

# **Migration Patterns**

## **How Migration Impacts Rural Wisconsin**

**WISCONSIN RURAL ECONOMIC SUMMIT**

**JANUARY 25, 2021**

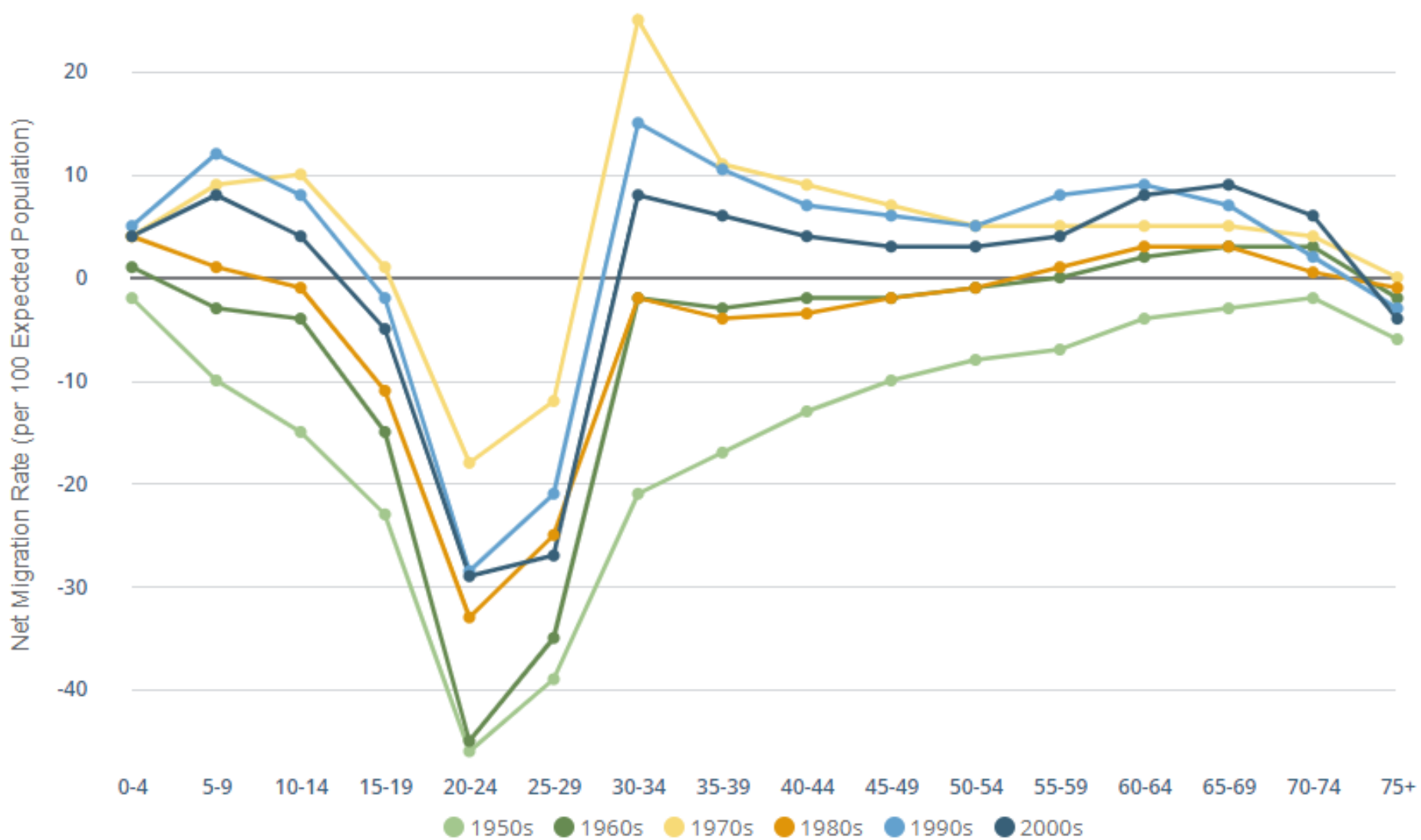
**Richelle Winkler**, Professor of Sociology & Demography, Michigan Technological University



