

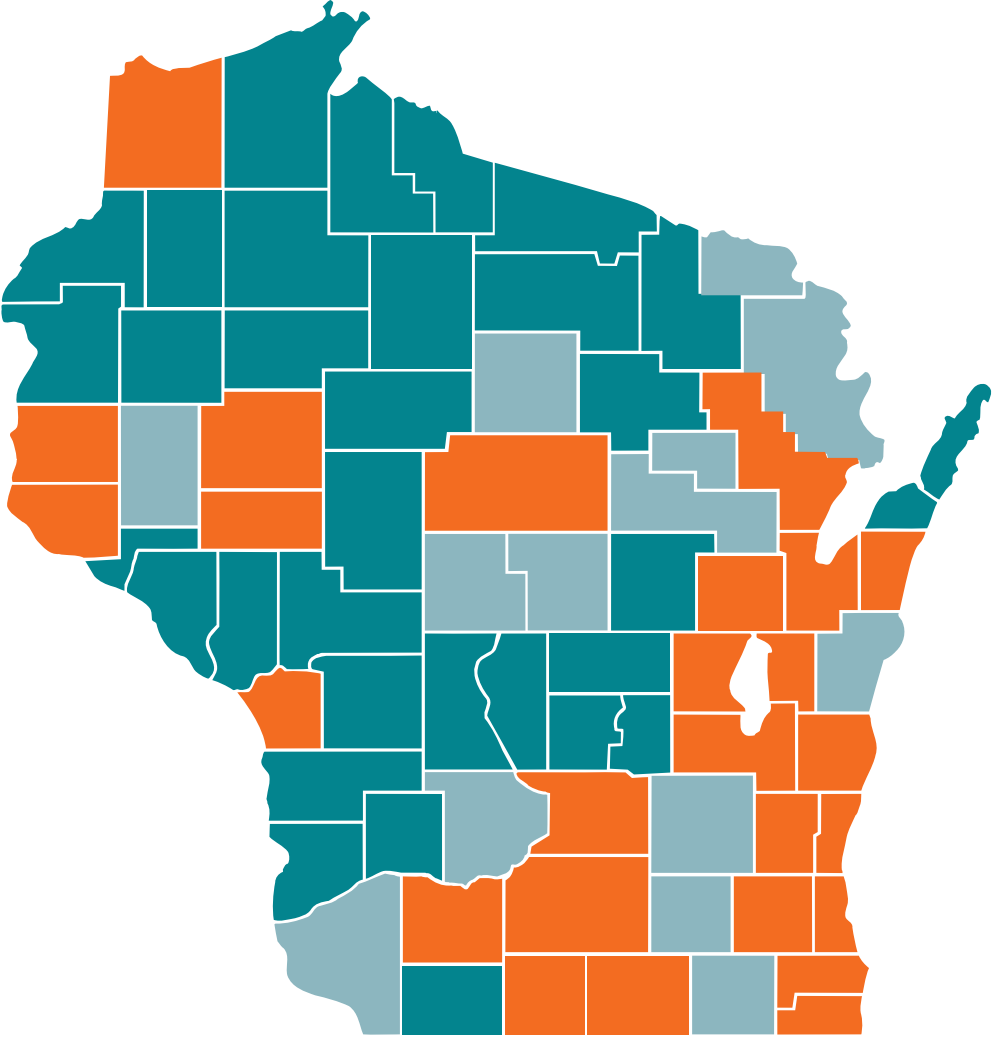
# Wisconsin Rural Decline in a National Context

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# Rural Wisconsin geographically



■ Metro ■ Micro ■ Neither

Number of rural counties:

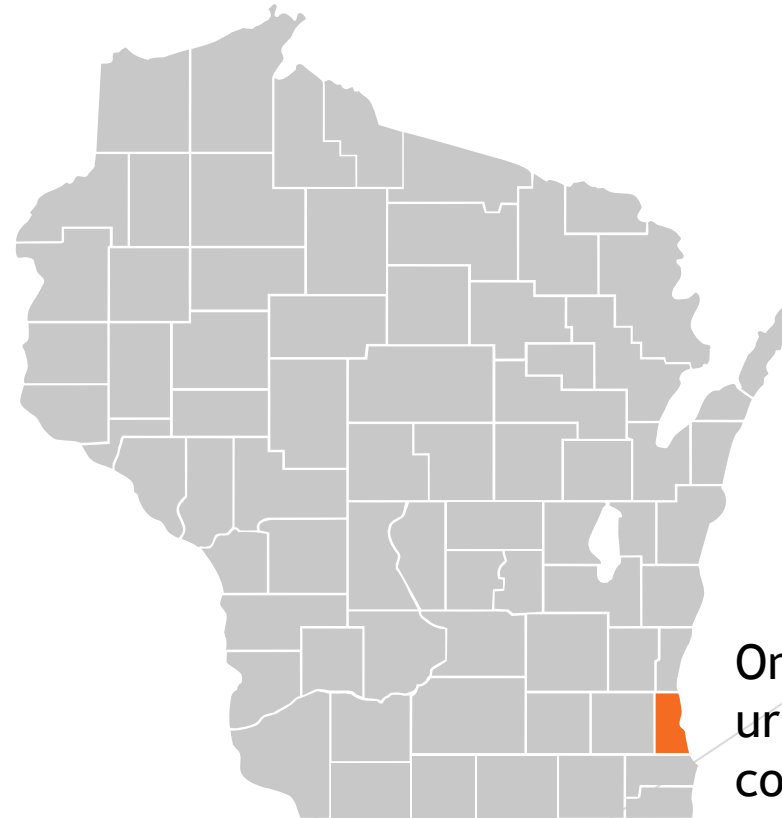
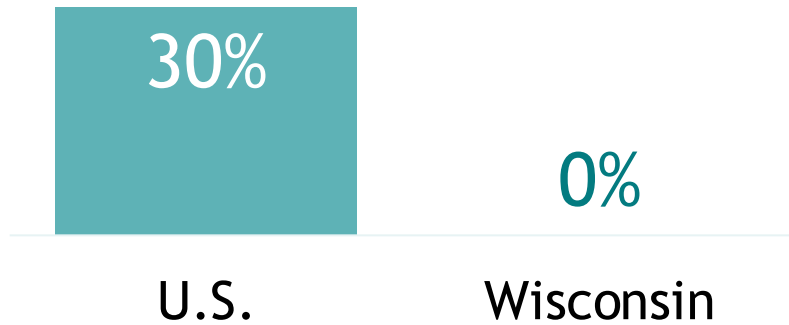
Wisconsin:	46
U.S.	1,934

What's the challenge?

# Depopulation!

# Wisconsin outperformed nation during 90s

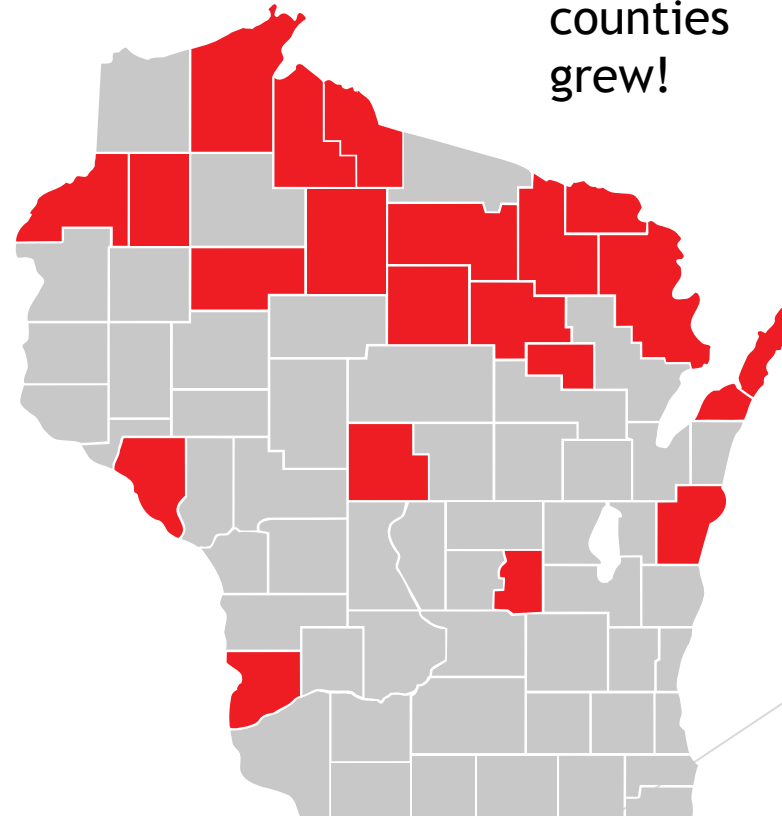
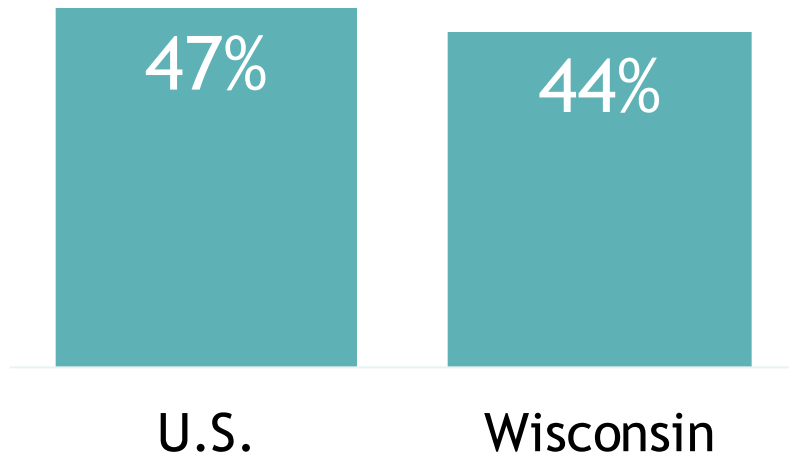
% of Rural Counties With Declining Population: 1990-2000



