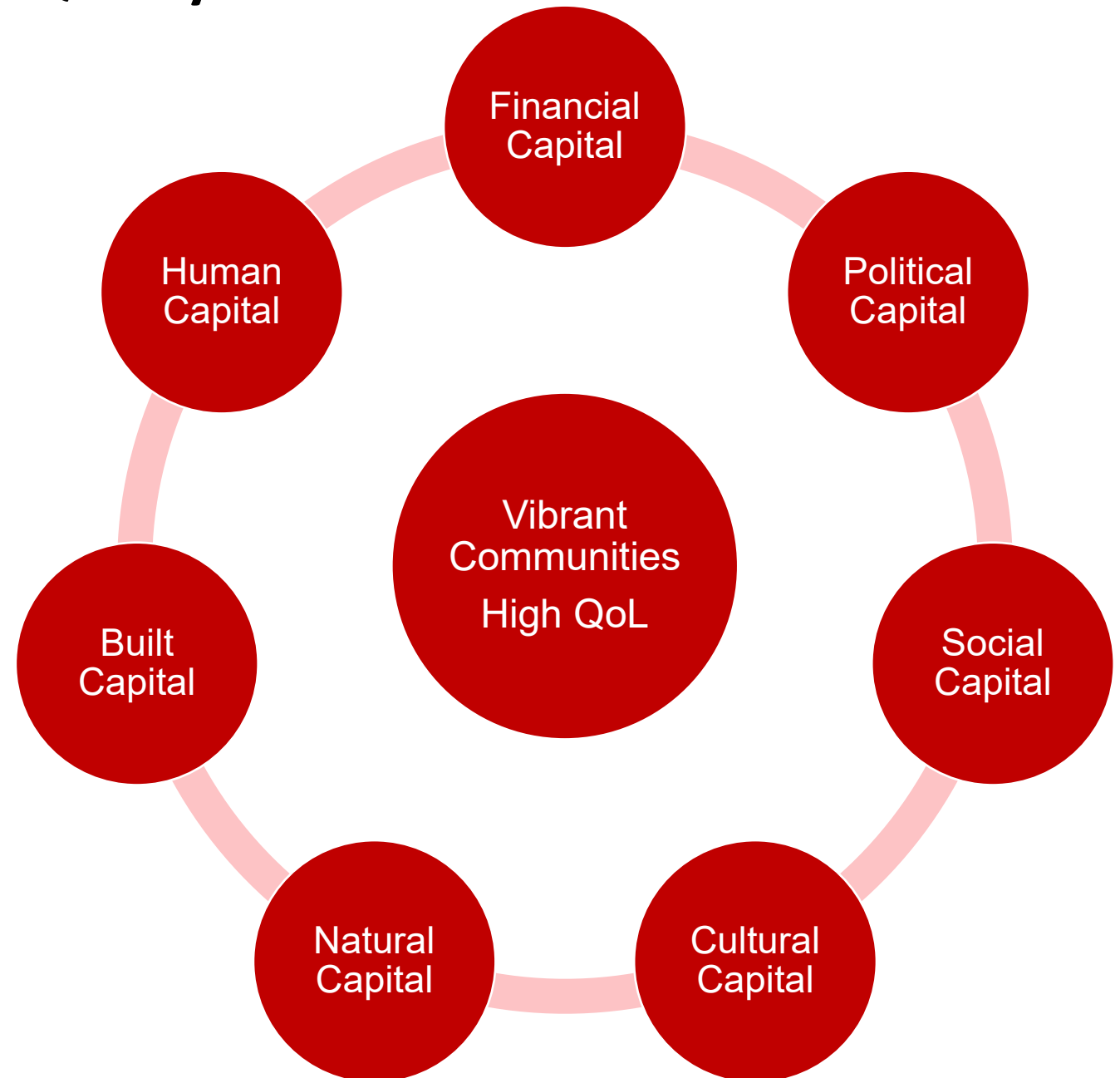


Do Jobs Follow People or do People Follow Jobs?



What if we Shift the Focus to Quality of Life?

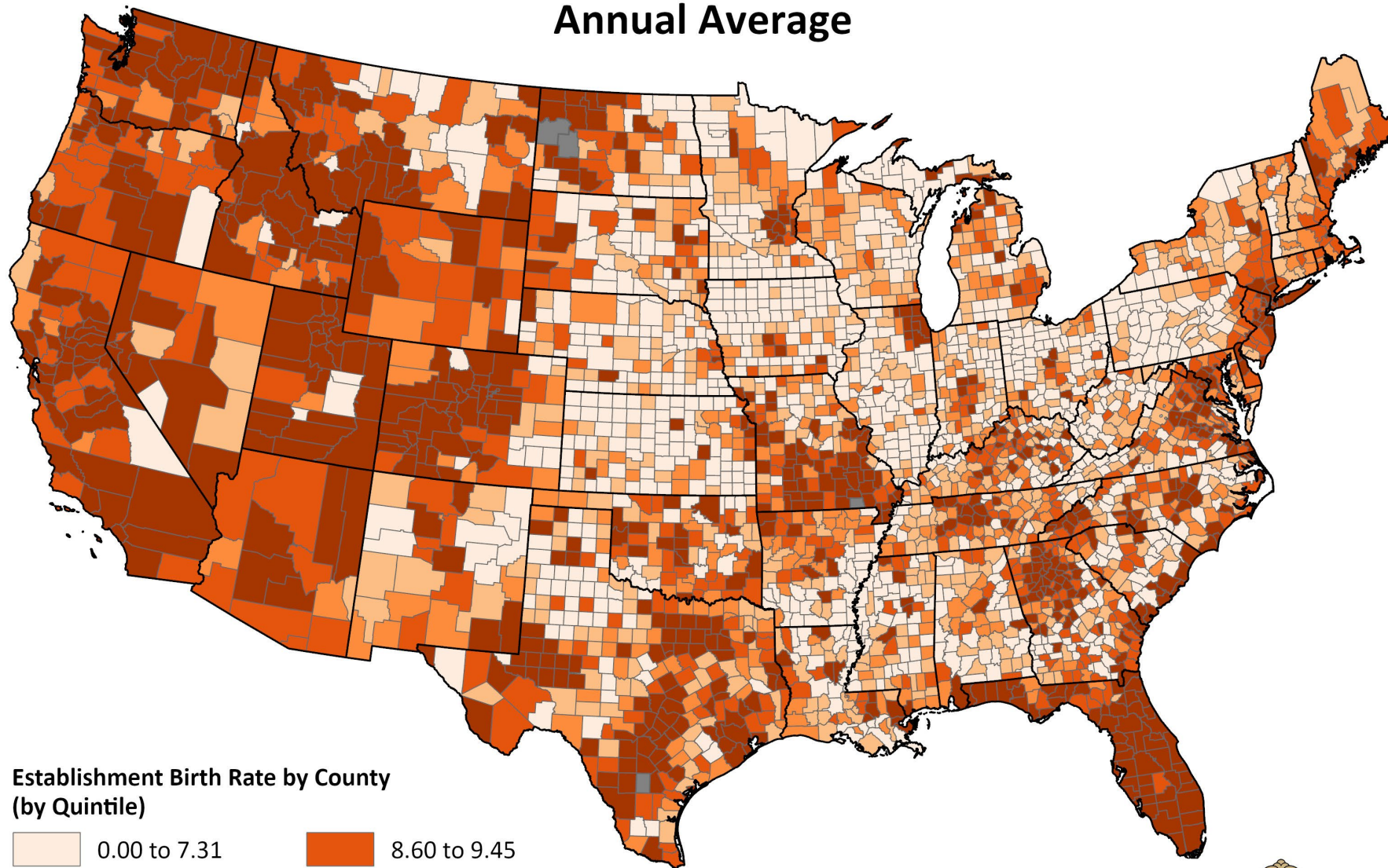
- What defines quality of life?
- Different people value different community attributes;
- **Community Capitals Framework** provides one model.



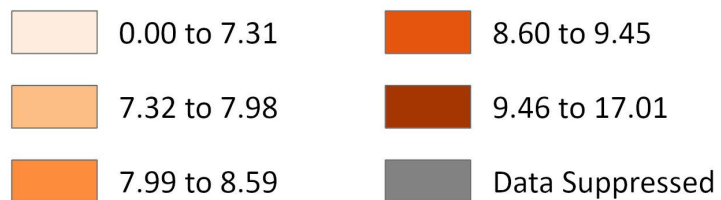
What can People's Behavior tell us about Community Livability?