**Michigan  
Technological  
University**



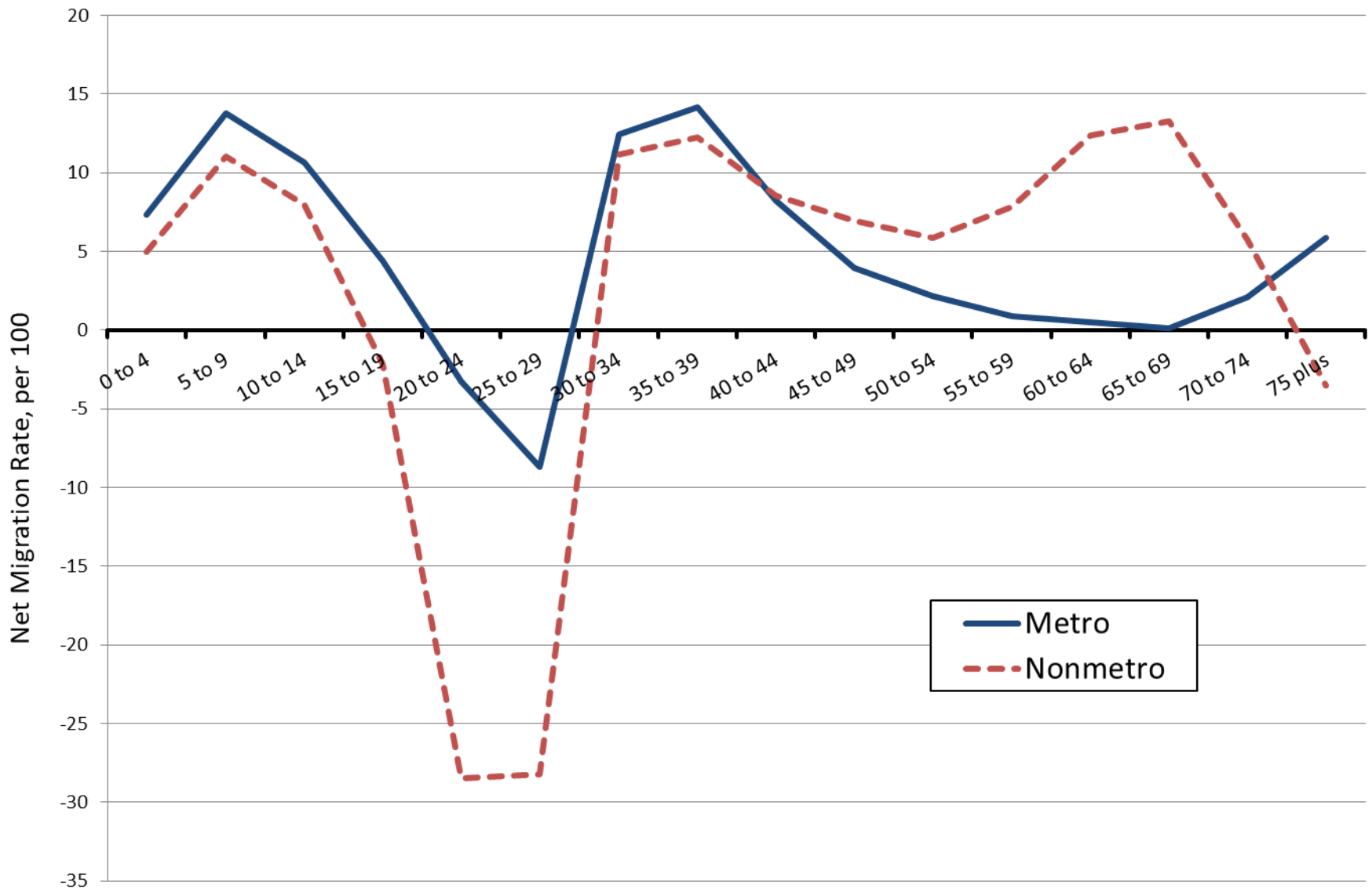
Figure 1: Median Net Migration by Age Group in Nonmetro Counties, 1950-2010



Data source: Age-Specific Net Migration Estimates for US Counties, 1950-2010 (Winkler et al. 2013).

## THE GENERAL PATTERN

## Wisconsin Avg Net Migration Rates by Age, 2000-2010



Winkler, Richelle, Ken Johnson, Cheng Cheng, Paul Voss, and Katherine Curtis. Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, University of Wisconsin- Madison, 2013. Web. <<http://www.netmigration.wisc.edu>>