Only one  
urban  
county

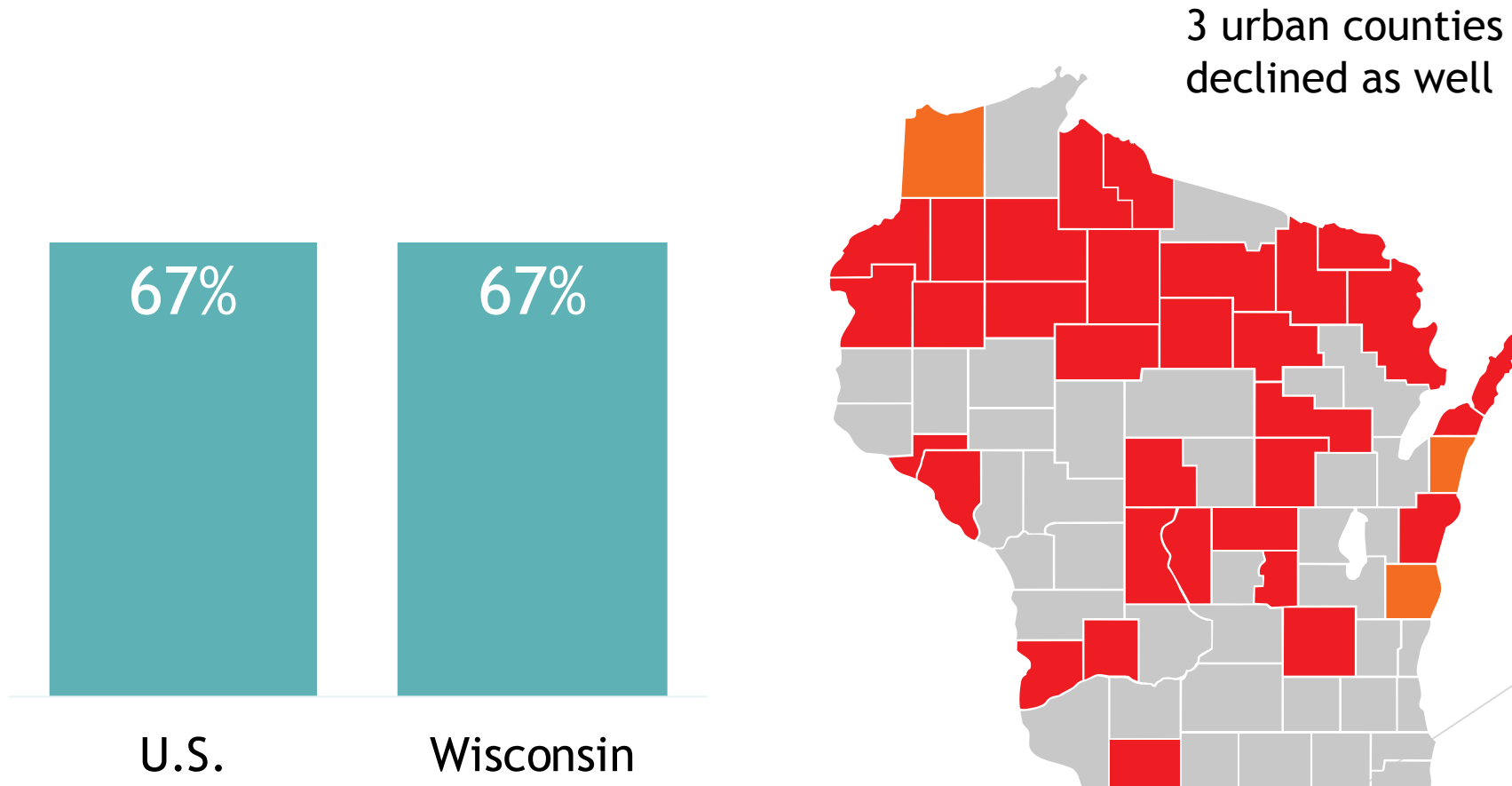
# Wisconsin, U.S. similar during 00s

% of Rural Counties With Declining