

Rural Livability

2024 Wisconsin Agricultural Outlook Forum

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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)?
- How can we better understand path dependency? Regional interactions? Outliers?
- How do we separate the outcomes of livability from the drivers of livability? (e.g., is a vibrant downtown an outcome or a driver?)
- Can we create blueprints for supporting community and regional livability?

Defining and Identifying Livable Communities

How do you define “livable”?

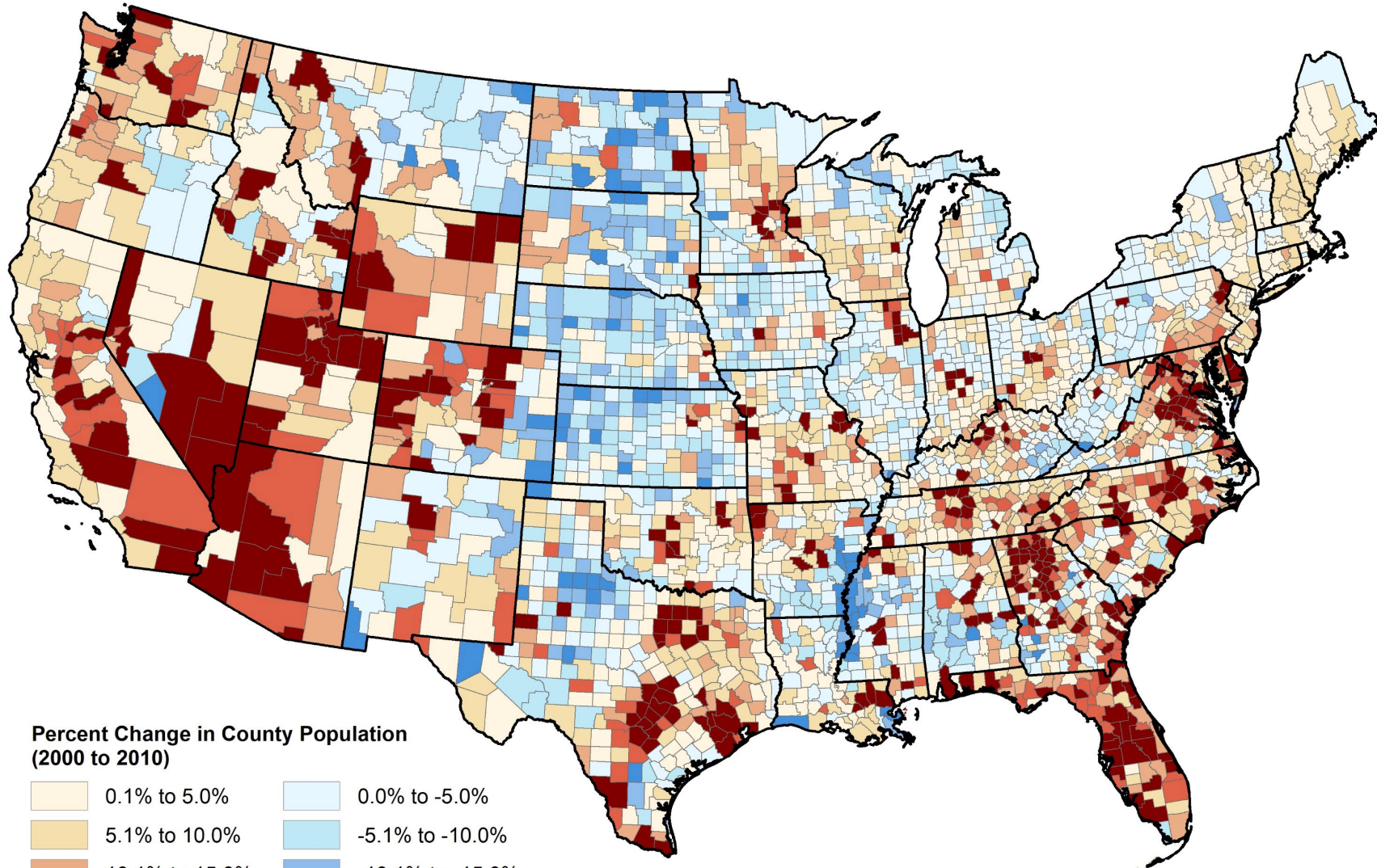
Often the emphasis is measuring the growth of economic variables:

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

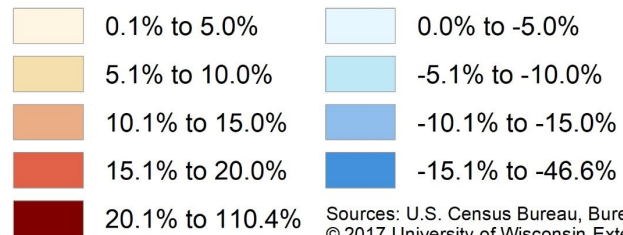
Do jobs follow people or do people follow jobs?



Percent Change in Population by County - 2000 to 2010



Percent Change in County Population (2000 to 2010)

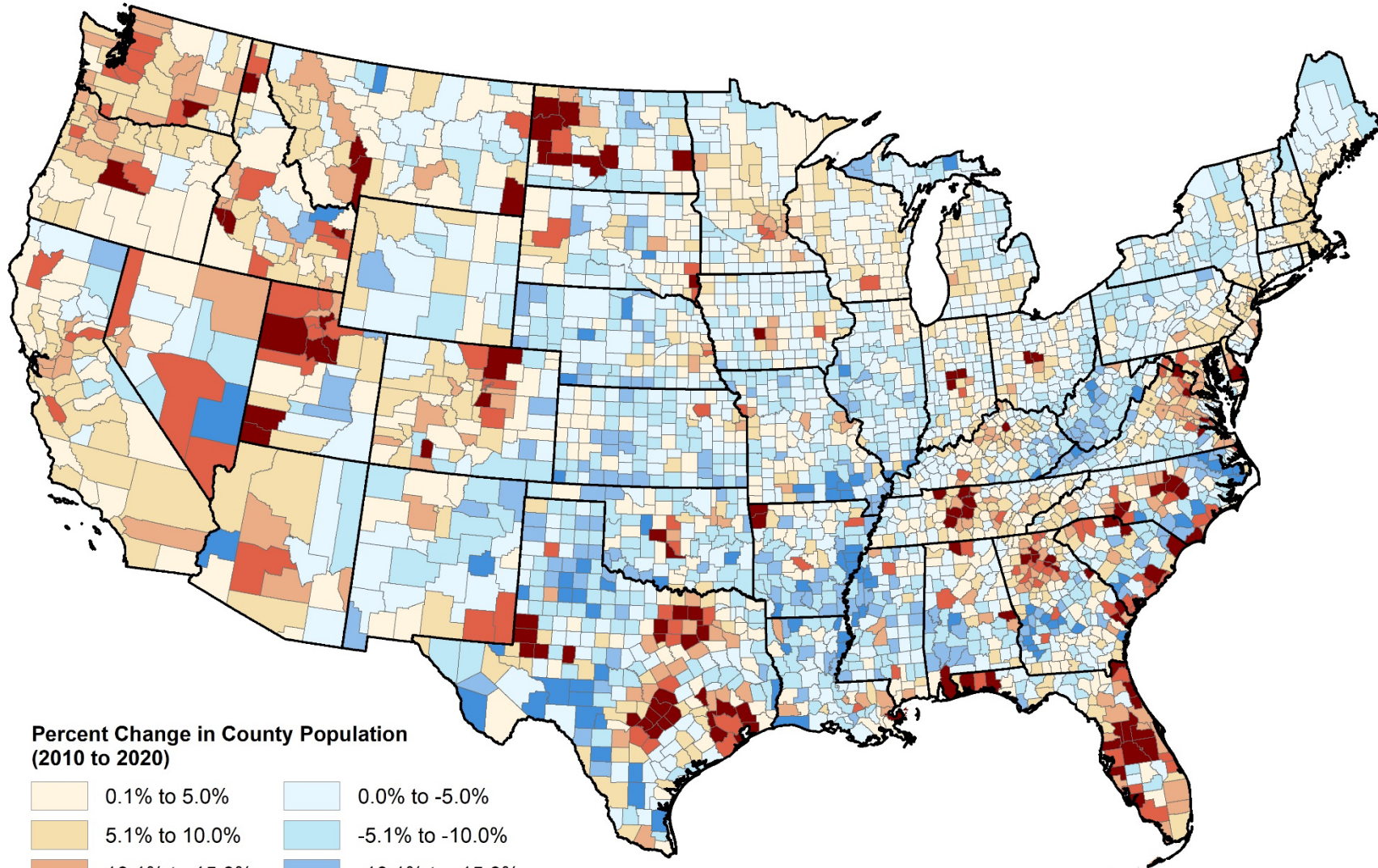


Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
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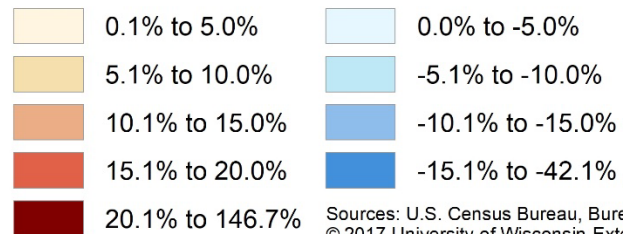


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Percent Change in Population by County - 2010 to 2020



Percent Change in County Population (2010 to 2020)