# 5 NONMETRO TYPES

**Destination:** Attract family & retirement ages; don't lose many young adults.

**Retirement:** Attract family & retirement. Lose young adults (similar to Exodus).

**University:** Gain emerging adults, but they mostly leave after.

**Youth Migration:** Moderate loss of young adults (-19 per 100). Small gains for retirement & family.

**Rural Exodus:** Extreme loss of young adults (-37 per 100). Small gains for retirement & family.

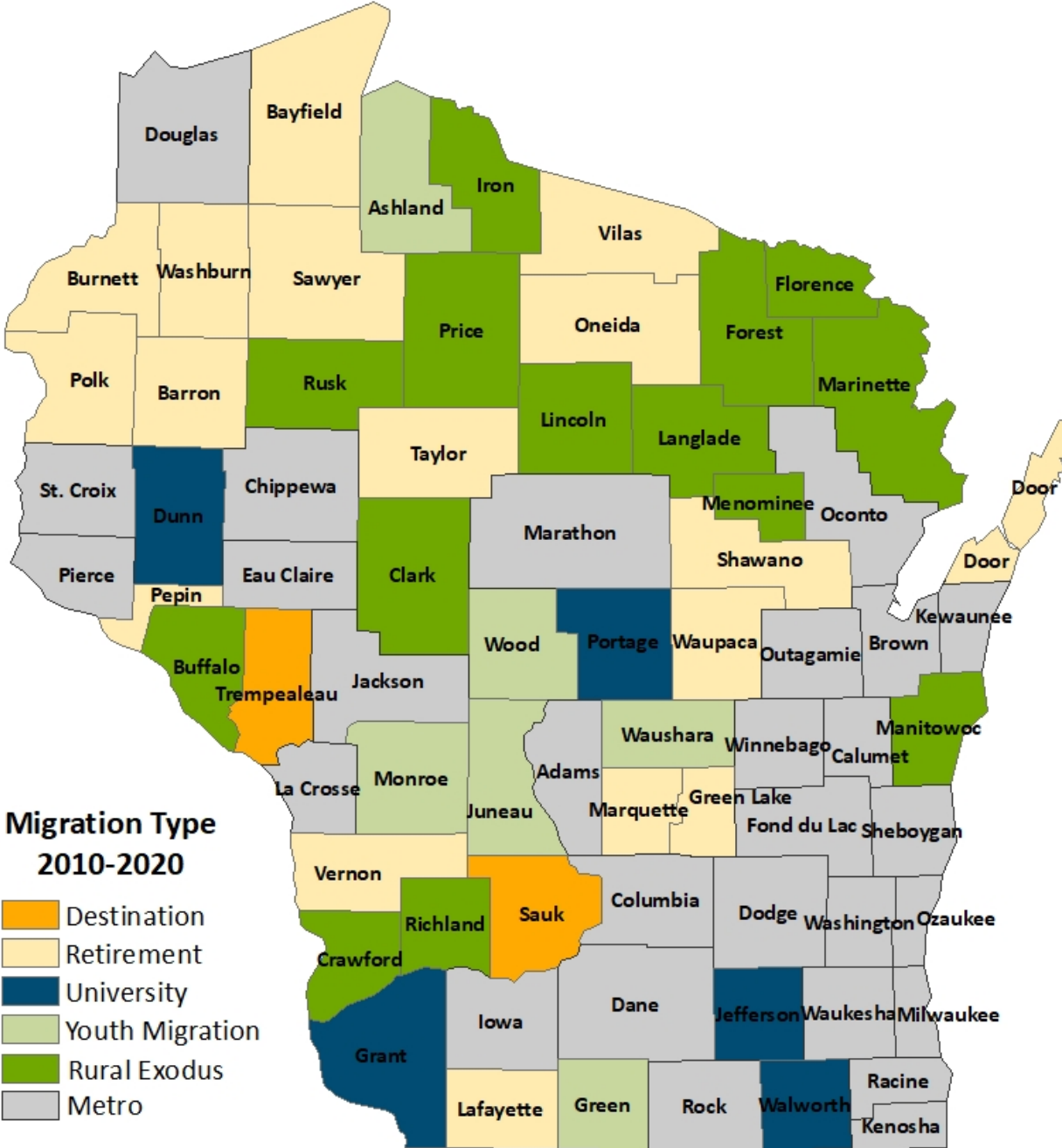
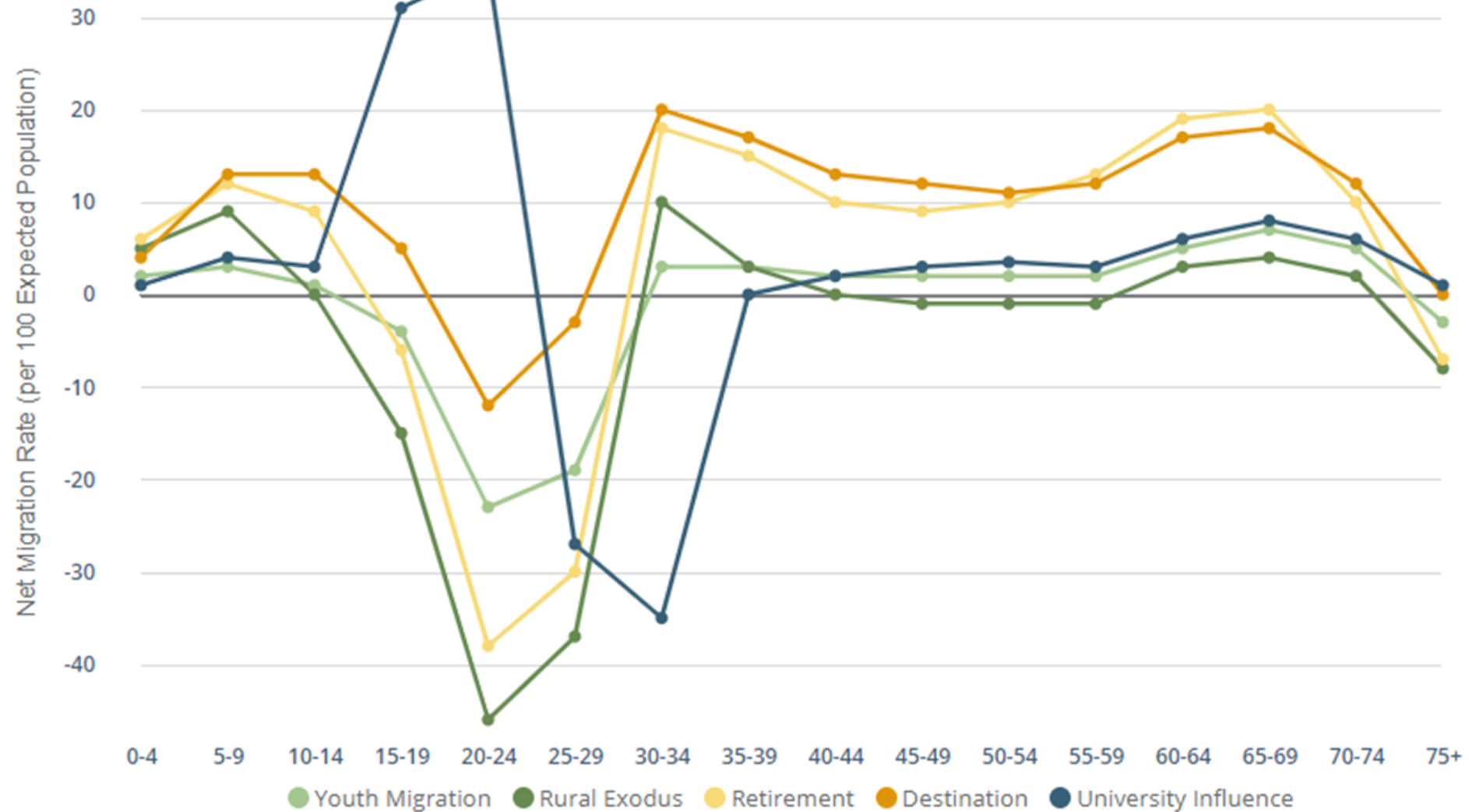