Population: 2000-2010

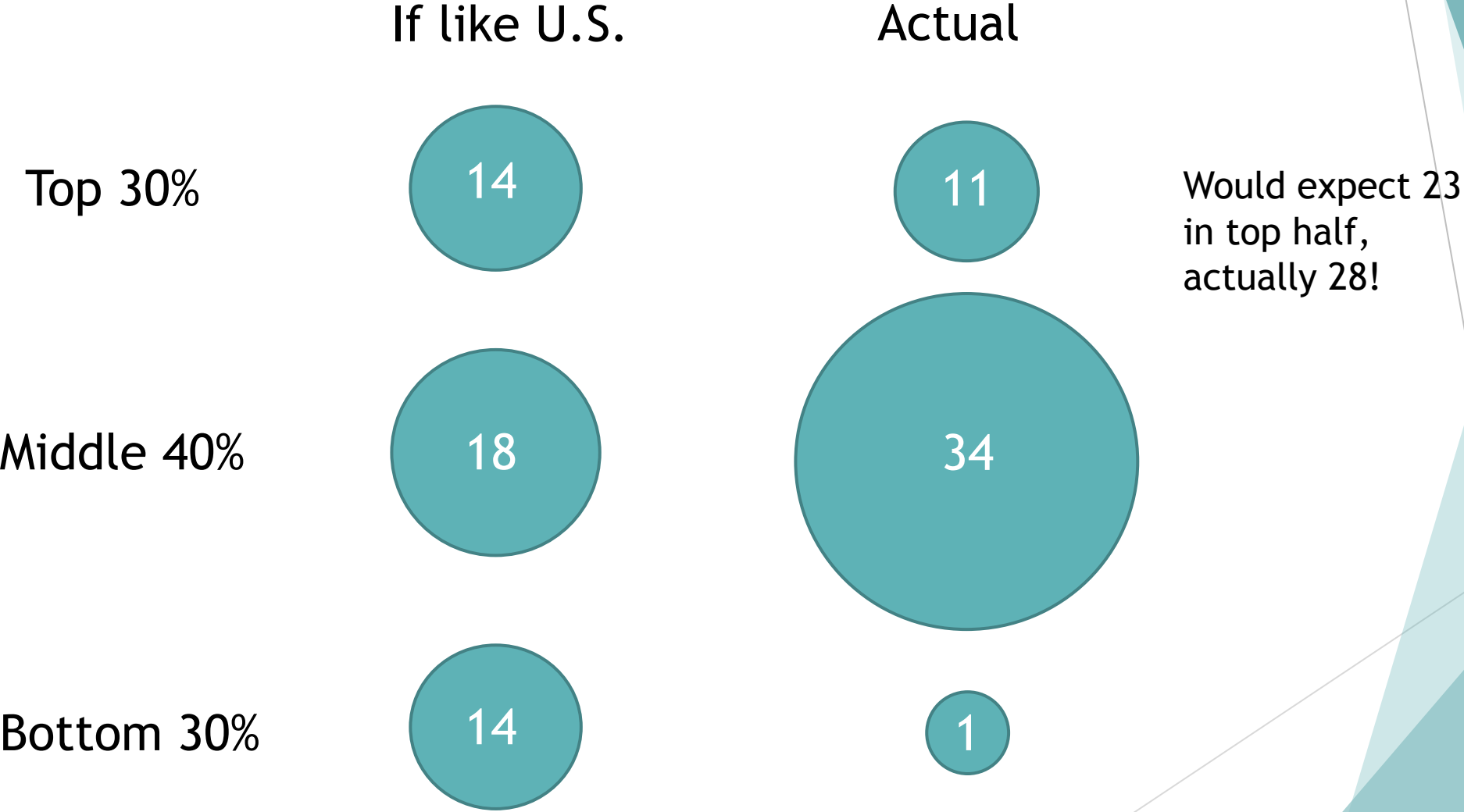


# Depopulation grows to 2/3 of rural counties

% of Rural Counties With