- **High in-migration:** A signal that people want to live there?
- **Low out-migration:** An indicator that people who live there want to stay or perhaps face barriers to moving?
- **A stable or high birth rate:** An indicator that people want to have families in a community or demographics are favorable to a high birth rate?
- **Home value appreciation:** An indicator of the value of living in a place or a barrier to people who want to live there?
- **New business start-ups:** An indicator that people view a community as a good place to own a business or a community where people need to start a business due to a lack of other employment opportunities?

Establishment Birth Rate by County - 2010 to 2019 Annual Average



Establishment Birth Rate by County
(by Quintile)



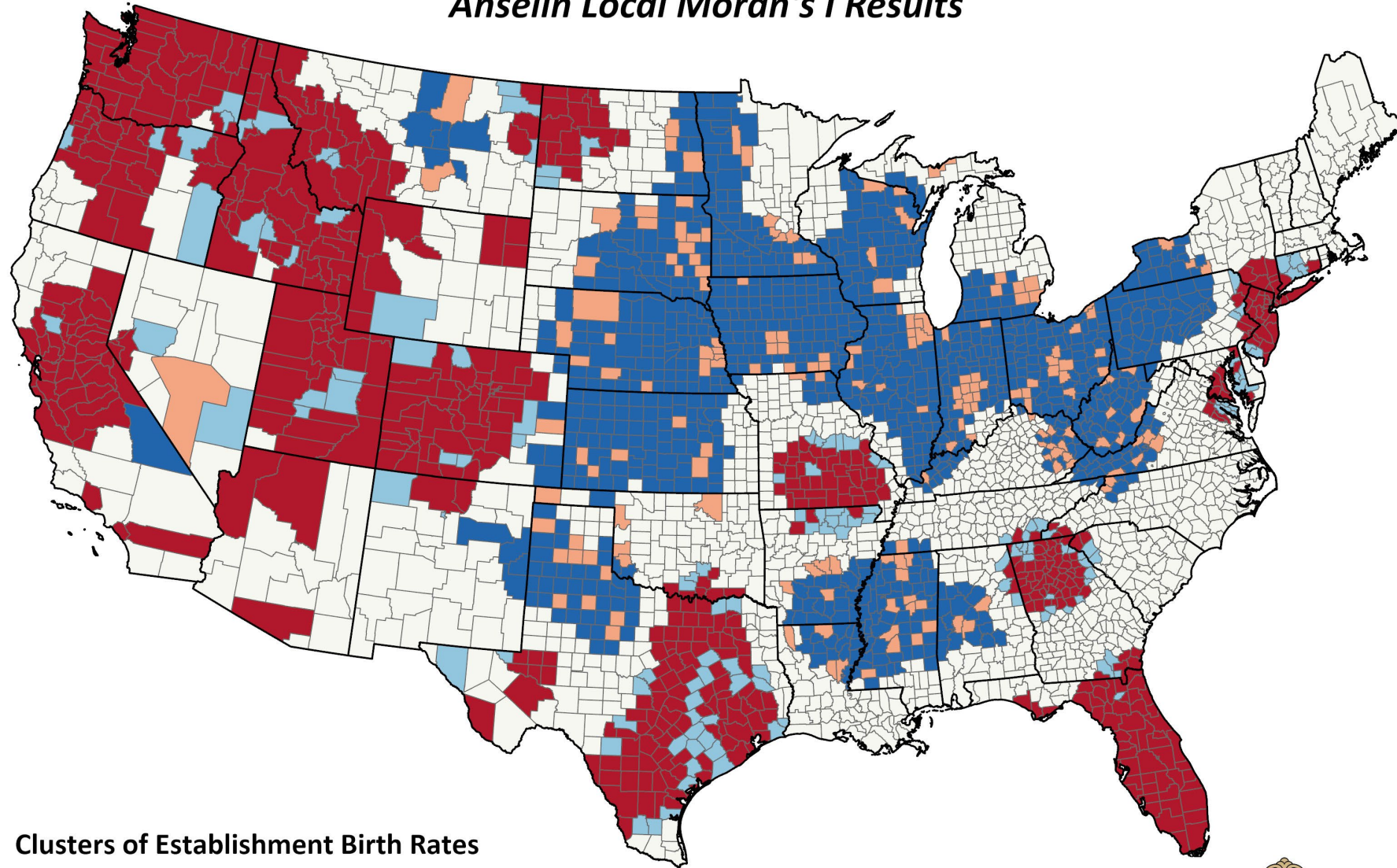
Data Source: U.S. Census Bureau
Business Dynamics Statistics.



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Clustering of Establishment Birth Rates - 2010 to 2019

Anselin Local Moran's I Results



Clusters of Establishment Birth Rates

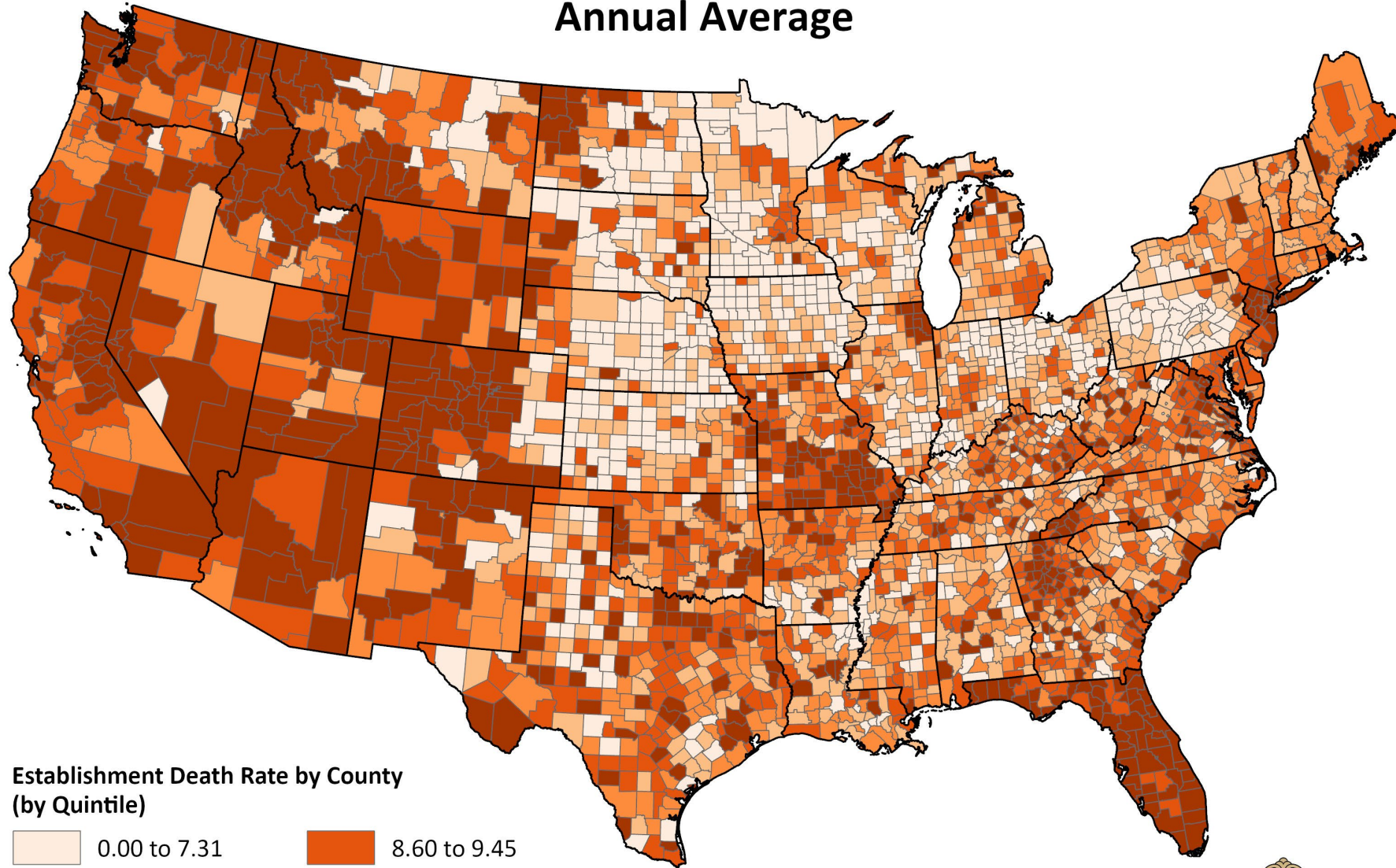
- | | | | |
|---|------------------|---|-------------------|
|  | Low-Low Cluster |  | High-Low Outlier |
|  | Low-High Outlier |  | High-High Cluster |

Data Source: U.S. Census Bureau
Business Dynamics Statistics.