Figure 2: Net Migration by Age Group for Five Nonmetro County Types, 2000-2010



Data source: Age-Specific Net Migration Estimates for US Counties, 1950-2010 (Winkler et al. 2013).

# TYPE EXAMPLES

## Destination:

Sauk  
Trempeleau

## Retirement:

Vilas  
Vernon

## University:

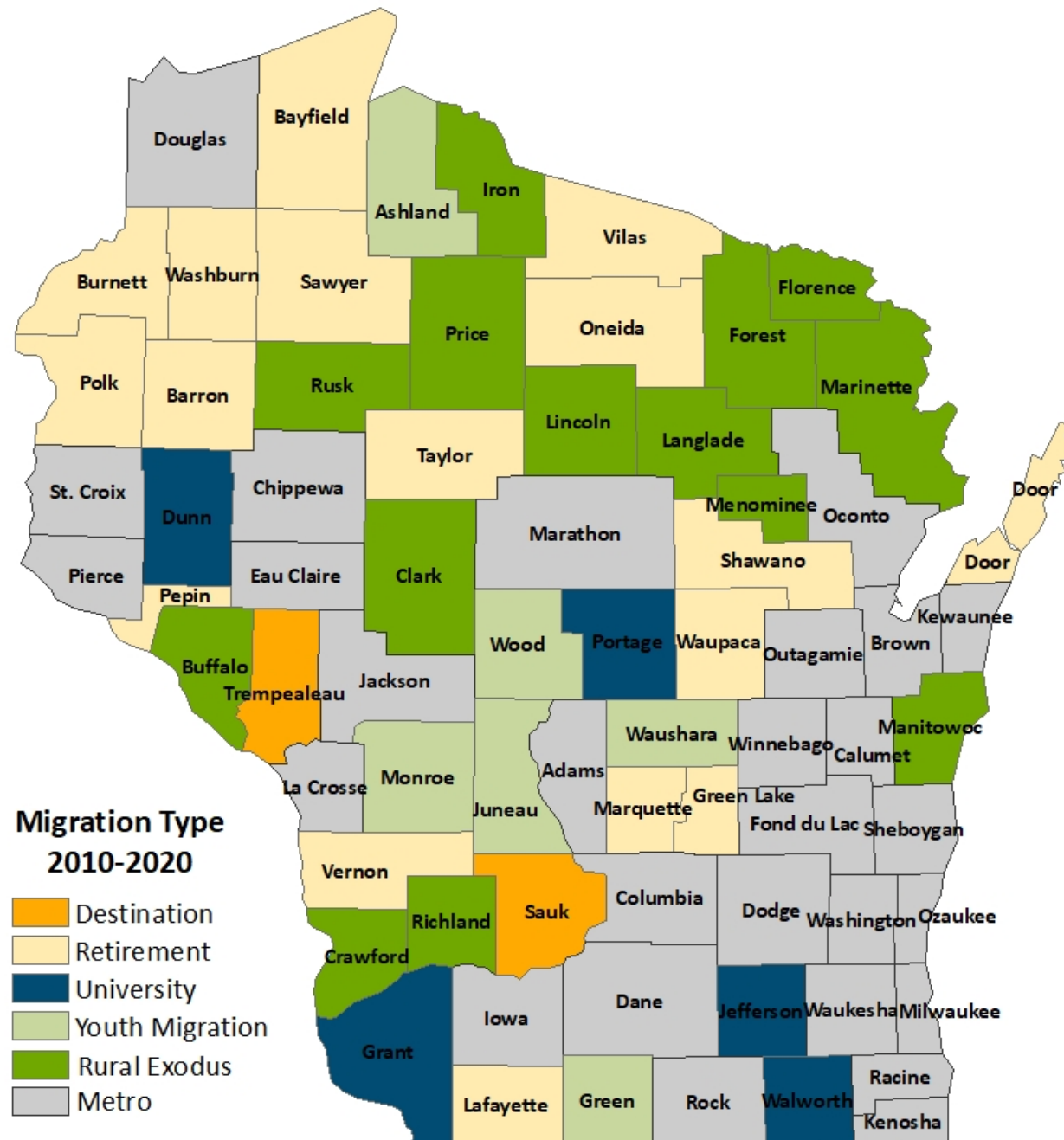
Grant

## Youth Migration:

Monroe

## Rural Exodus:

Crawford