Declining Population: 2010-2018

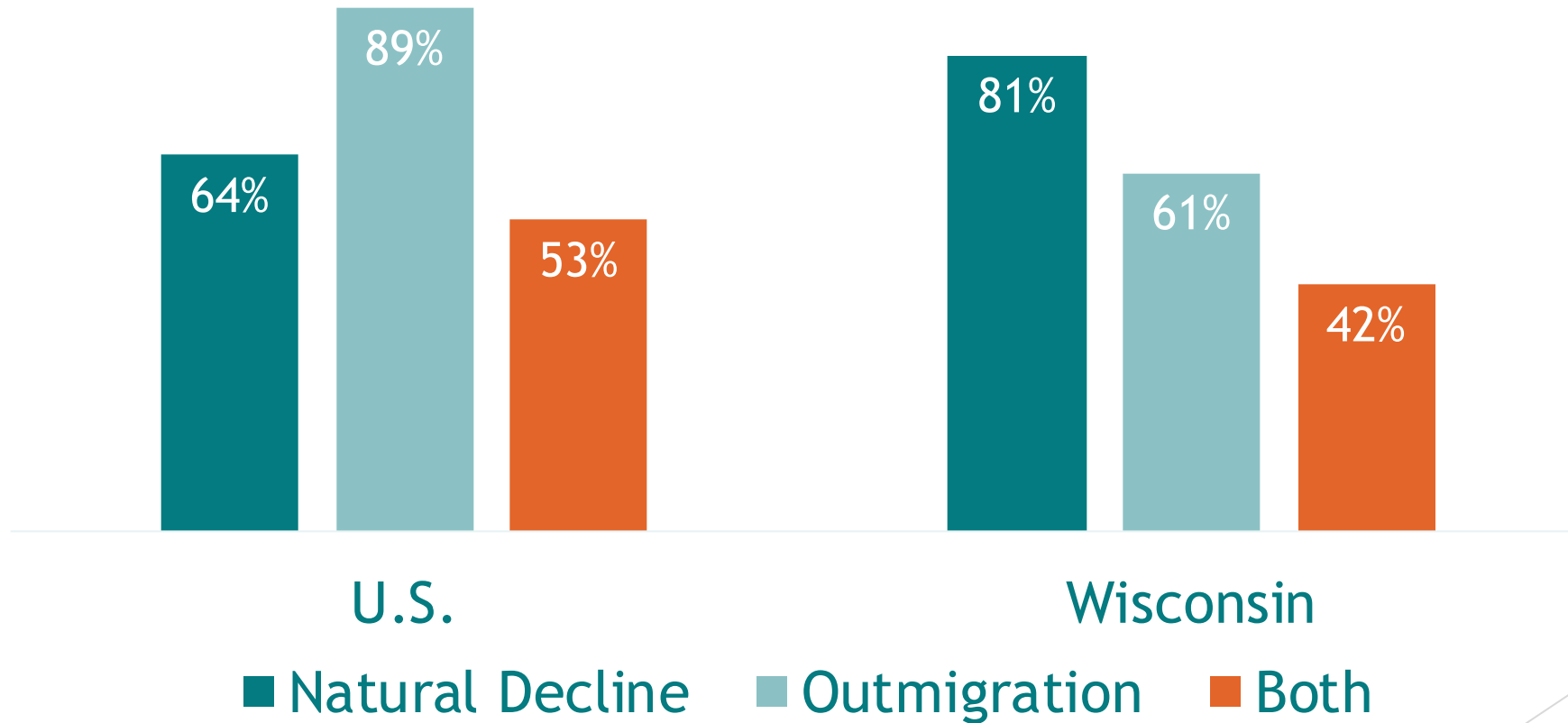


# Wisconsin slightly outperforming





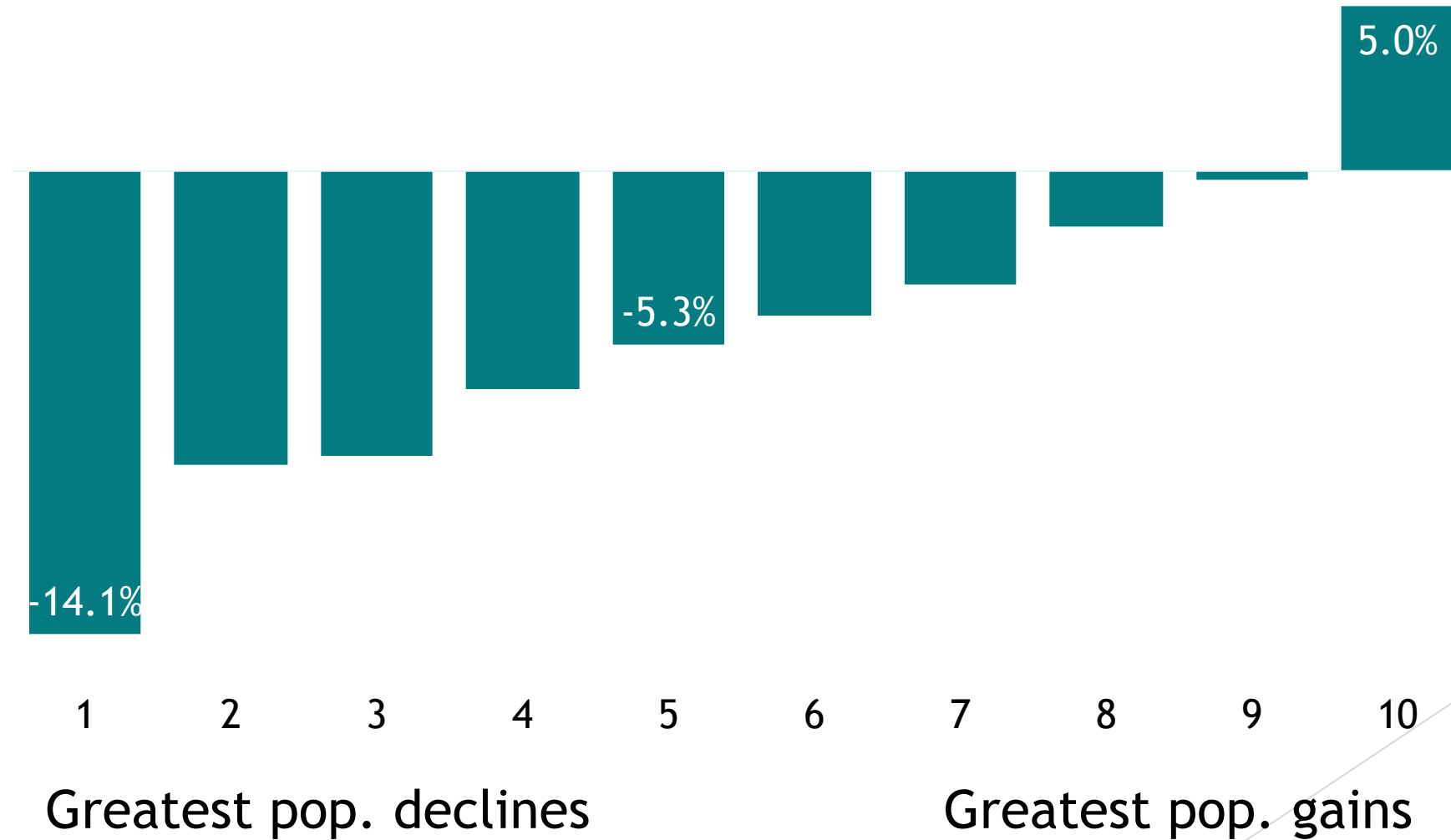