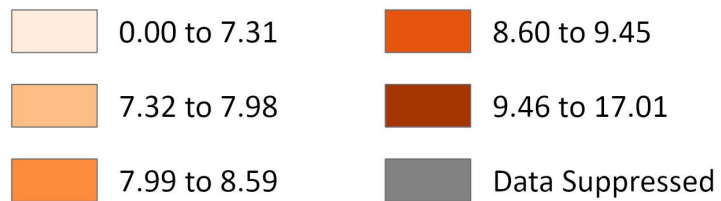


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Establishment Death Rate by County - 2010 to 2019 Annual Average



Establishment Death Rate by County
(by Quintile)



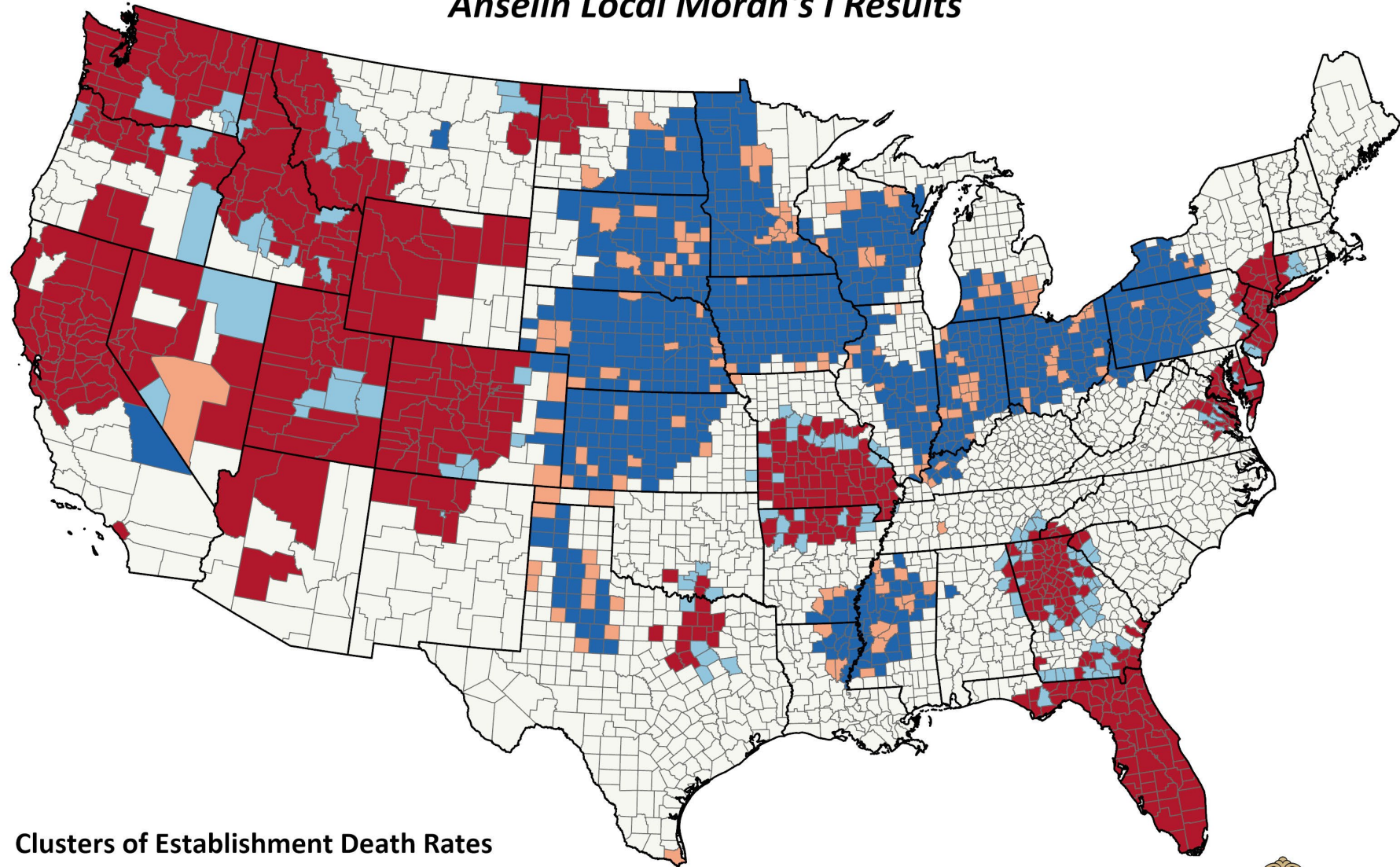
Data Source: U.S. Census Bureau
Business Dynamics Statistics.



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Clustering of Establishment Death Rates - 2010 to 2019

Anselin Local Moran's I Results



Clusters of Establishment Death Rates

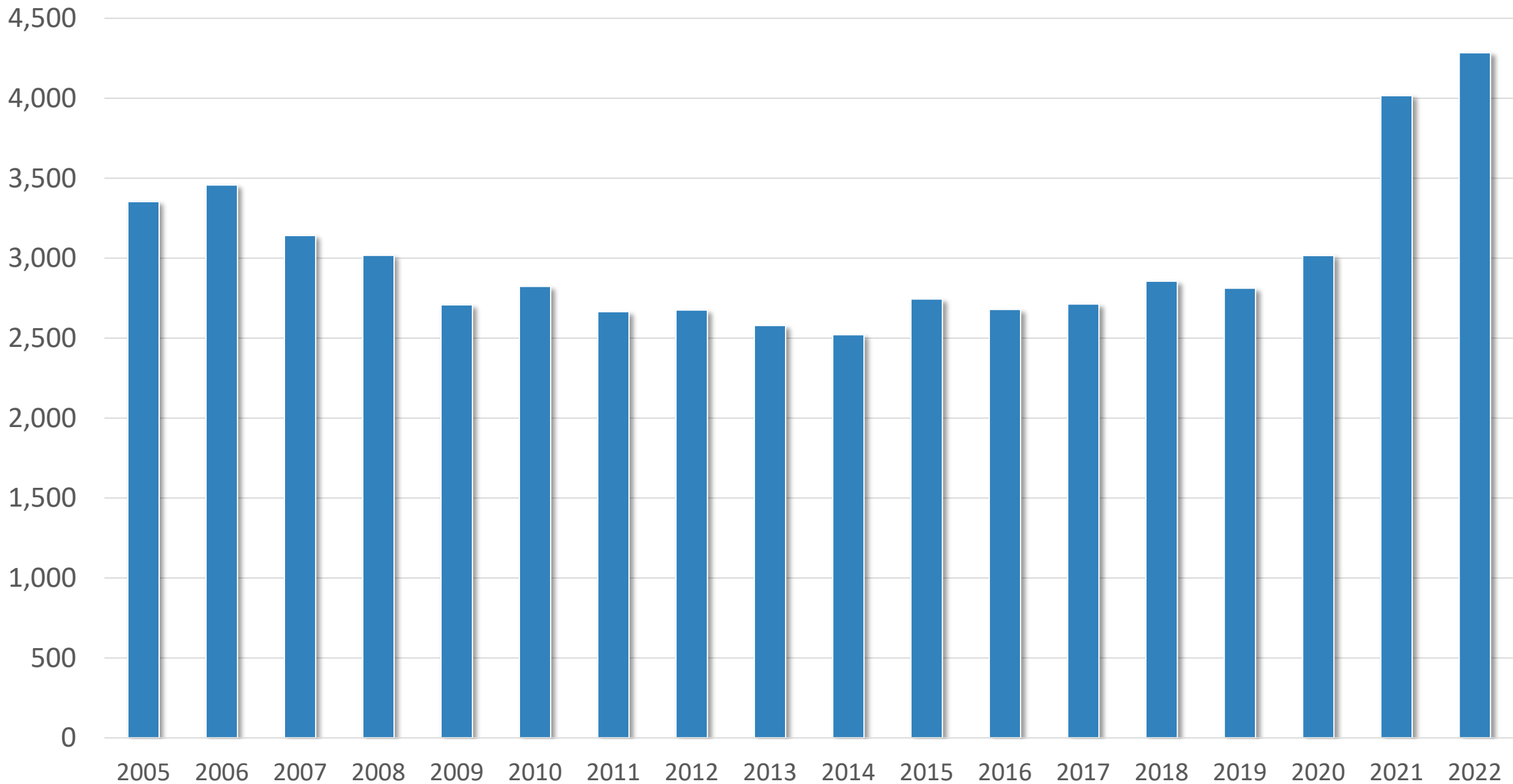
- | | | | |
|---|------------------|---|-------------------|
|  | Low-Low Cluster |  | High-Low Outlier |
|  | Low-High Outlier |  | High-High Cluster |

Data Source: U.S. Census Bureau
Business Dynamics Statistics.