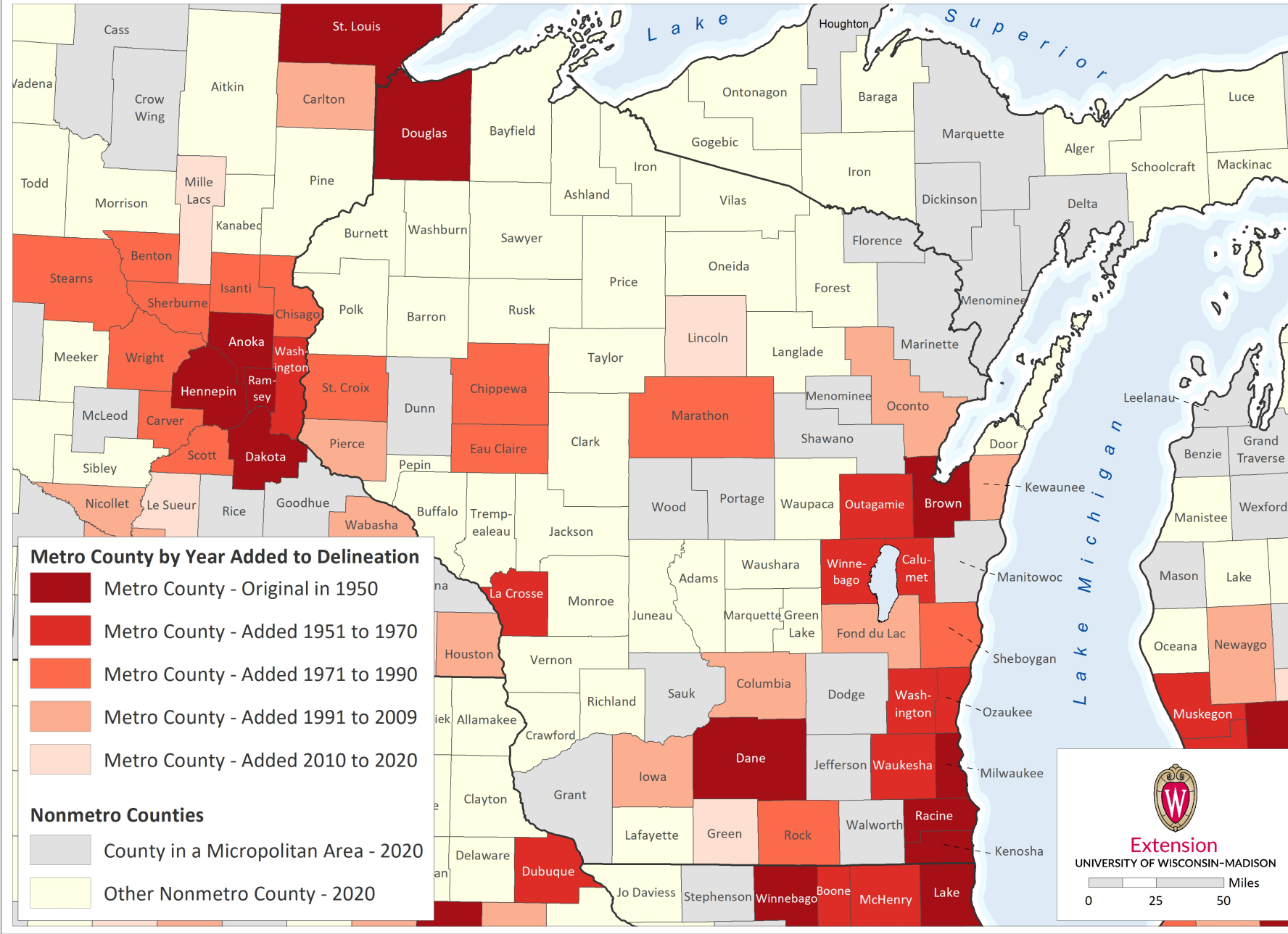


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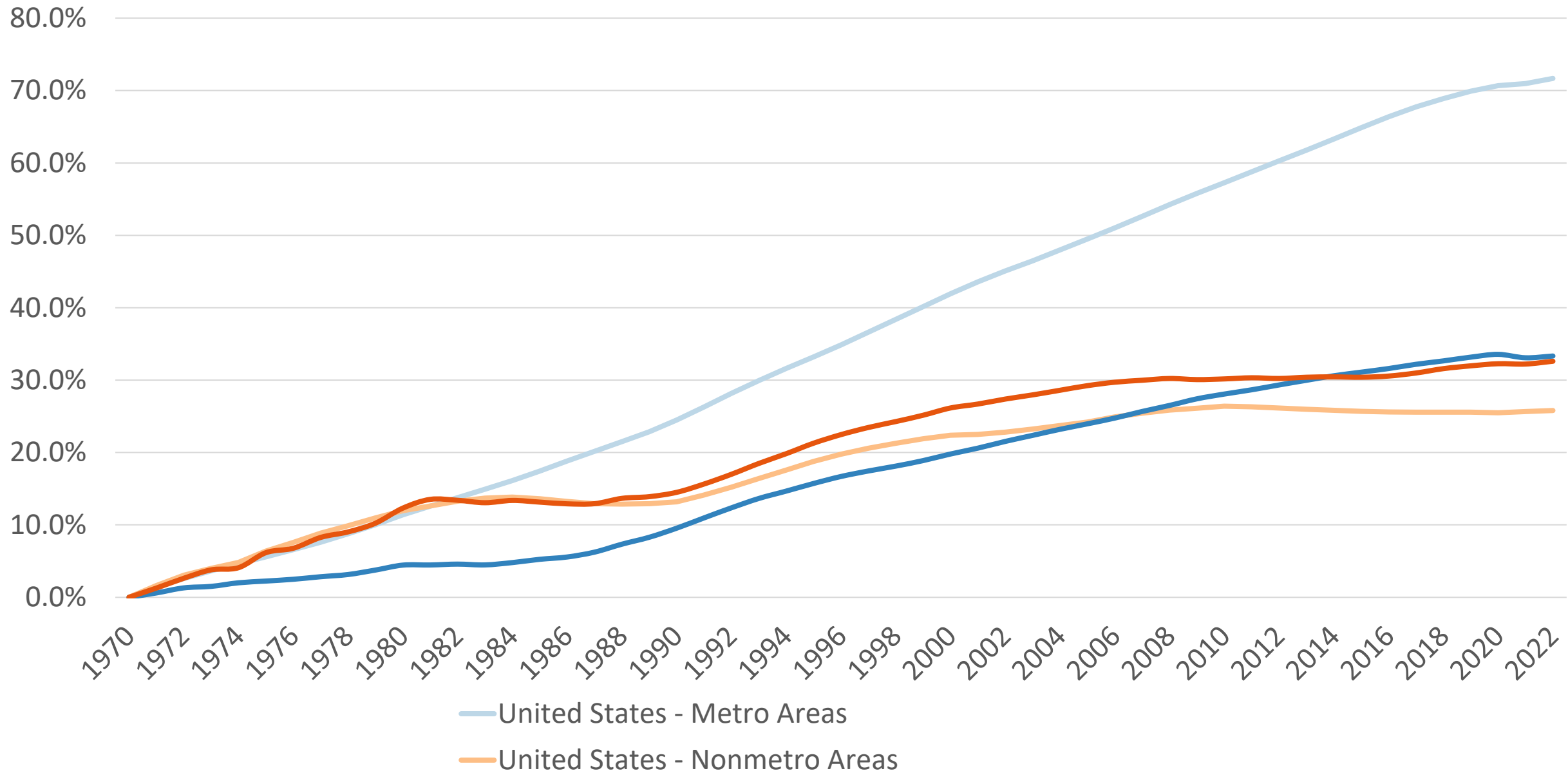


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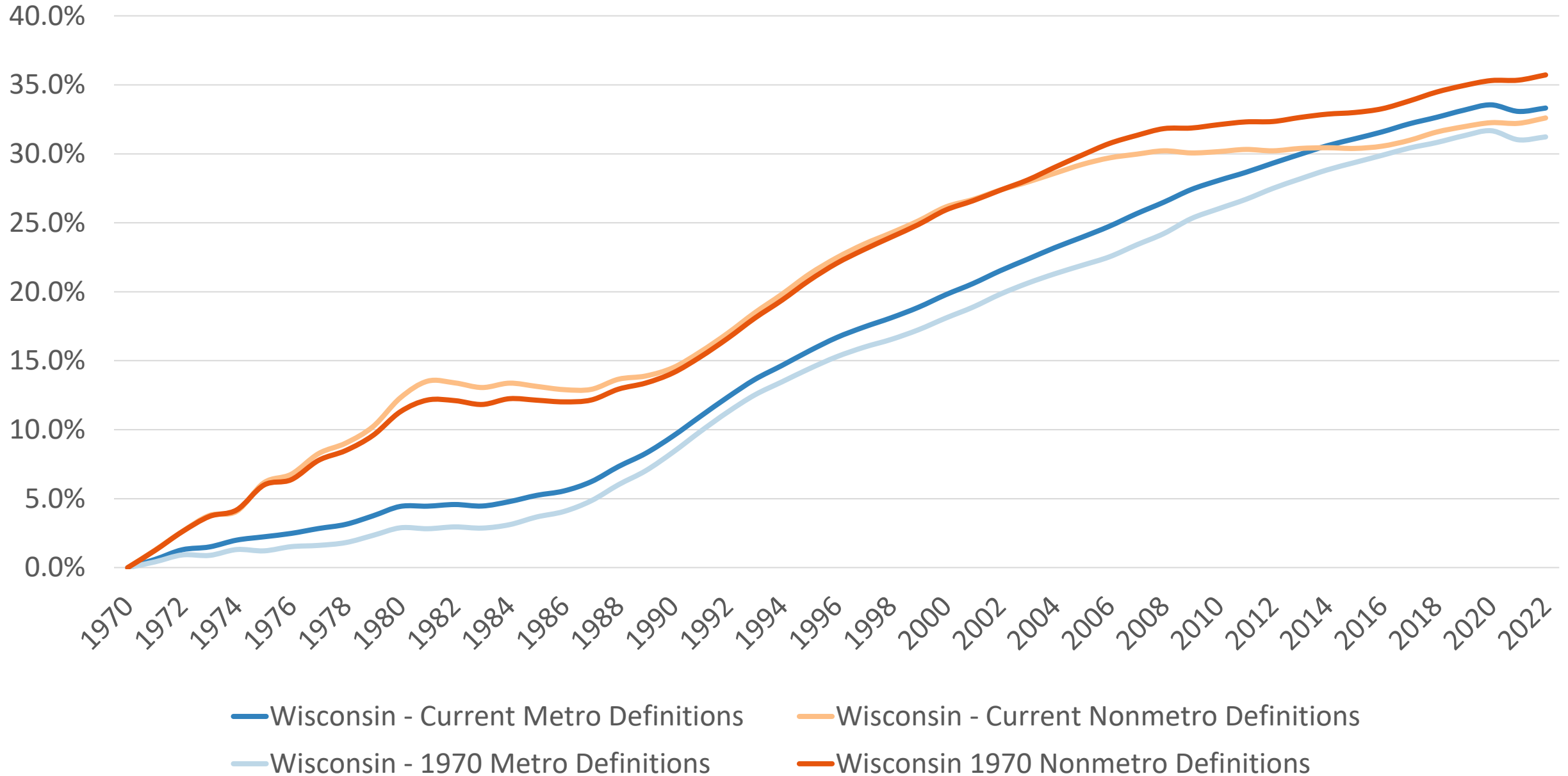
Change in Metropolitan Counties - 1950 to 2020