# Wis. different in source of decline



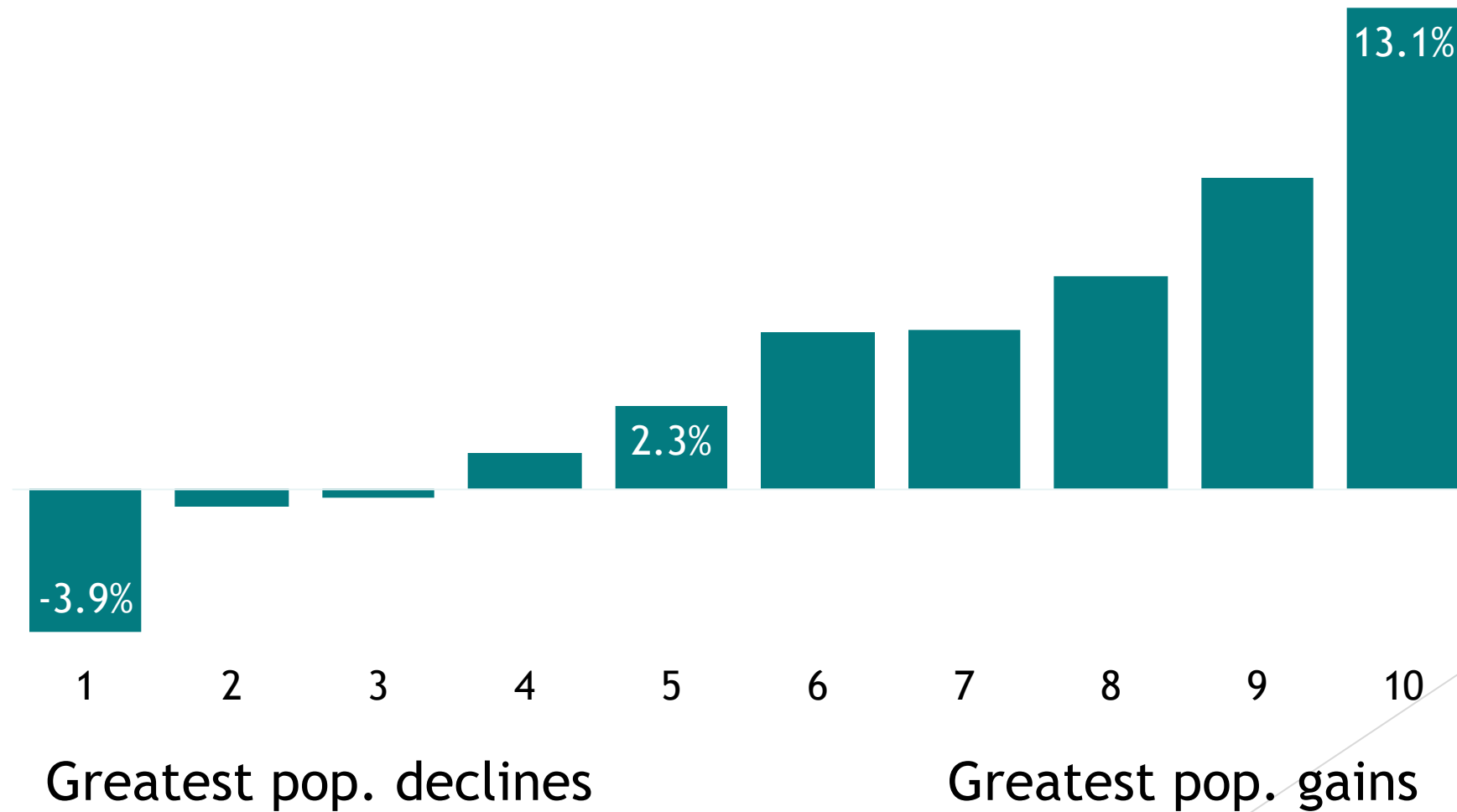
# Depopulation leads to less economic activity