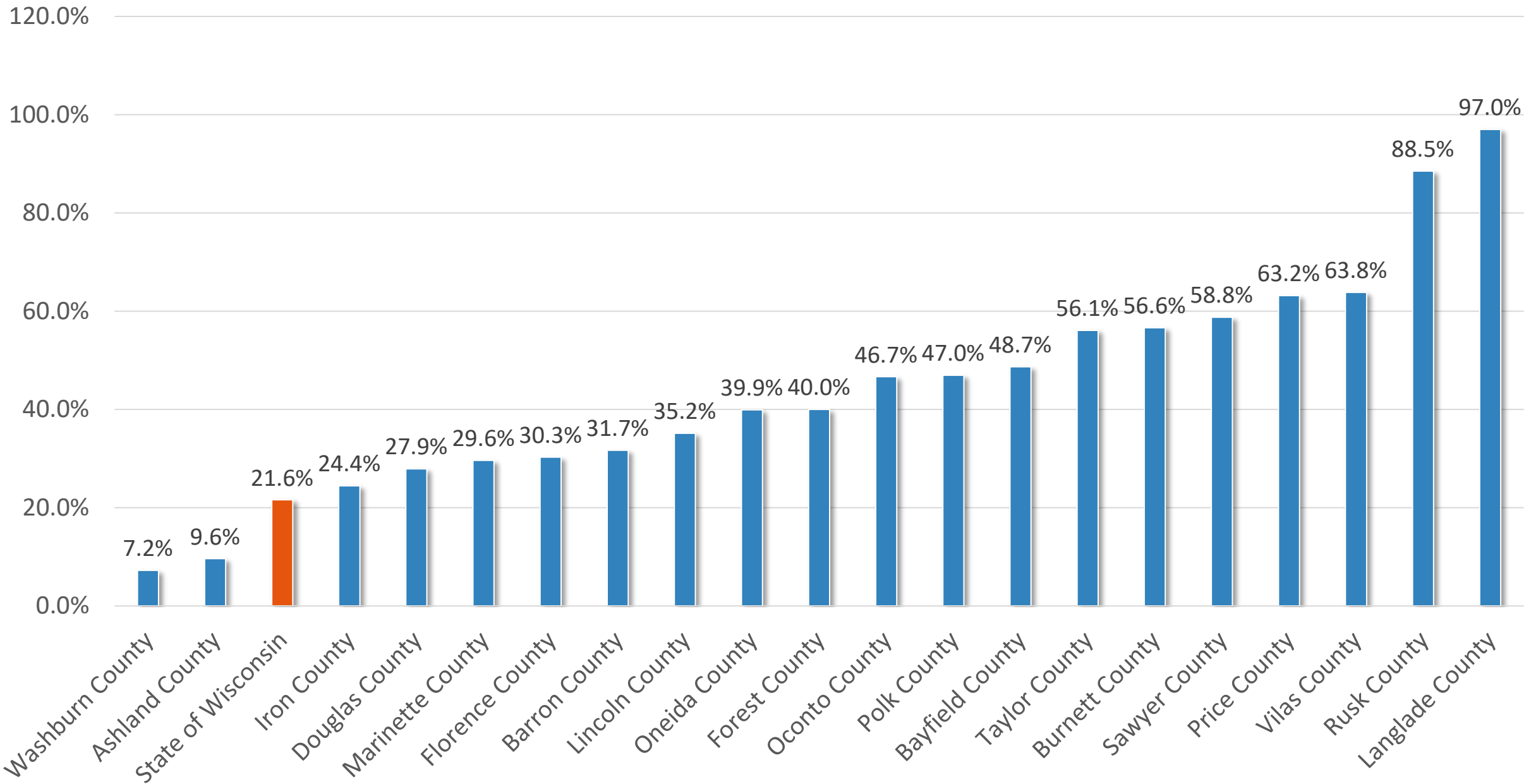


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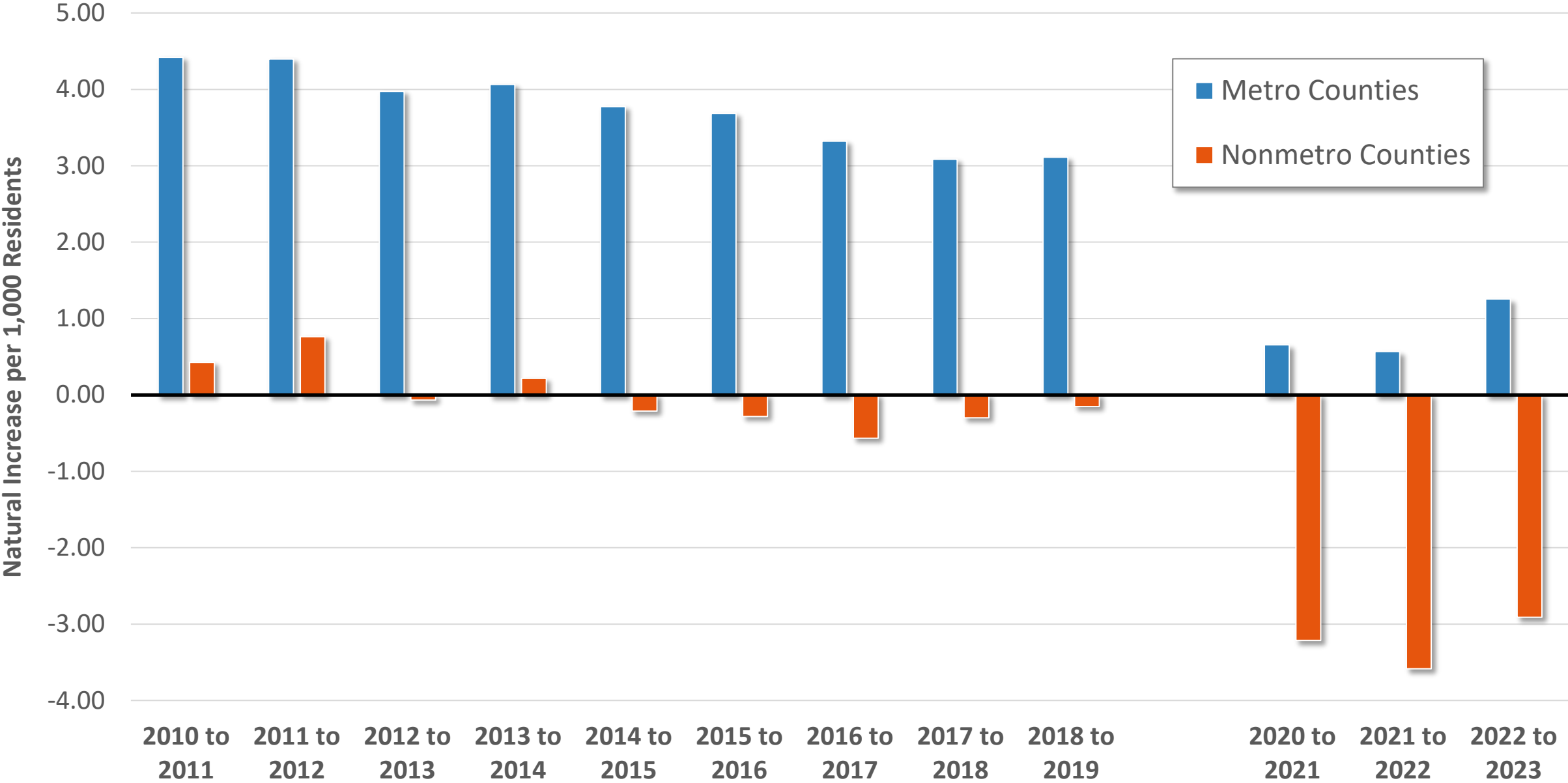
Northern Wisconsin Annual Business Applications – 2005 to 2022