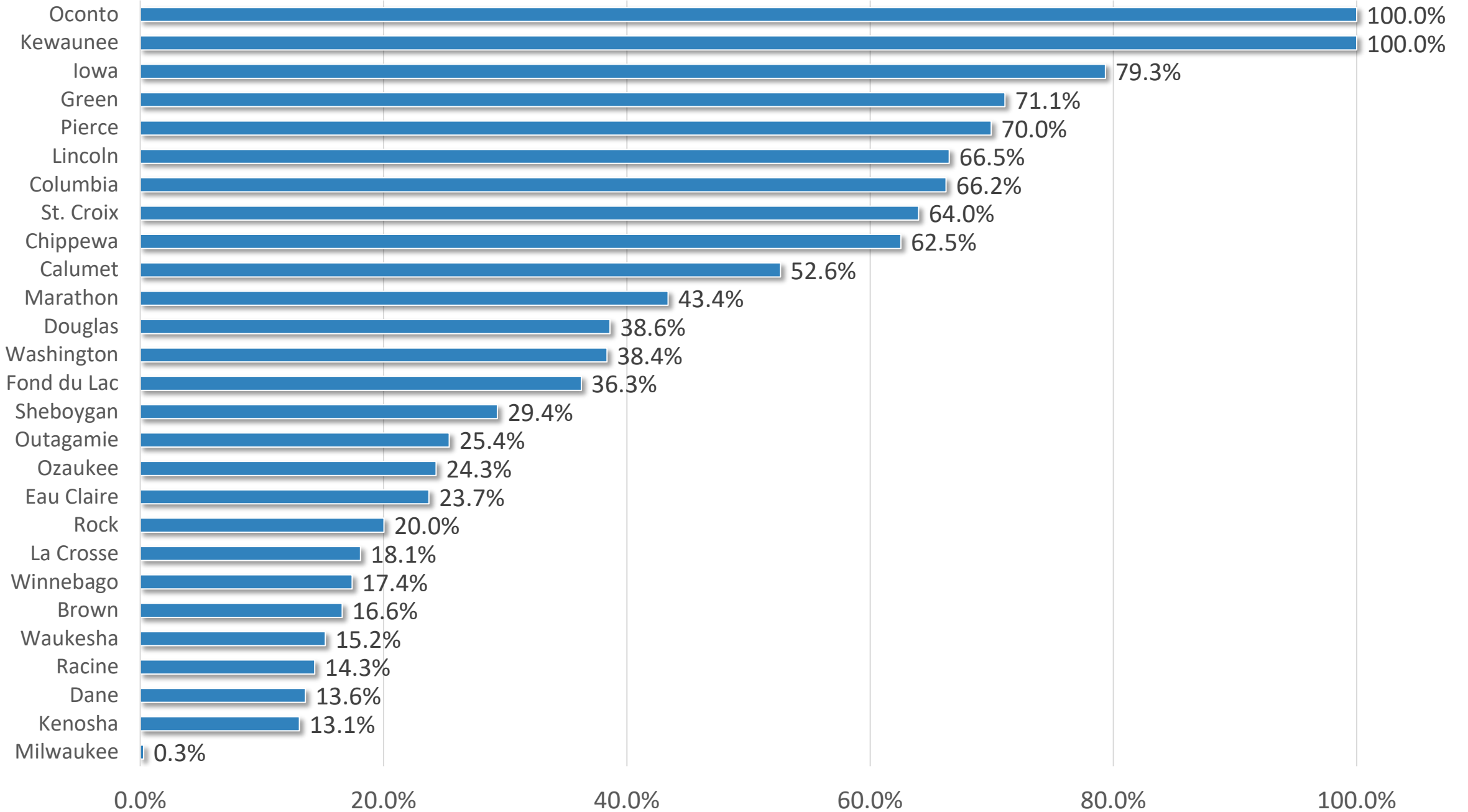
How do we Define Rural? Percent Change in Population in Metro and Nonmetro Areas (1970 to 2022)



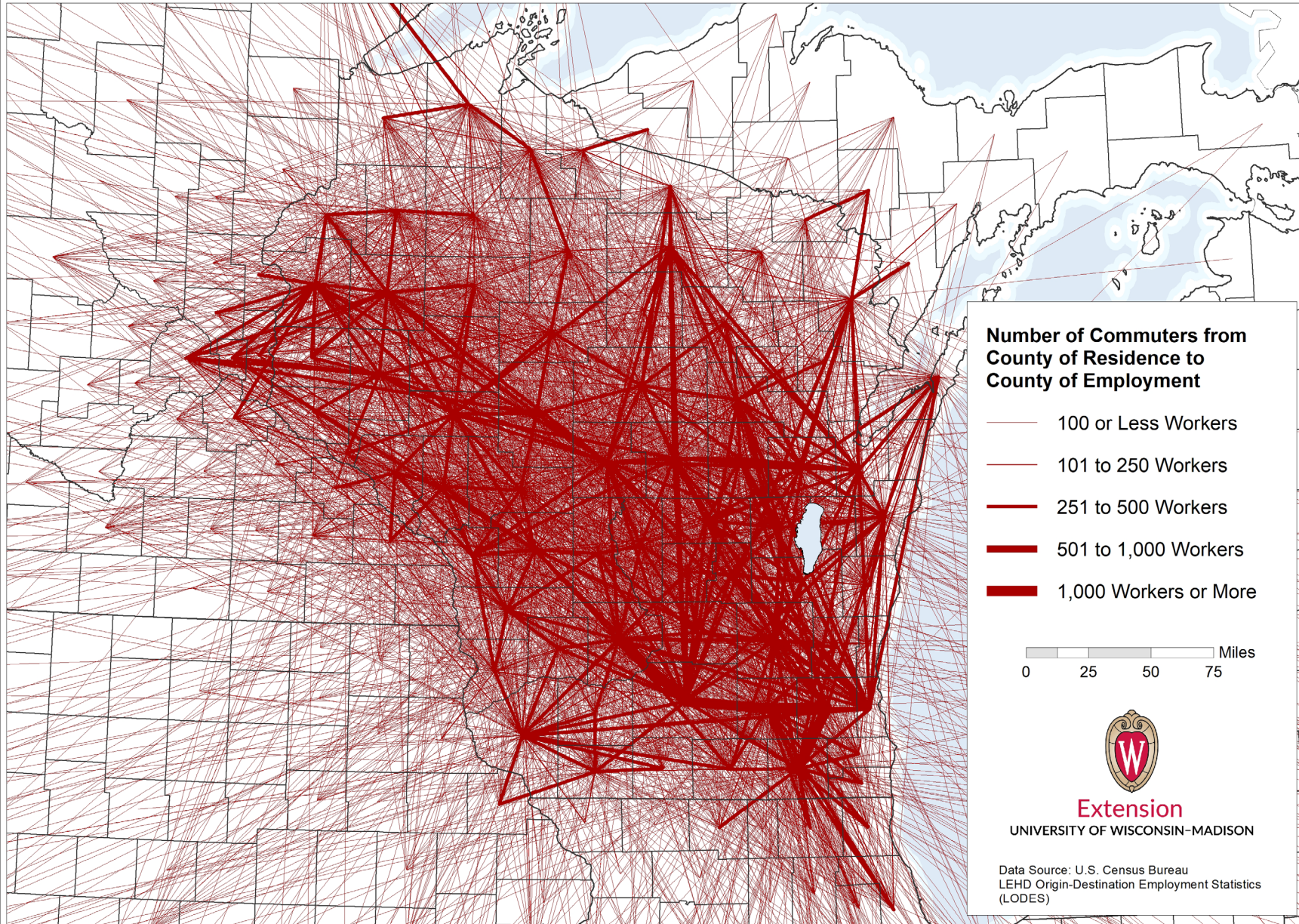
How do we Define Rural? Percent Change in Population in Metro and Nonmetro Areas – 1970 Definitions vs. 2022 Definitions