- ▶ Declining workforce
- ▶ Fewer jobs
- ▶ Fewer businesses
- ▶ Slower income growth

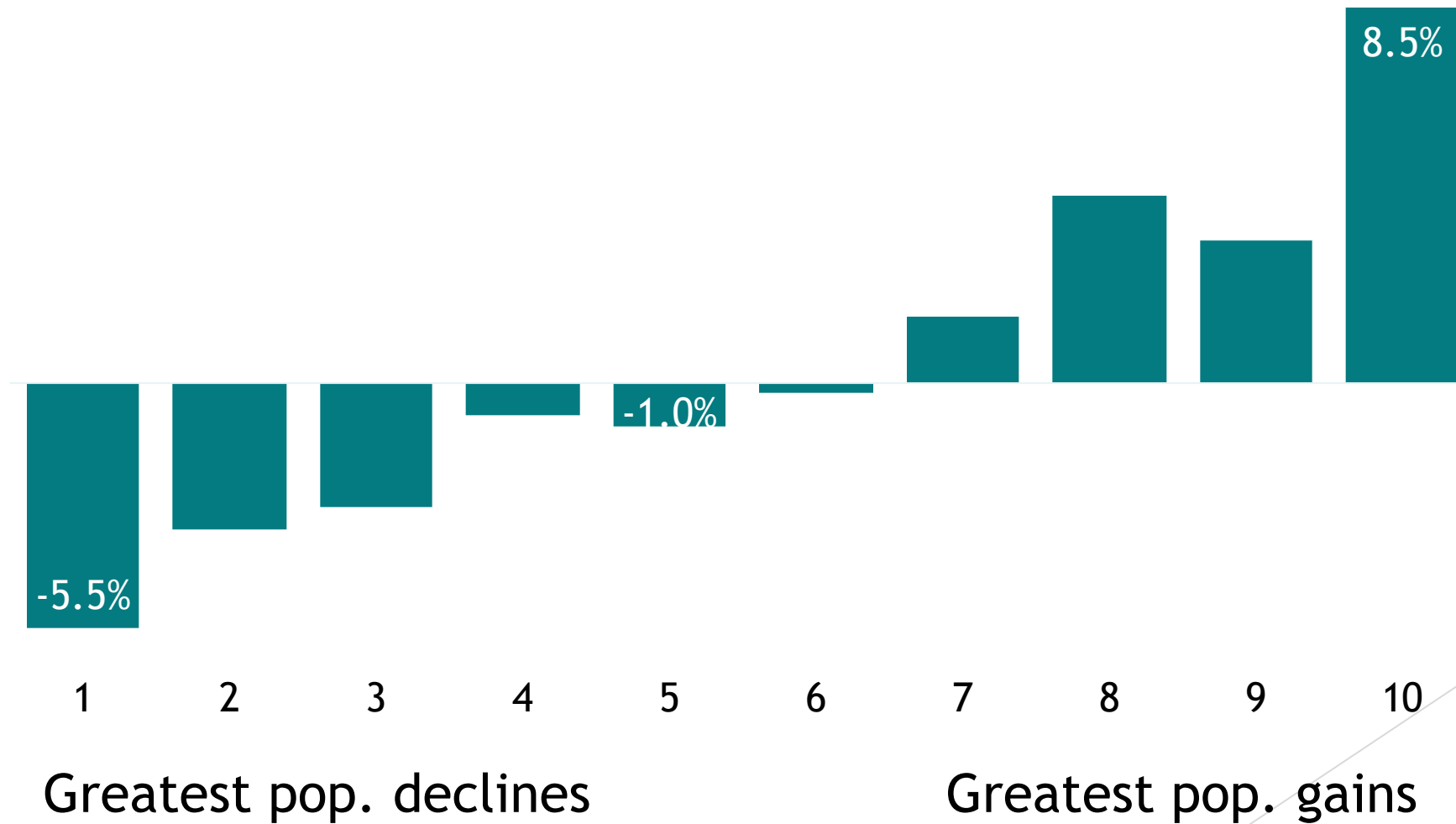
# Labor force declines with population: 2010-2018