Percent Change in Business Applications - 2020 to 2022

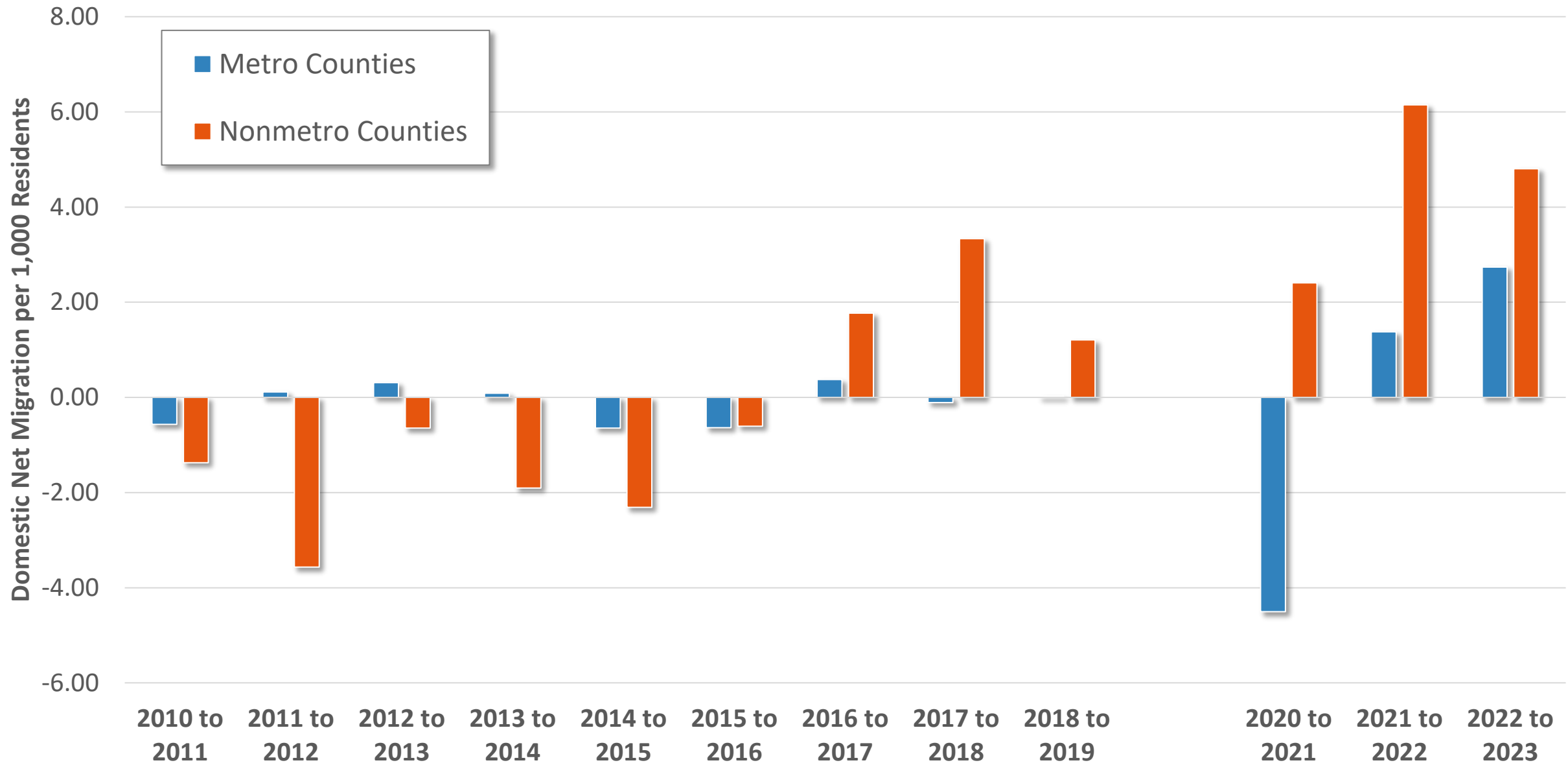


Natural Increase Rates 2010 to 2023 - Wisconsin Metro and Nonmetro Counties



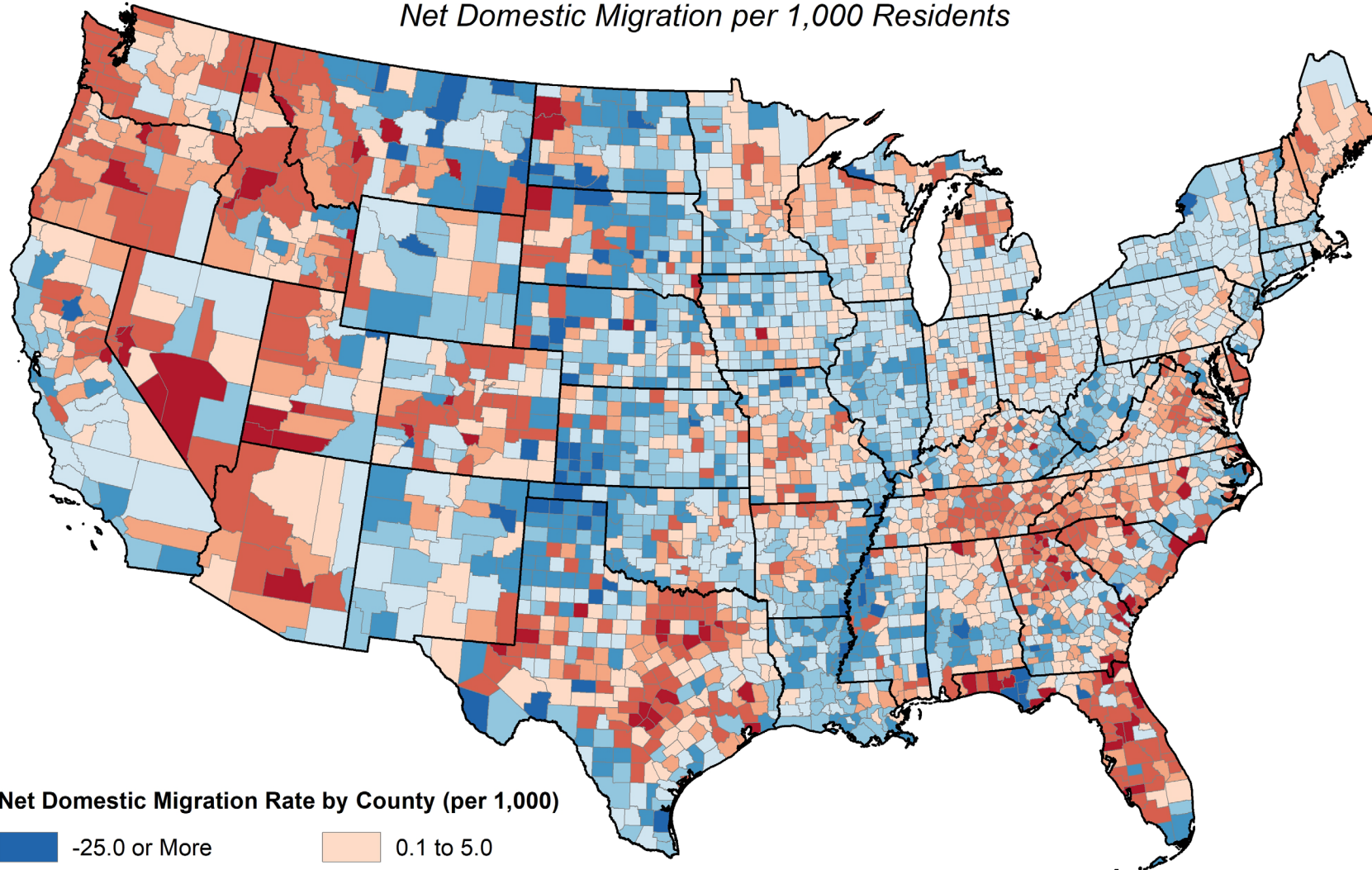
Source: U.S. Census and Author's Calculations