# Net Migration Patterns for US Counties

About

Map

Chart

## Net Migration by County

Decade

2000s

Migration Type

Total Net Migration

Update Map

## 2000s Total Net Migration Rate

Net Migrants per 100 Individuals



## Map Downloads

Download Map Data

Save Image

## Zoom Tools

Zoom to Full Extent

Wisconsin

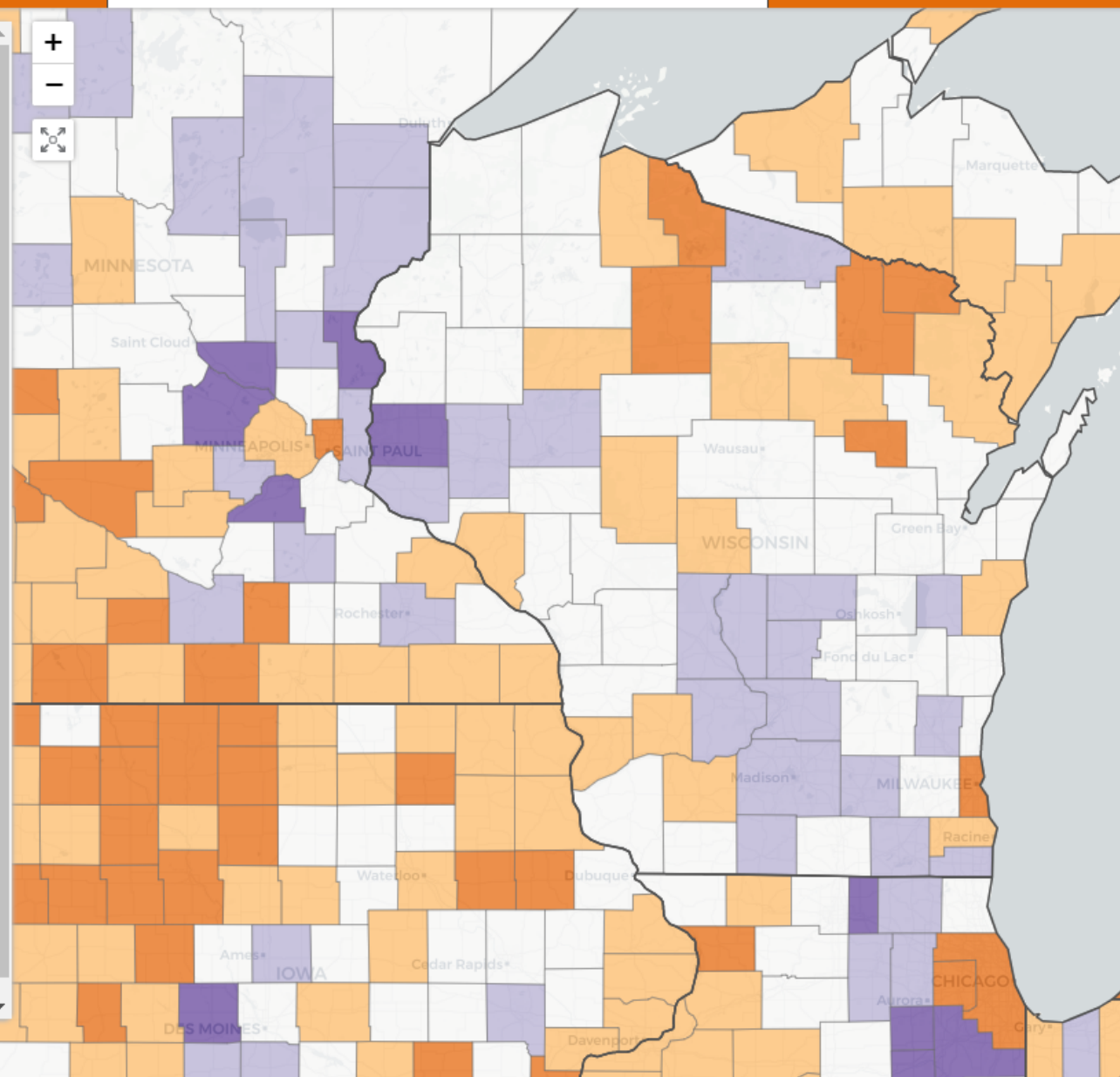
## Selected Counties

To select a county, double-click on the map.