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



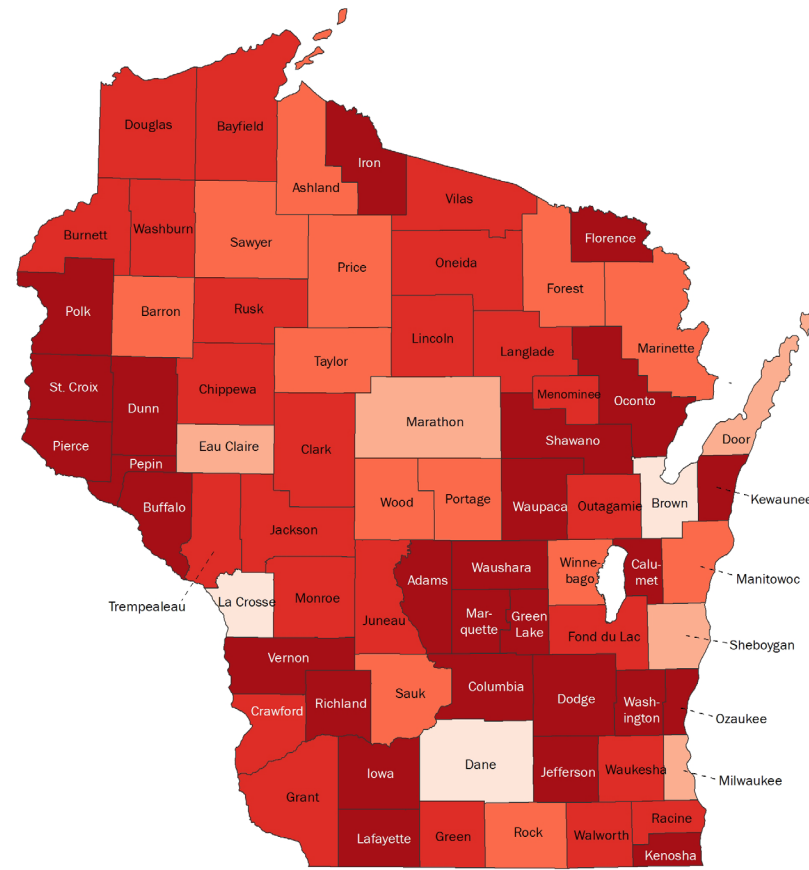
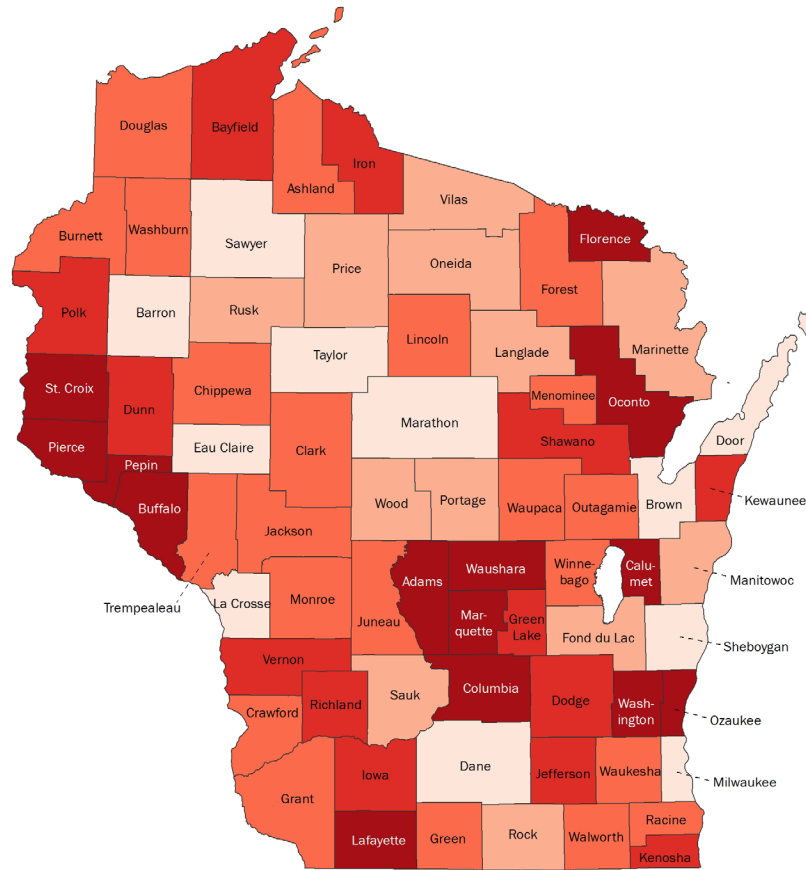
Commuting Networks for Wisconsin Non-Metro Counties - Outflow from County of Residence



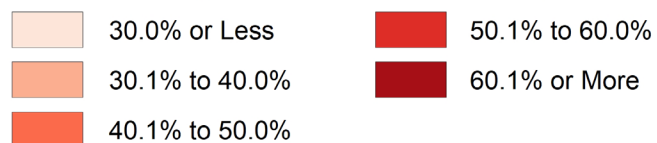
Share of County Residents Commuting to Another County for Employment (Primary Job)

Share of Employed Residents - Q2 2002

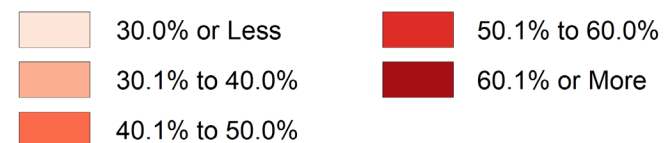
Share of Employed Residents - Q2 2018



Share of County Residents who are Employed



Share of County Residents who are Employed

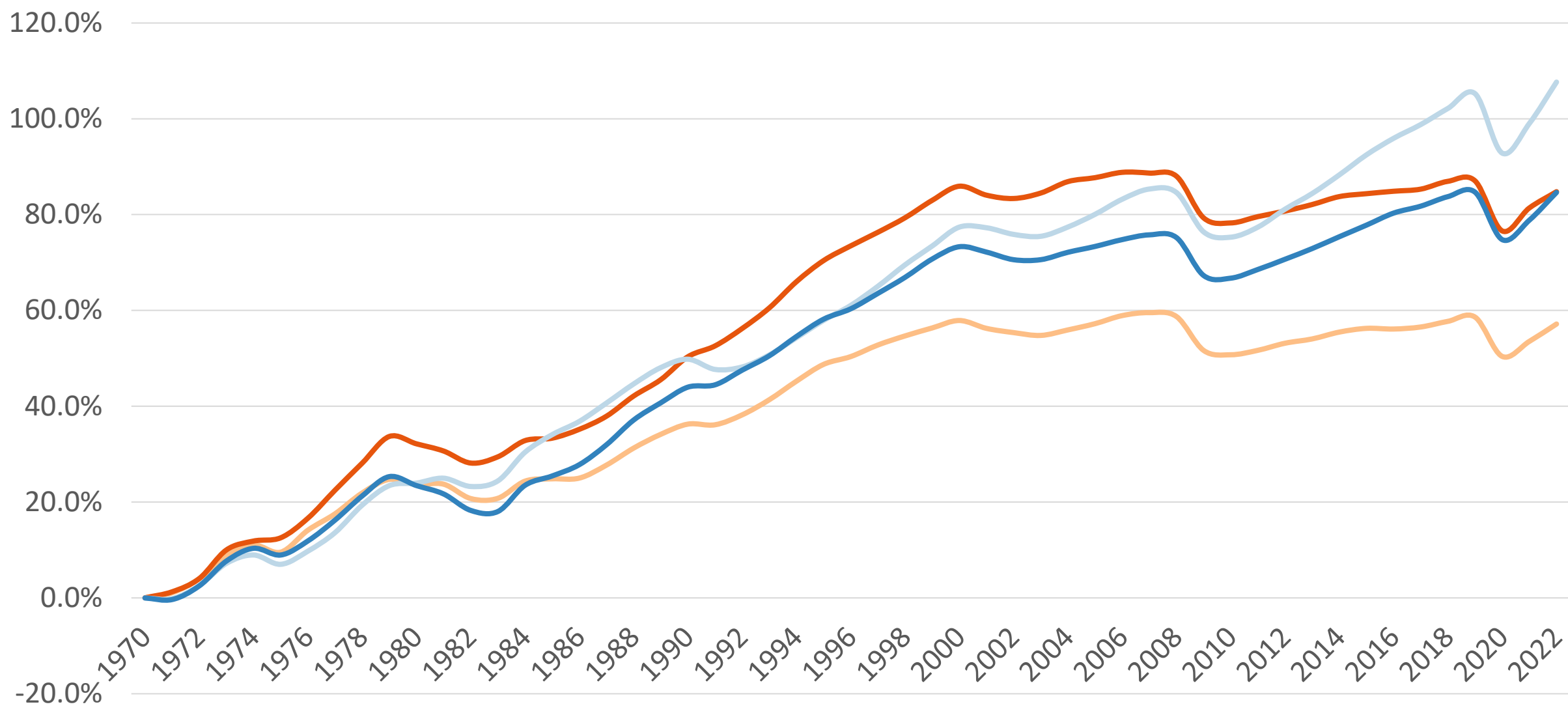


Data Source: U.S. Census Bureau LEHD
Origin-Destination Employment Statistics (LODES)