Net Migration Rates 2010 to 2023 - Wisconsin Metro and Nonmetro Counties











Net Domestic Migration Rate by County - 2018 to 2019

Net Domestic Migration per 1,000 Residents



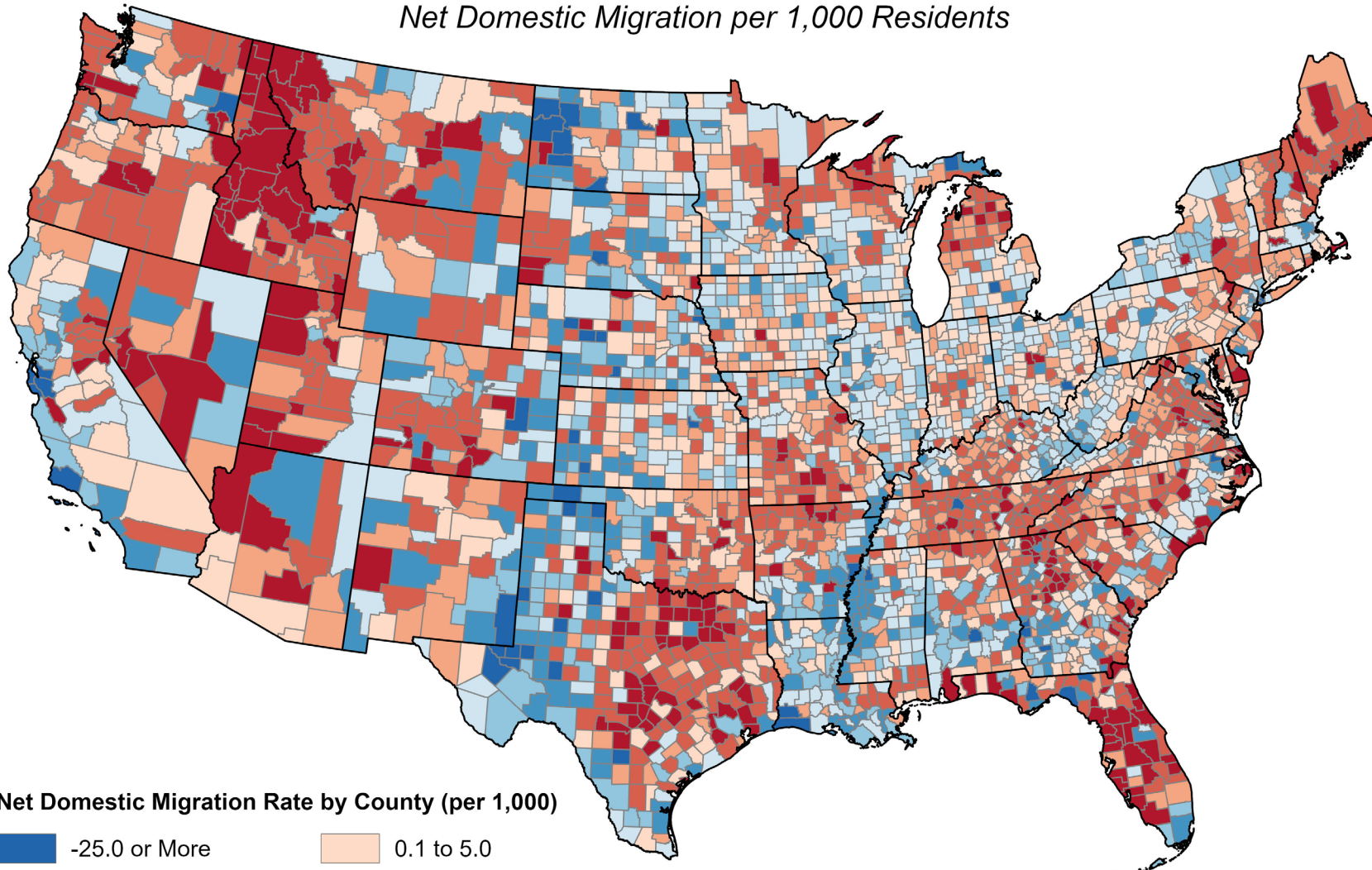
Net Domestic Migration Rate by County (per 1,000)

 -25.0 or More	 0.1 to 5.0
 -24.9 to -10.0	 5.1 to 10.0
 -9.9 to -5.0	 10.1 to 25.0
 -4.9 to 0.0	 25.1 or More









Data Sources: U.S. Census Bureau

Net Domestic Migration Rate by County - 2020 to 2021

Net Domestic Migration per 1,000 Residents



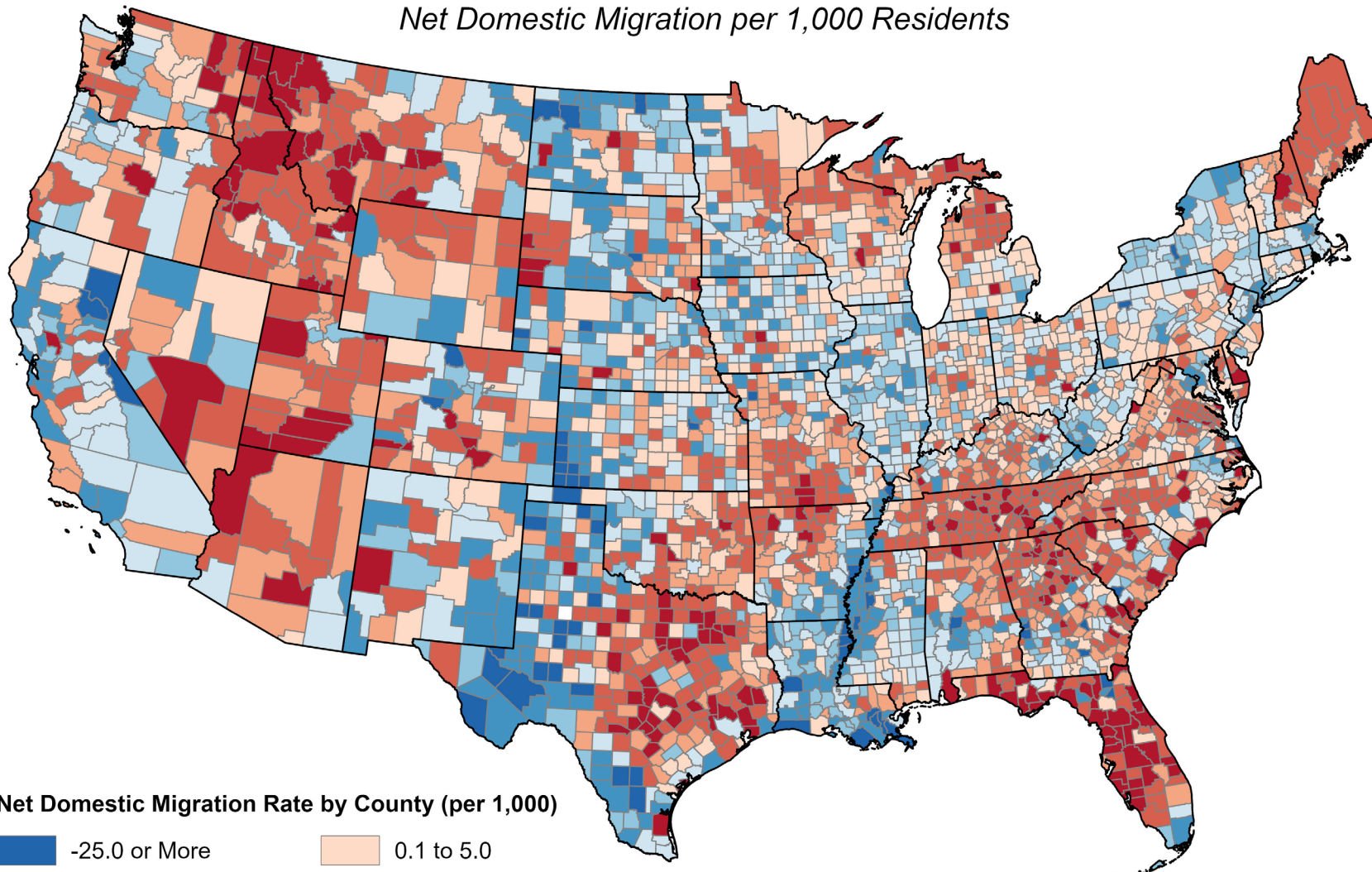
Net Domestic Migration Rate by County (per 1,000)

 -25.0 or More	 0.1 to 5.0
 -24.9 to -10.0	 5.1 to 10.0
 -9.9 to -5.0	 10.1 to 25.0
 -4.9 to 0.0	 25.1 or More