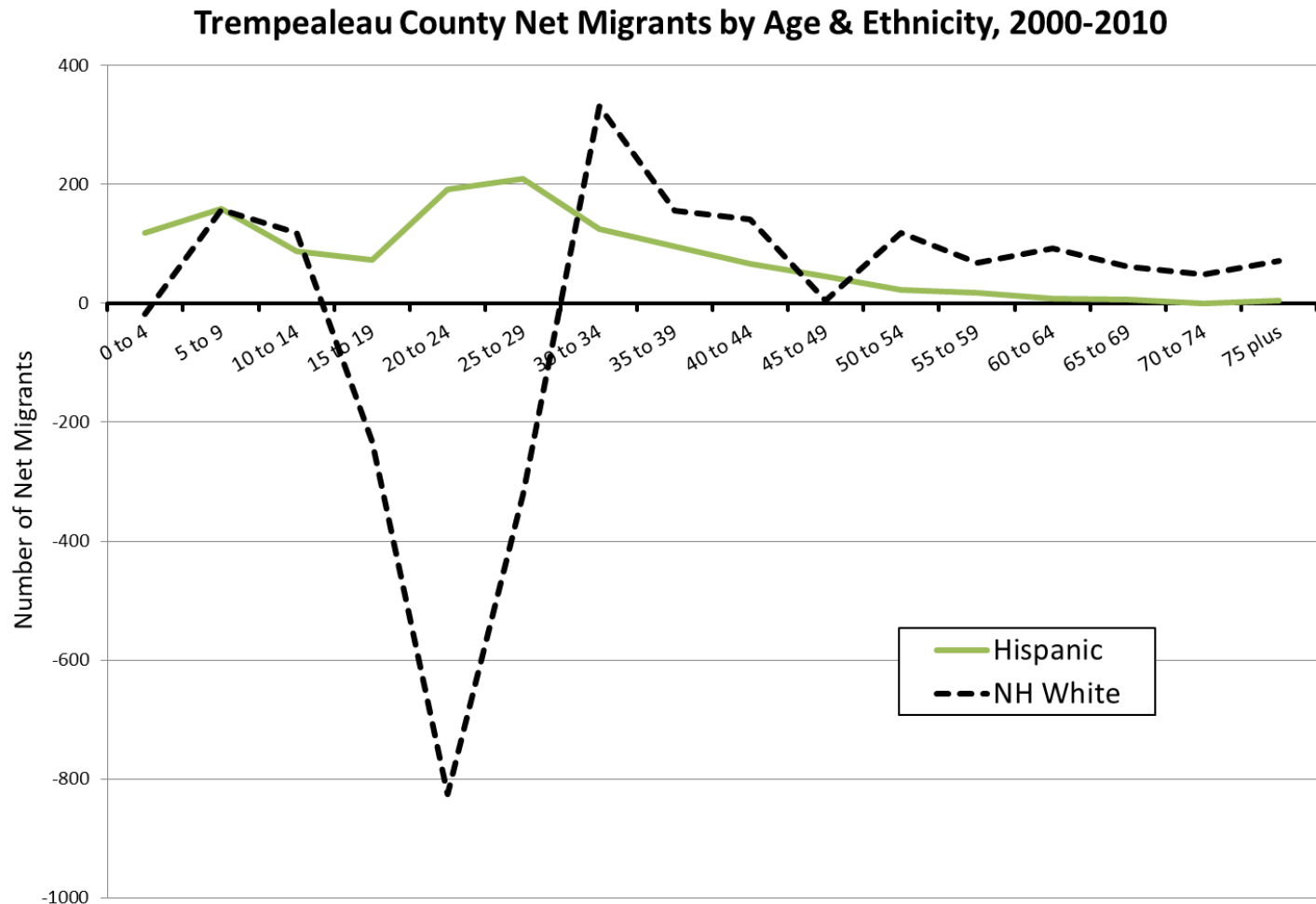
- Selection: none
- Selection: none
- Selection: none