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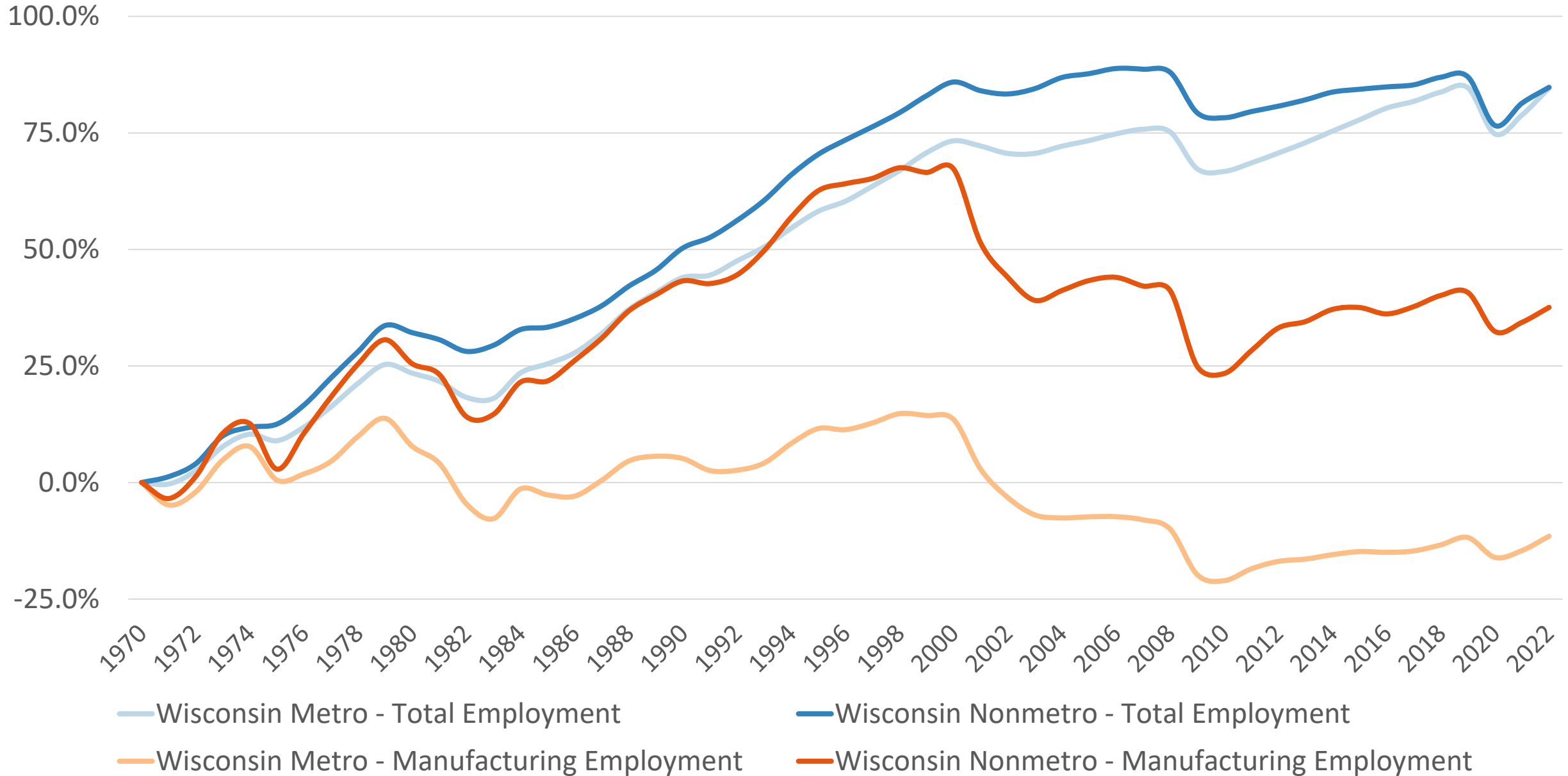
Percent Change in Wage and Salary Employment – Metro and Nonmetro Areas (1970 to 2022)



- United States - Nonmetro Areas
- Wisconsin - Nonmetro Areas
- United States - Metro Areas
- Wisconsin - Metro Areas

Industrial Restructuring – Dependence, Resilience or Opportunity?

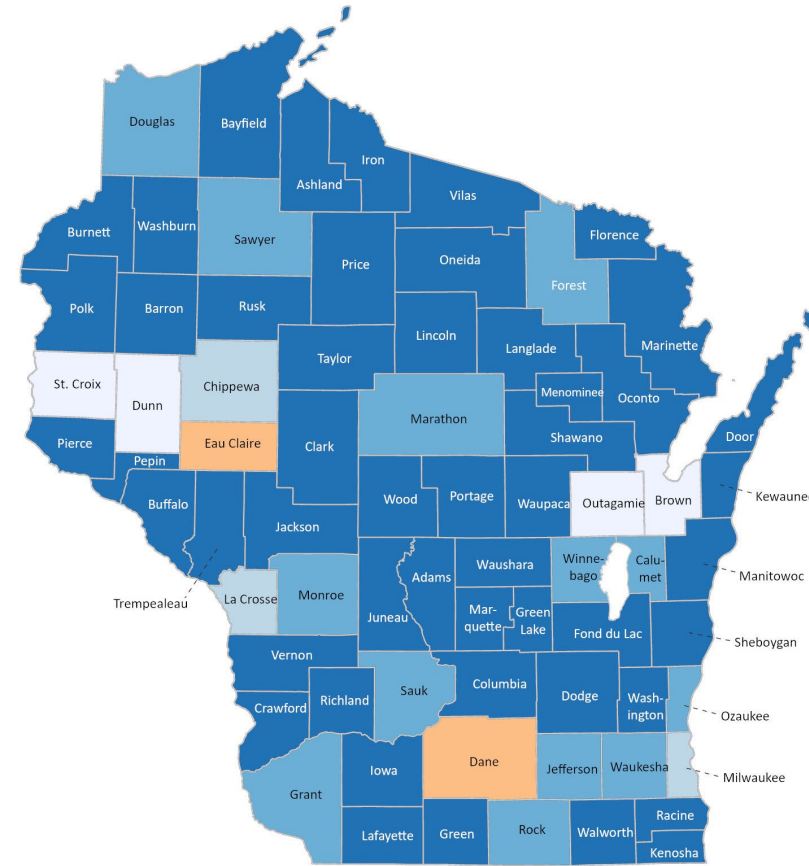
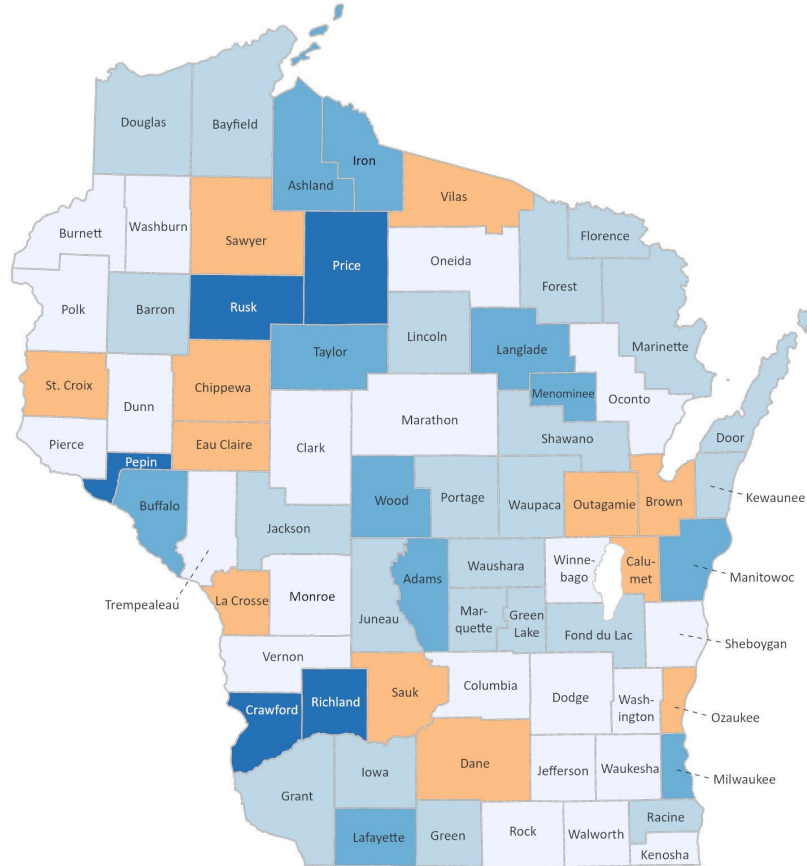
Percent Change in Manufacturing Employment 1970 to 2022



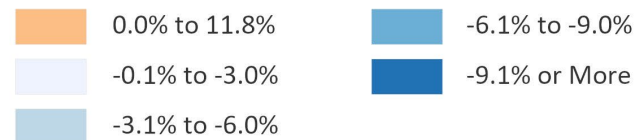
Changes in Total Working Age and Prime Working Age Population - 2010 to 2022

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

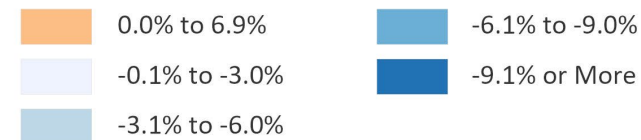
Percent Change in Prime Working Age Population (Age 25 to 54) - 2010 Census to 2022 Estimates