Data Sources: U.S. Census Bureau

Net Domestic Migration Rate by County - 2021 to 2022

Net Domestic Migration per 1,000 Residents



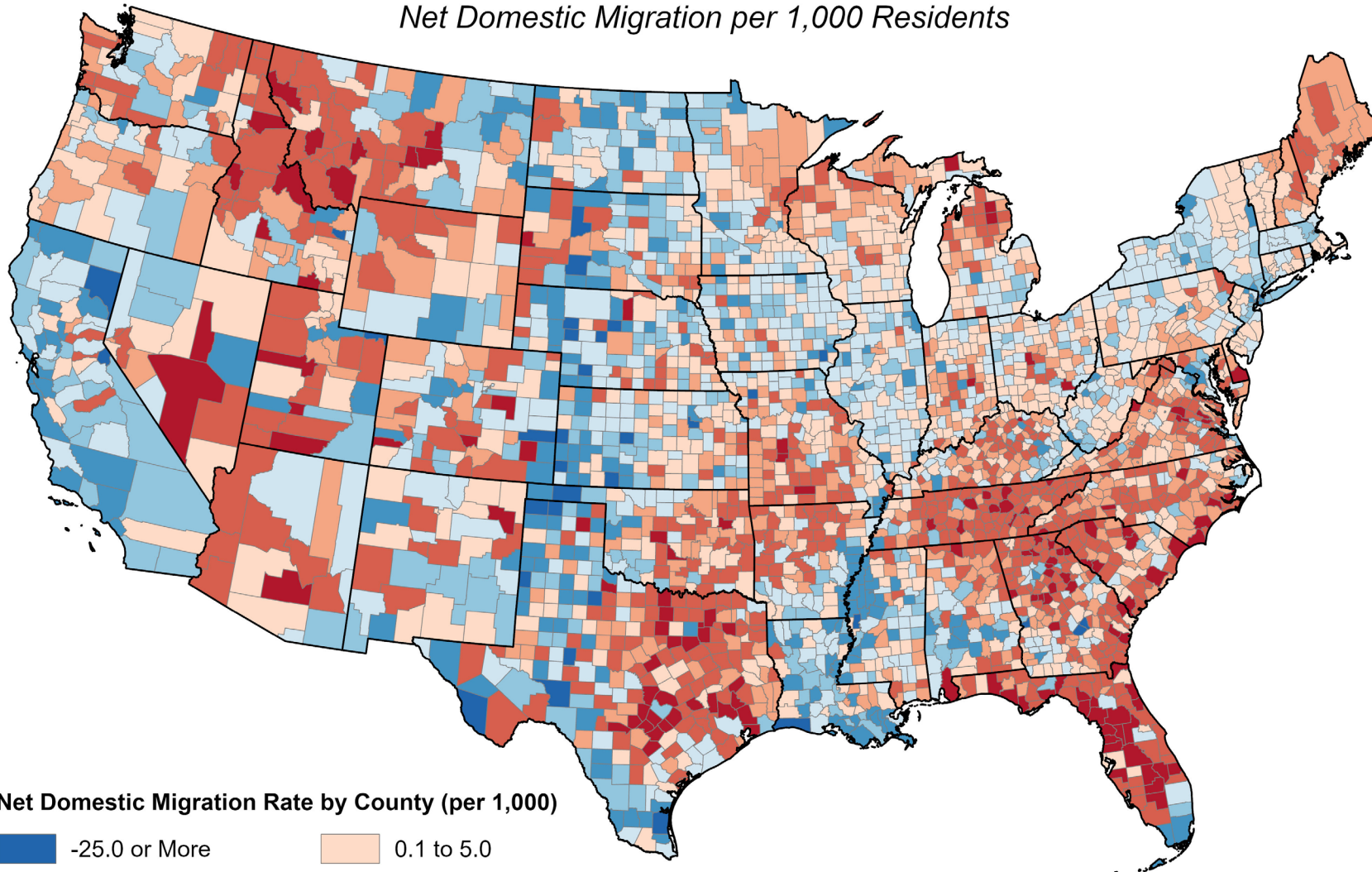
Net Domestic Migration Rate by County (per 1,000)

 -25.0 or More	 0.1 to 5.0
 -24.9 to -10.0	 5.1 to 10.0
 -9.9 to -5.0	 10.1 to 25.0
 -4.9 to 0.0	 25.1 or More









Data Sources: U.S. Census Bureau

Net Domestic Migration Rate by County - 2022 to 2023

Net Domestic Migration per 1,000 Residents

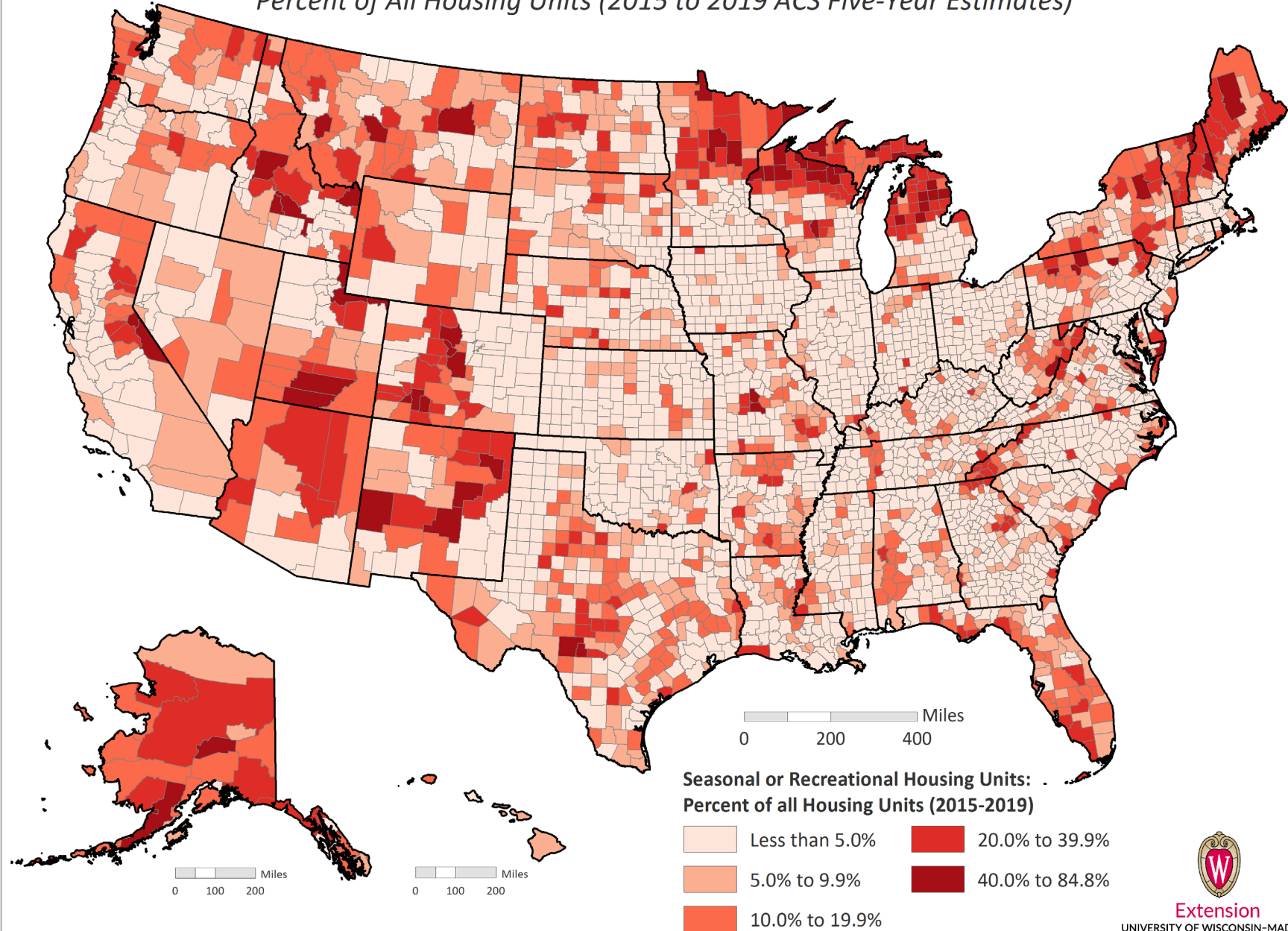


Net Domestic Migration Rate by County (per 1,000)