Create Chart

Clear Selections

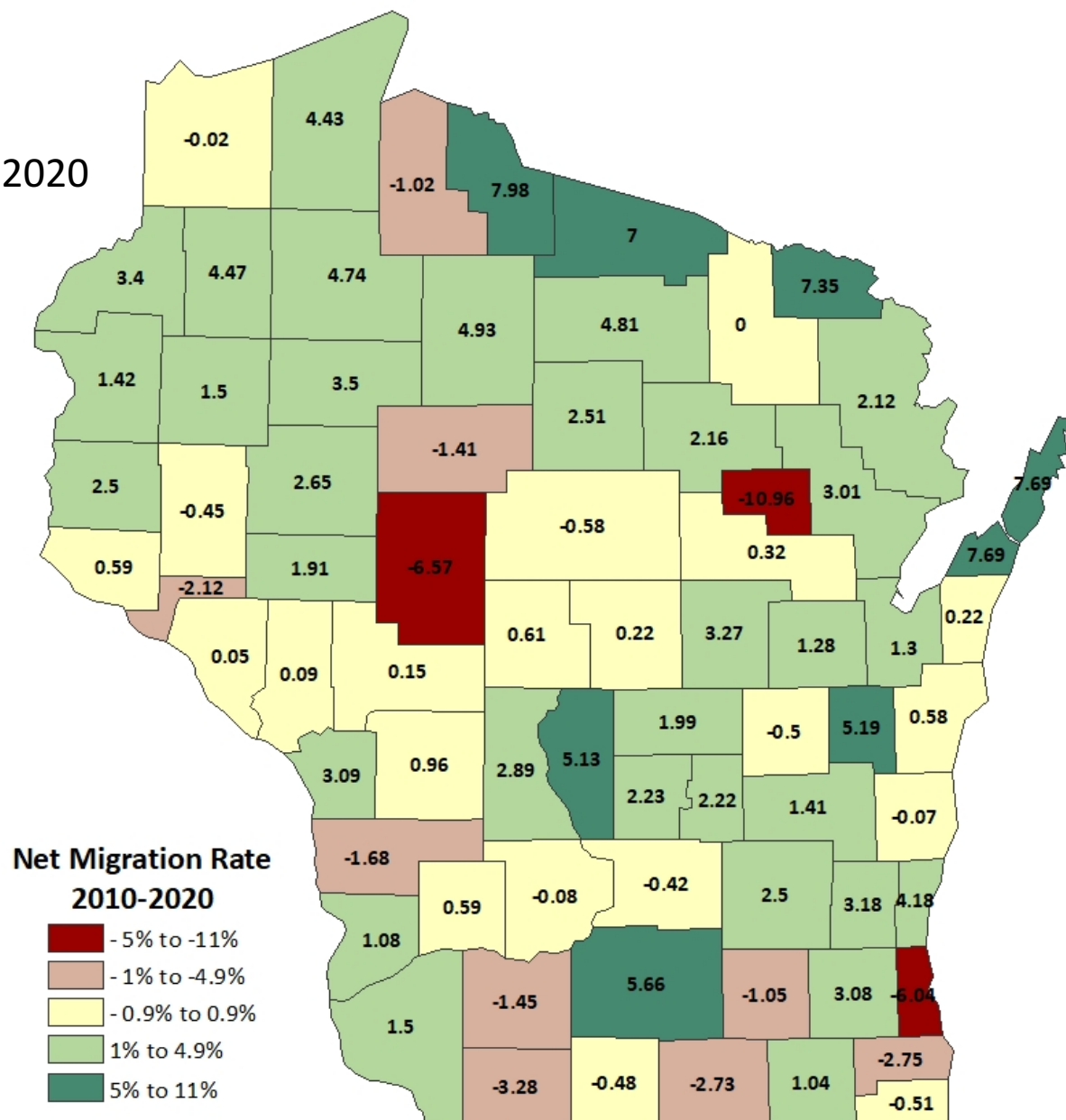


# Trempealeau County: A Destination?



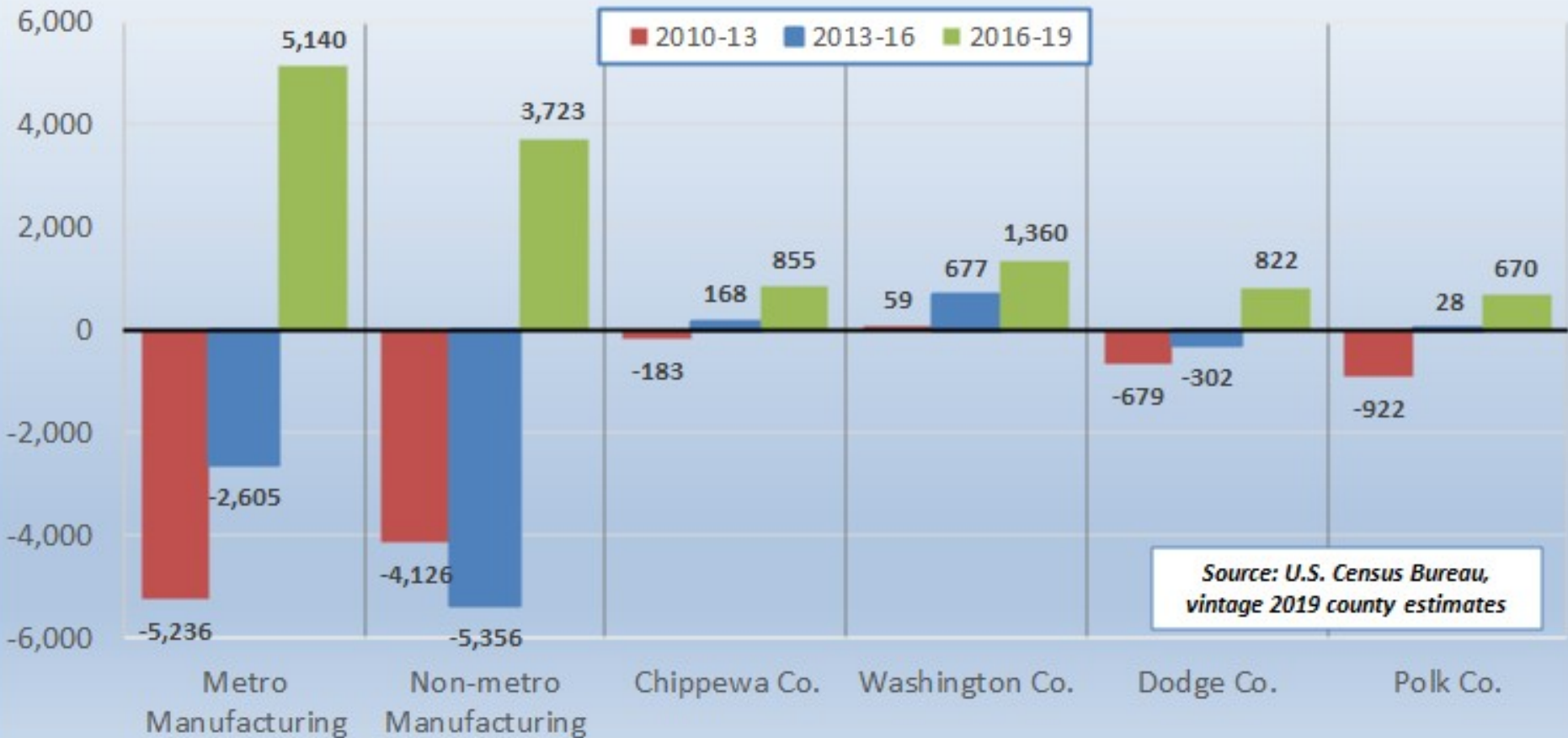
Winkler, Richelle, Ken Johnson, Cheng Cheng, Paul Voss, and Katherine Curtis. Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, University of Wisconsin- Madison, 2013. Web. <<http://www.netmigration.wisc.edu>>

## Early estimates for 2010-2020



Source: Wisconsin Demographic Services Center, 2020  
 Final Estimated Components of Population Change for Wisconsin Counties: April 2010-January 2020