Percent Change in Total Working Age Population



Percent Change in Prime Working Age Population

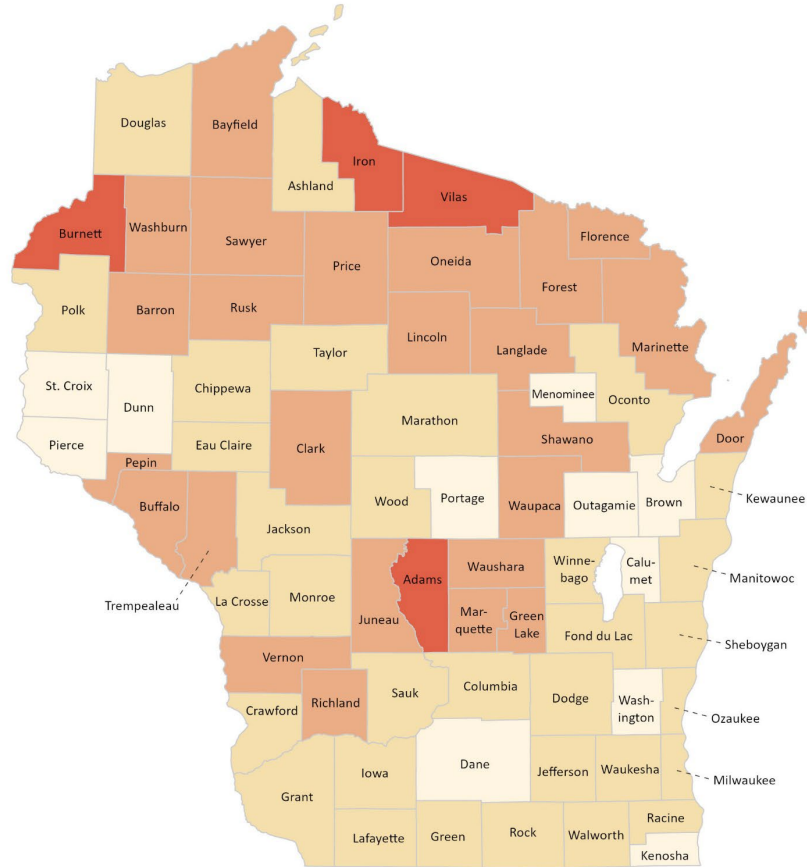


Data Source: U.S. Census Bureau

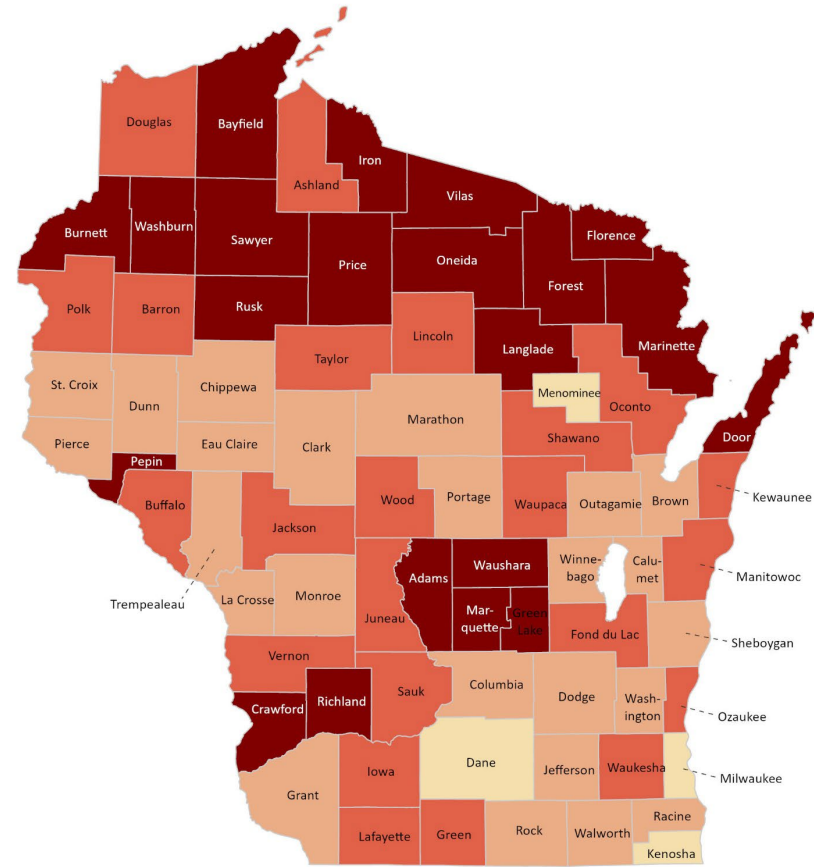


Population Age 65 and Over by County - 2000 Census and 2022 Estimates

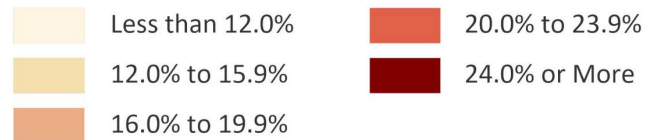
Population Age 65 and over as Share of Total Population - 2000 Census



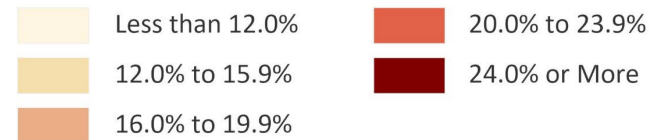
Population Age 65 and over as Share of Total Population - 2022 Estimates



Percent Age 65 and Over



Percent Age 65 and Over

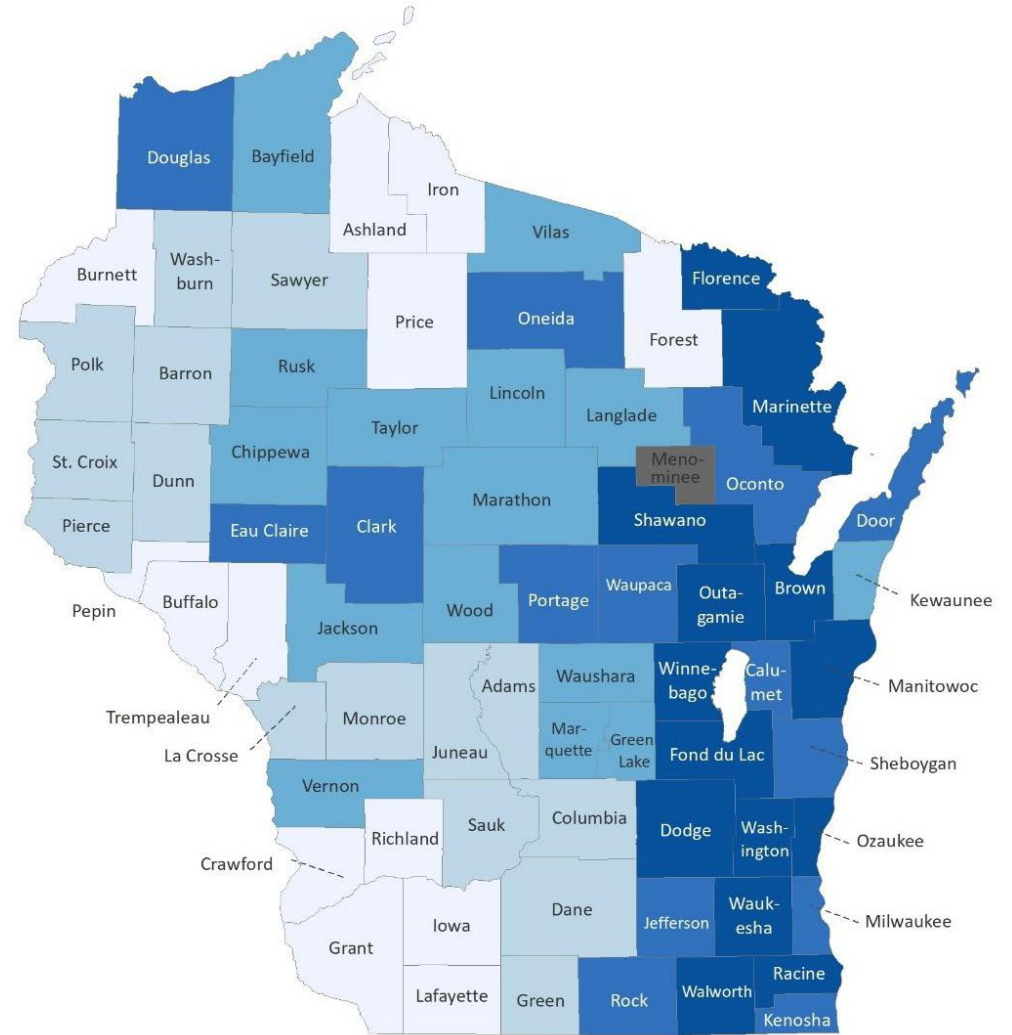


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Data Source: U.S. Census Bureau

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)