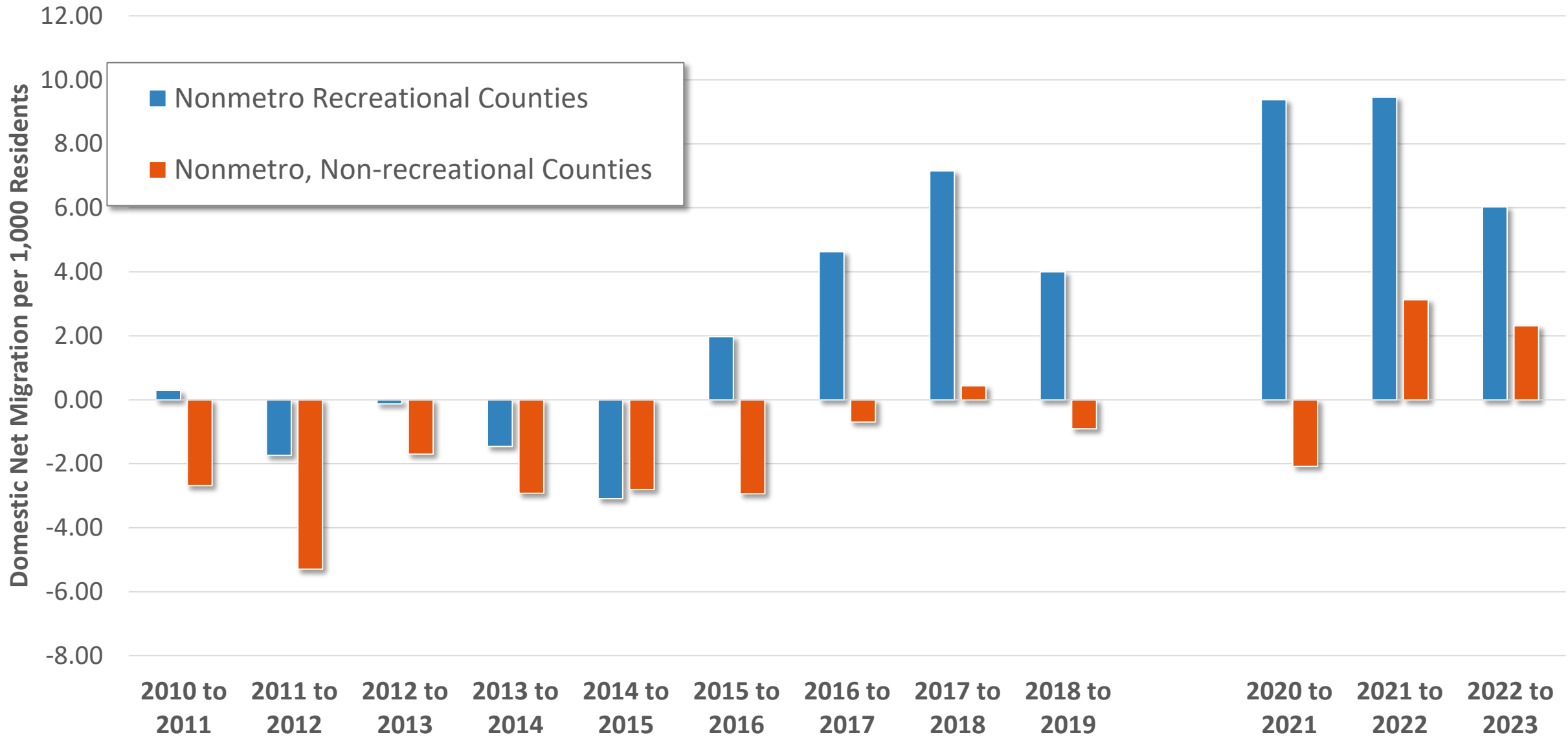
 -25.0 or More	 0.1 to 5.0
 -24.9 to -10.0	 5.1 to 10.0
 -9.9 to -5.0	 10.1 to 25.0
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Data Sources: U.S. Census Bureau

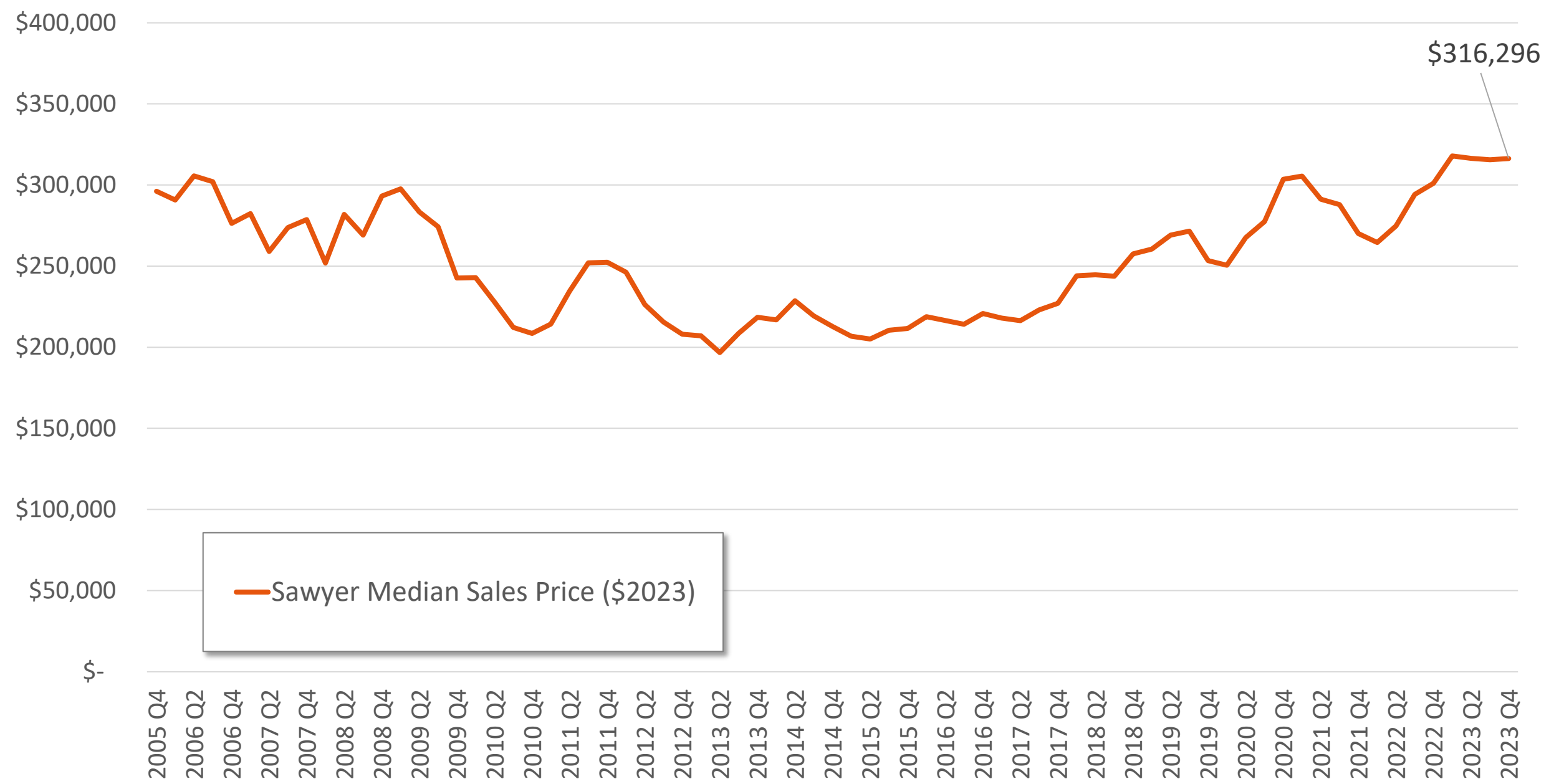
Housing Units for Seasonal, Recreational or Occasional Use by County *Percent of All Housing Units (2015 to 2019 ACS Five-Year Estimates)*



Domestic Net Migration Rates 2010 to 2023 - *Wisconsin Nonmetro Recreational and Nonmetro, Non-Recreational Counties*



Sawyer County Median Sales Price 2005 to 2023 – Four Quarter Moving Average (in \$2023)



Sawyer County Average Wage by Occupation and Home Purchase Perspectives – 15 Largest Occupation Categories by Total Employment

Occupation	Total Employment	Mean Wages	Maximum Monthly Housing Payment	Maximum Home Financed Amount
Total, All Occupations	6,820	\$49,380	\$1,152	\$125,049
Office and Administrative Support	900	\$40,220	\$938	\$101,672
Food Preparation and Serving Related	670	\$30,100	\$702	\$75,913
Sales and Related	660	\$37,990	\$886	\$95,981
Transportation and Material Moving	580	\$40,240	\$939	\$101,815
Educational Instruction and Library	470	\$56,740	\$1,324	\$143,832
Healthcare Practitioners and Technical	460	\$85,360	\$1,992	\$216,873
Construction and Extraction	400	\$51,650	\$1,205	\$130,842
Production	370	\$46,970	\$1,096	\$119,005
Installation, Maintenance, and Repair	340	\$54,850	\$1,280	\$139,071
Healthcare Support	330	\$35,010	\$817	\$88,535
Management	320	\$97,140	\$2,267	\$246,936
Building and Grounds Cleaning/Maintenance	320	\$34,880	\$814	\$88,203
Protective Service	220	\$50,420	\$1,176	\$127,703
Business and Financial Operations	200	\$66,780	\$1,558	\$169,455
Community and Social Service	160	\$52,090	\$1,215	\$131,965

Based on no downpayment, a 30-year fixed mortgage at 6.875%, a 2.0% property tax rate and 0.2% homeowner's insurance rate.

Creating Typologies and Potential Blueprints

- Focus specifically on livability;
- Different ways of thriving;
- Then identify a “blueprint” for each type.



Type 1: High natural amenity, older demographic, high-income, large tourism industry

Type 2: Near a metro area, strong presence of critical institutions, accessible housing



Type 3: Young demographic (families), strong presence of critical institutions, employment diversity

And so on...

Questions?

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