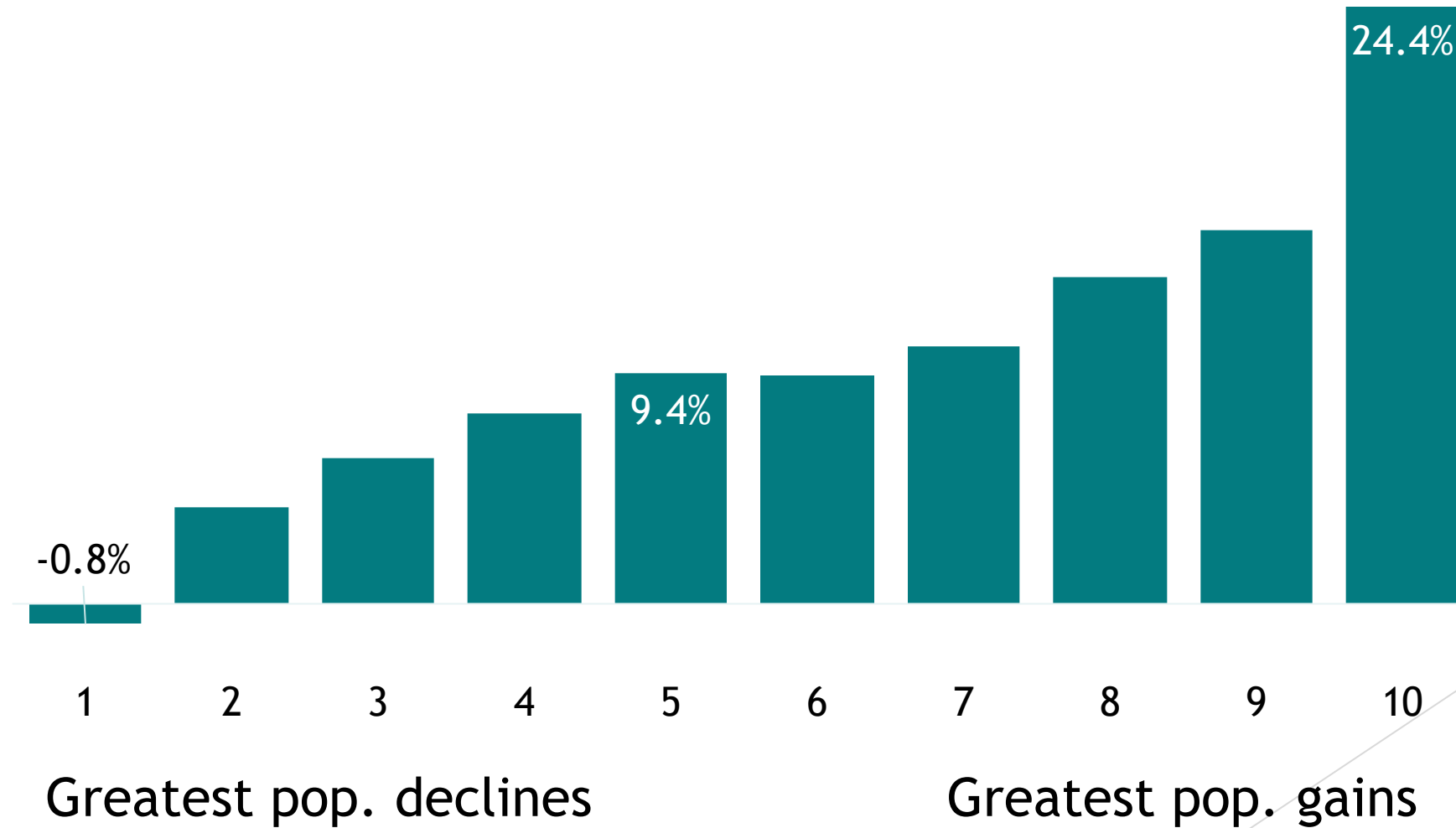
# Job growth slows, declines: 2010-2018



# Business growth slows, declines: 2010-2018



# Total income growth slows: 2010-2018



# Implications for counties

- ▶ Service costs often not directly proportional to population
  - ▶ Slower income growth
  - ▶ Evidence of declining construction
  - ▶ Declining workforce creates challenges in hiring for county positions
- } → Declining tax base

# Decline leads to more decline

		2010 to 2018						
		Bottom Half			Top Half			
		Bottom 20%	Next 20%	Middle 20%	Next 20%	Top 20%		
2000 to 2010	Top Half	Top 20%	5%	4%	13%	23%	55%	← 78%
		Next 20%	6%	10%	25%	35%	24%	
		Middle 20%	14%	25%	29%	24%	8%	
	Bottom Half	Next 20%	27%	36%	21%	10%	6%	
		Bottom 20%	48%	25%	12%	9%	6%	↑ 73%



# What factors best explain population loss/gain during 2010-2018?

- ▶ Growth during 2000-2010 (decline leads to decline)
- ▶ Unemployment rate in 2010 (higher rate, more decline)
- ▶ City > 10,000 (less decline)
- ▶ Natural amenities (less decline)
- ▶ Poverty in 2010 (greater poverty, more decline)
- ▶ Industry diversity (more diversity, less decline)
- ▶ Broadband access (more broadband, less decline)

What's next?