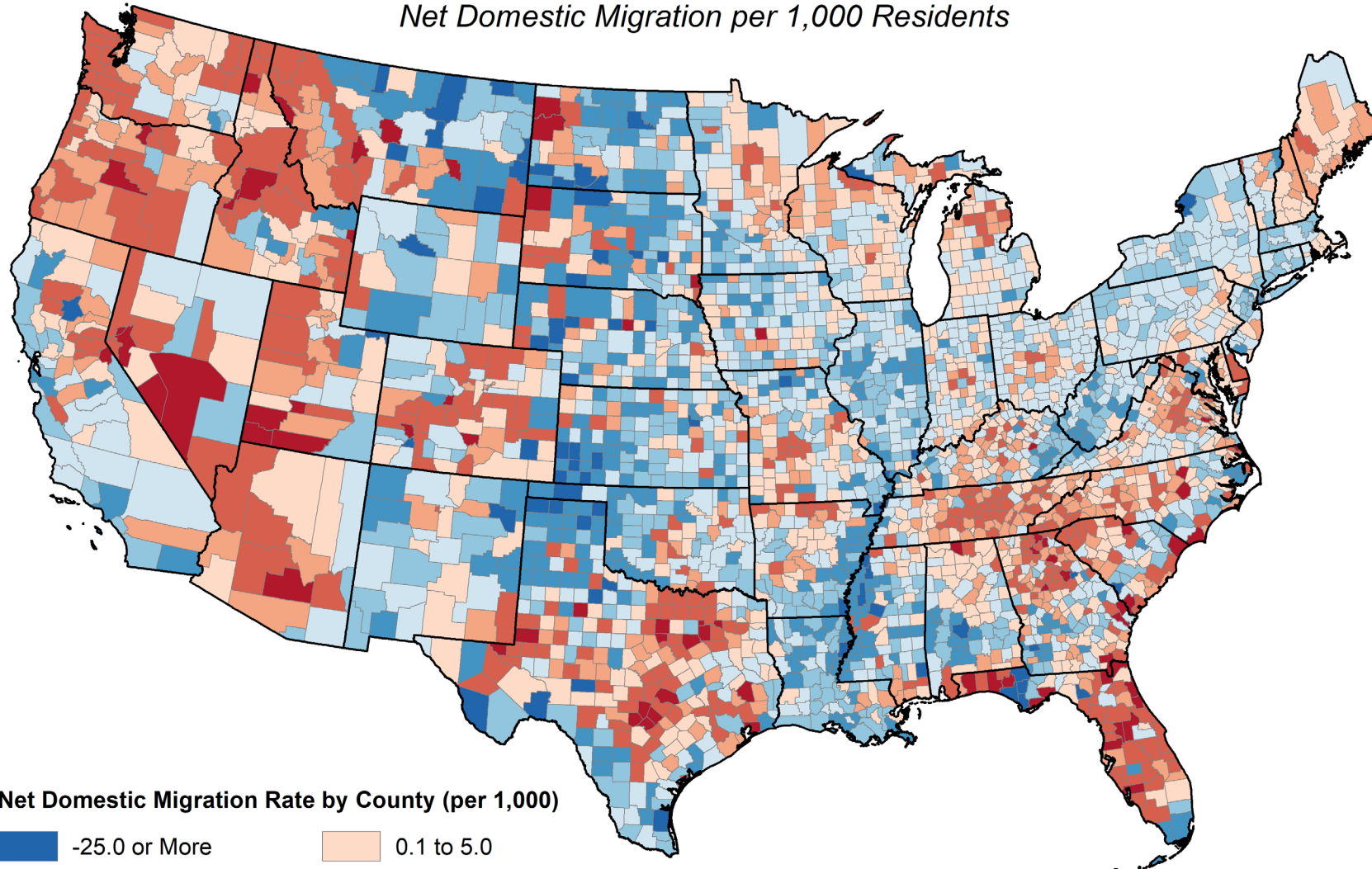
Identifying Livable Communities

What can people's behavior tell us about community livability?

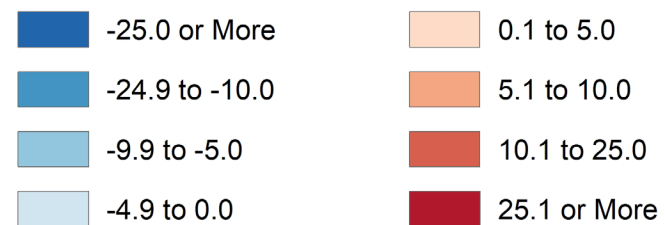
- **High in-migration:** A signal that people want to live there?
- **Low out-migration:** An indicator that people who live there want to stay or perhaps face barriers to moving?
- **A stable or high birth rate:** An indicator that people want to have families in a community or demographics are favorable 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?

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)



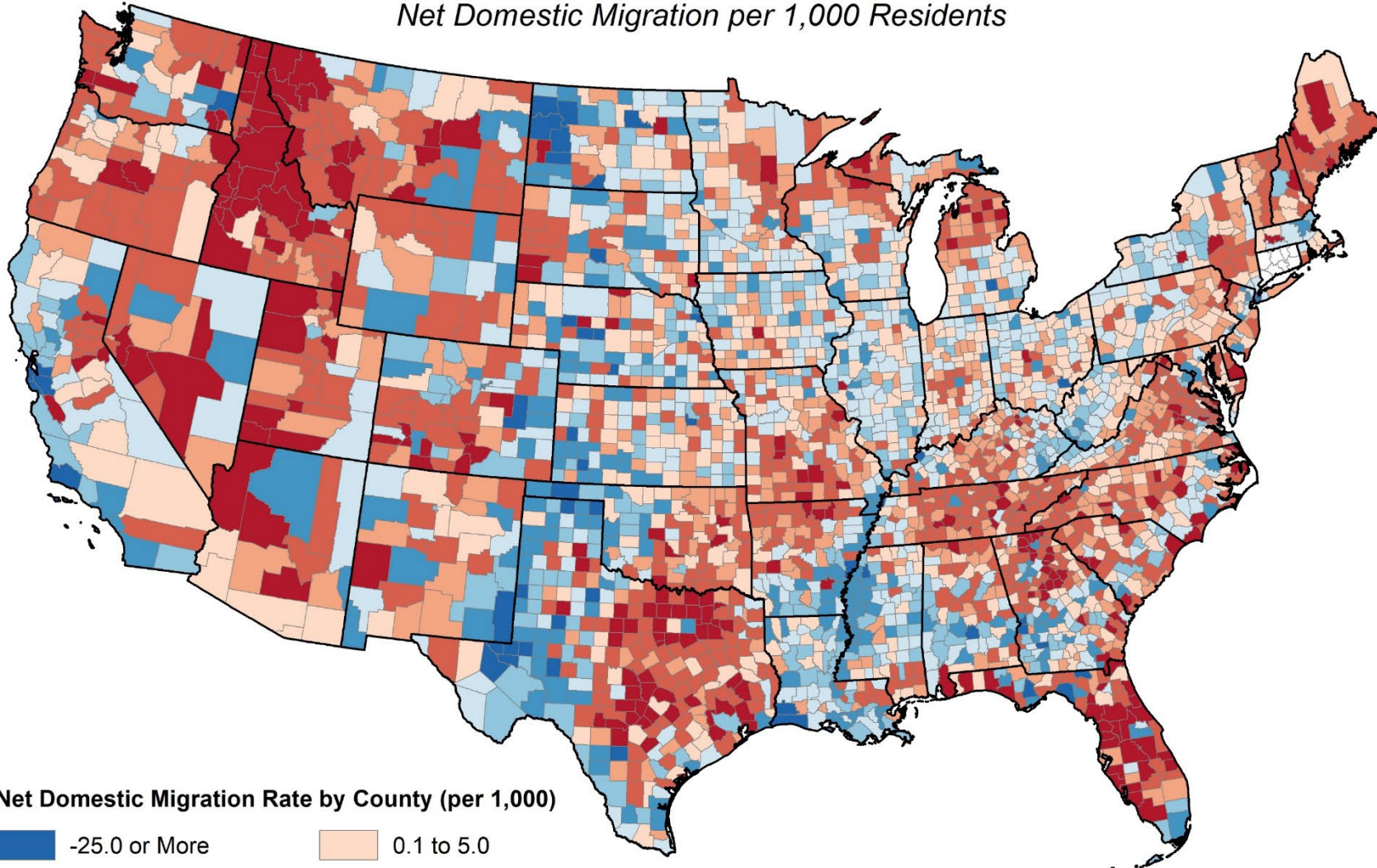
Data Sources: U.S. Census Bureau








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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