## Net Migration, Wisconsin's Manufacturing Counties, 2010-13, 2013-16 & 2016-19: In Aggregate and Selected Counties

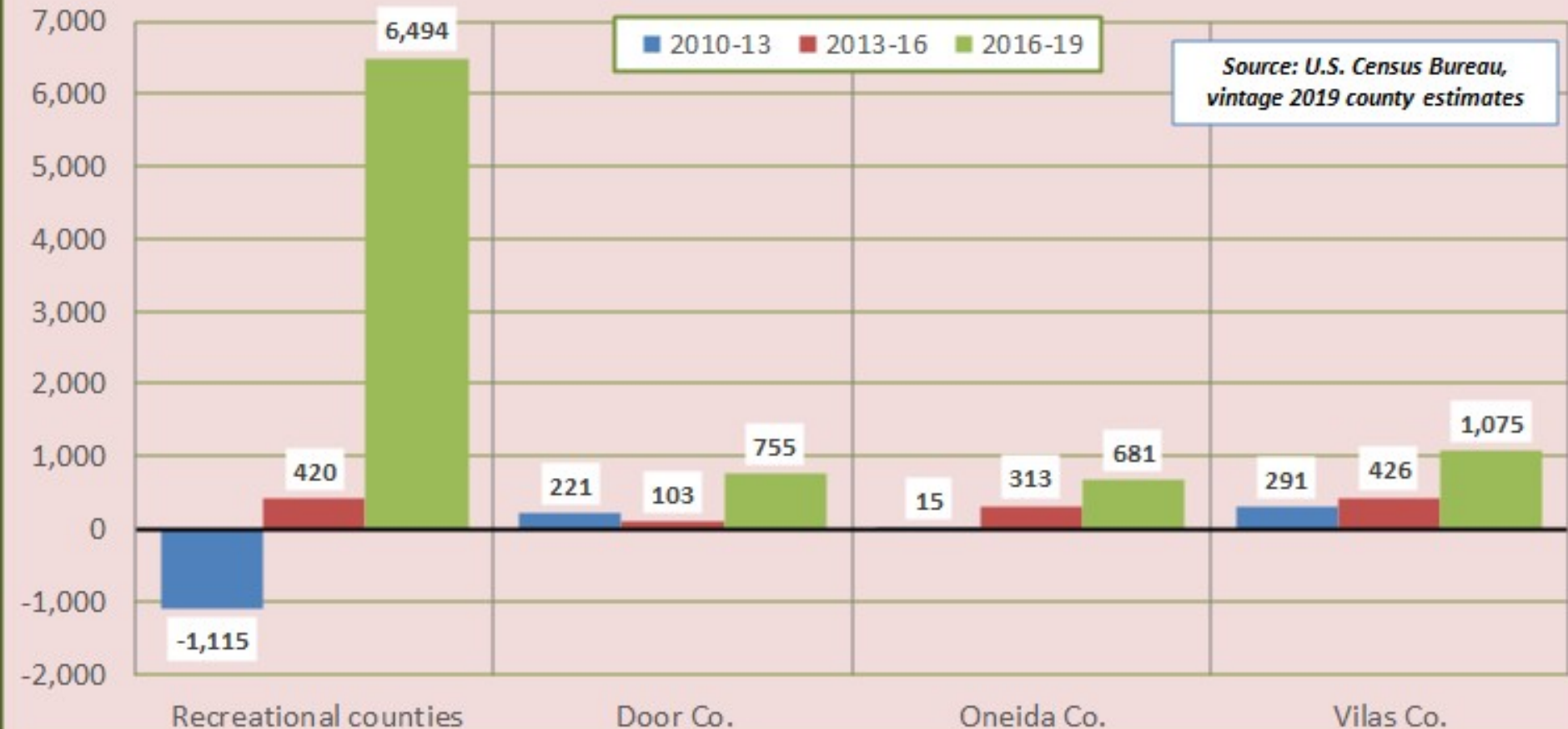


Credit: David Egan Robinson, Applied Population Laboratory, University of Wisconsin- Madison

## Net Domestic Migration, Wisconsin's Recreational Counties, 2010-13, 2013-16 & 2016-19: In Aggregate and Selected Counties



Source: U.S. Census Bureau,  
vintage 2019 county estimates



Credit: David Egan Robinson, Applied Population Laboratory, University of Wisconsin- Madison

# Post 2020: A Covid Opportunity?

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- Data from Linked In shows general de-urbanization patterns
- Harris Poll (April 2020) suggests urbanites considering moves to less dense areas
- Inquiries, stories
- Home sales up across WI, from Aug 2019-Aug 2020 (WI Realtors Assoc)
  - But time on market also up, even in “hot spots” like Vilas & Oneida
- Seasonal? Temporary?

# Conclusions

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- Emerging adult out-migration common, and probably good thing
- Young adult out-migration common, but can be tempered
- Attracting Families (Boomerang) and/or Retirees a realistic strategy
- Diversity in the rural Wisconsin experience
- Critical Factors- Jobs matter, but...
  - Services: High-Speed Internet; Transportation; Proximity
  - Community Integration: Place attachment & civic engagement
  - Natural amenities & outdoor recreation
  - Social amenities: arts, farmers markets

# Resources

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- [www.netmigration.wisc.edu](http://www.netmigration.wisc.edu)
- Applied Population Laboratory, University of Wisconsin- Madison. [www.apl.wisc.edu](http://www.apl.wisc.edu)
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# Questions?