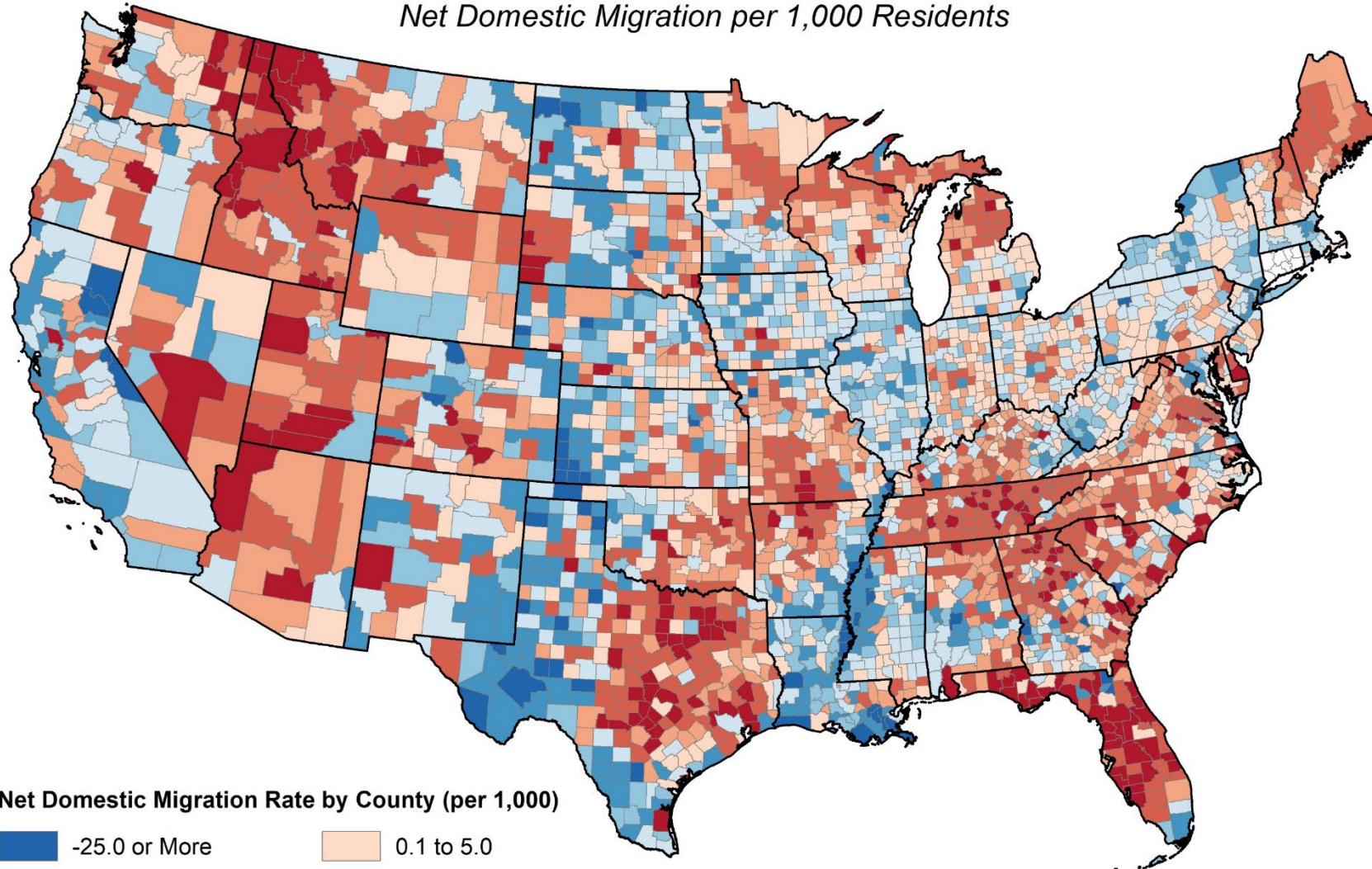
Data Sources: U.S. Census Bureau



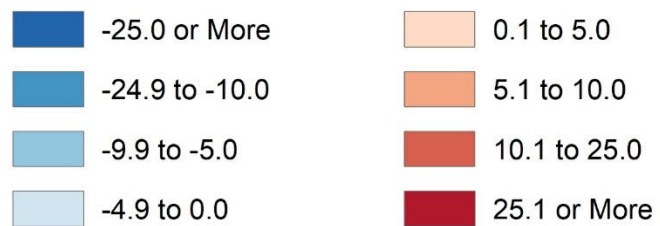
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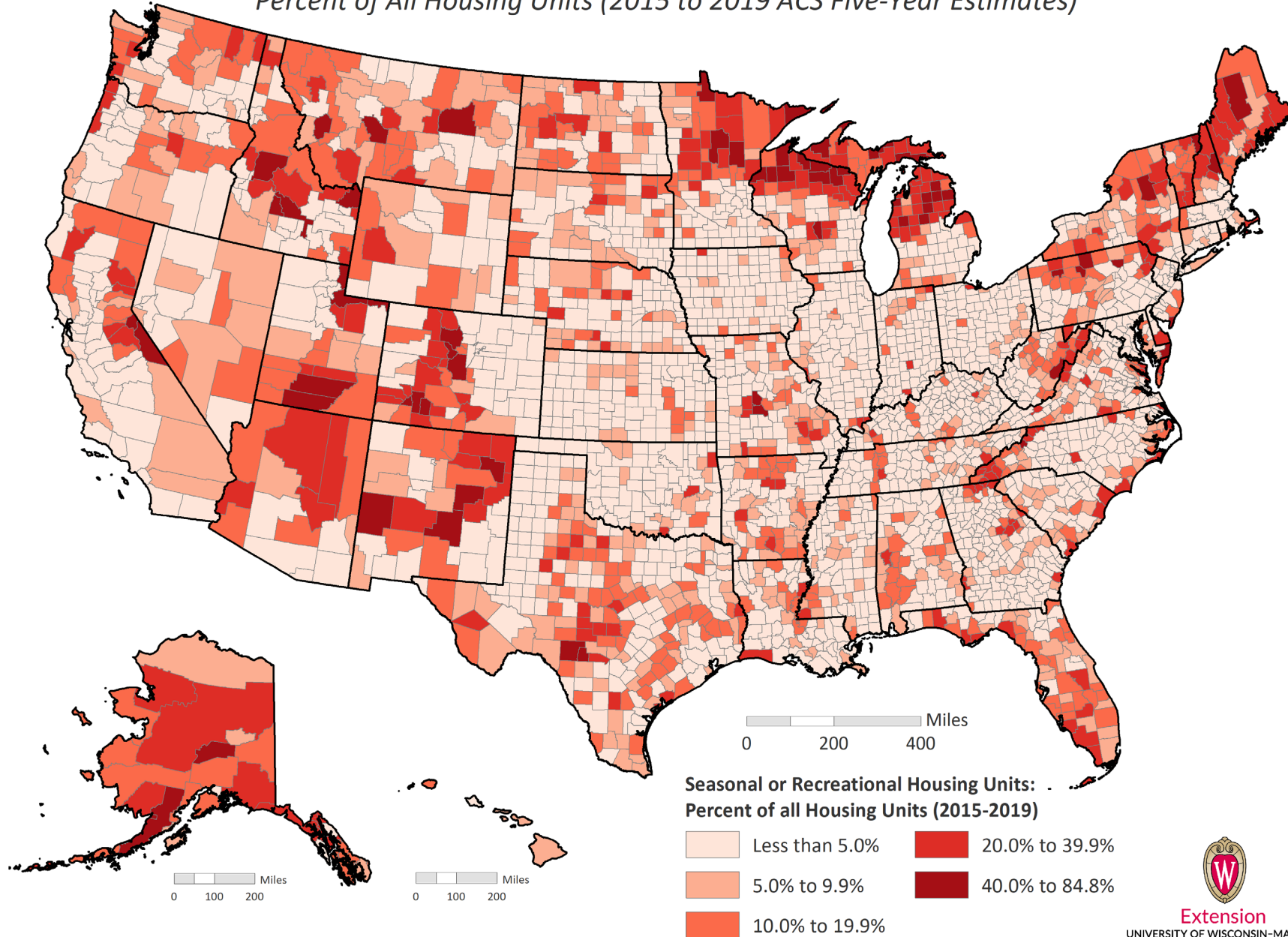


Data Sources: U.S. Census Bureau

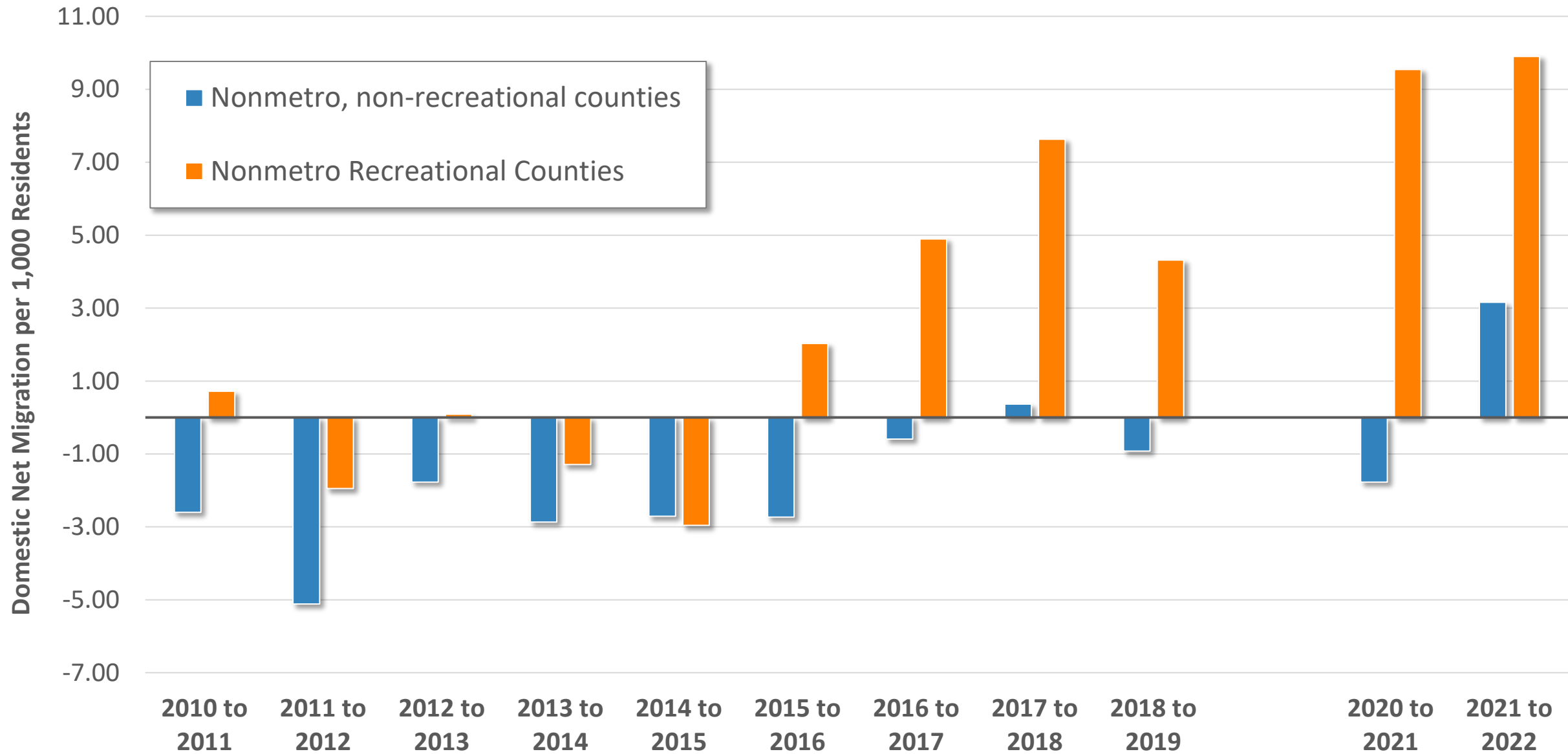


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Housing Units for Seasonal, Recreational or Occasional Use by County *Percent of All Housing Units (2015 to 2019 ACS Five-Year Estimates)*



Domestic Net Migration Rates 2010 to 2022 - *Wisconsin Nonmetro Recreational and Nonmetro, Non-Recreational Counties*



What are Potential Drivers of Livability?

A Community Capitals Perspective

Category	Includes...	Metrics
Natural Capital	Natural amenities	USDA natural amenity index, presence of parks
Built Capital	Critical institutions, infrastructure, housing	Presence of pharmacies, etc., broadband availability and adoption, housing access, childcare access, commute times
Social Capital	Bonding and bridging social capital, relationships, belonging and interaction	Membership organizations
Human Capital	Education, mental and physical health	Literacy rates, years of school, education attainment, cancer rates, obesity rates, obstetric outcomes, life expectancy
Cultural Capital	Language and identity	Diversity of language/religion/race/ethnicity, art and music venues
Political Capital	Civic engagement, influence over policy	Voter turnout, political diversity/congruence
Financial Capital	Wealth, financial organizations	Income, presence of banks/access, share unbanked

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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