



The State of the Wisconsin Rural Economy

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Reoccurring issues heard across rural Wisconsin

- Broadband, both access and affordability
- Housing, quality and affordability
- Labor shortages
- Childcare, availability and affordability.

Other less consistent:

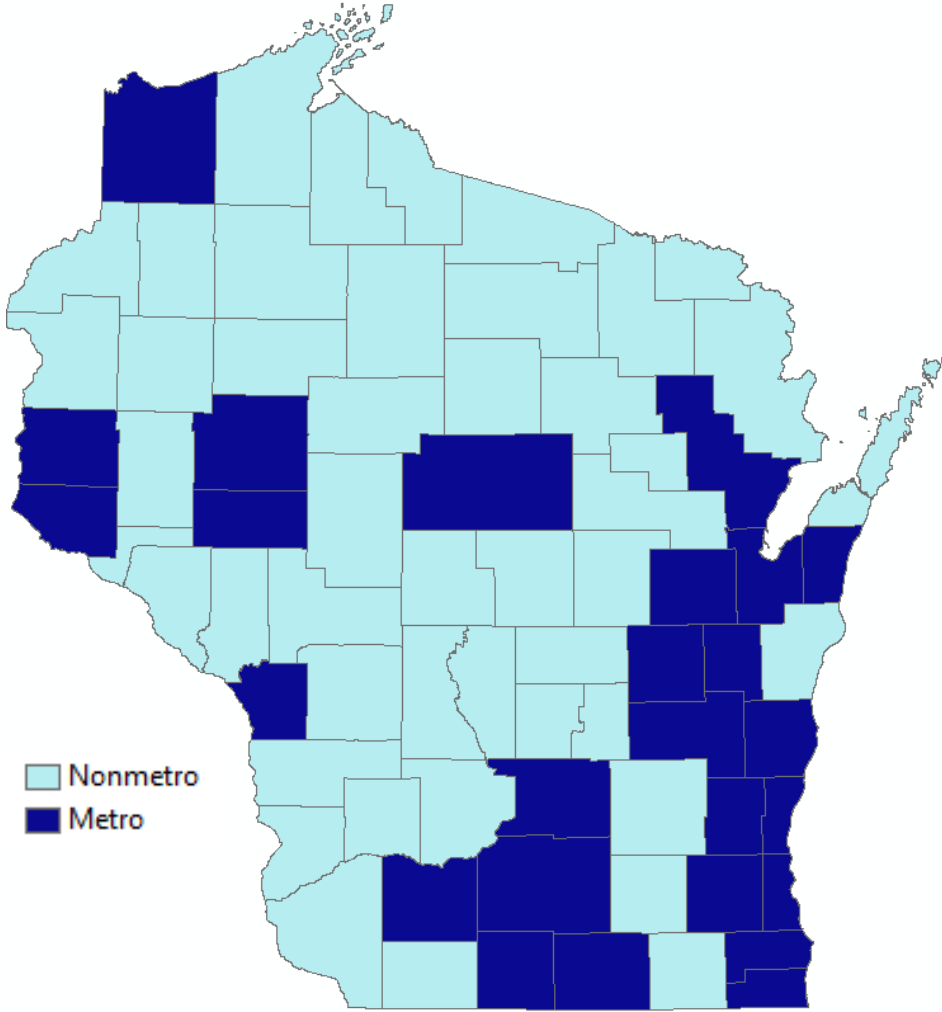
- Gaps in access to health care (EMS, mental health)
- Lack of robust K-12 educational systems



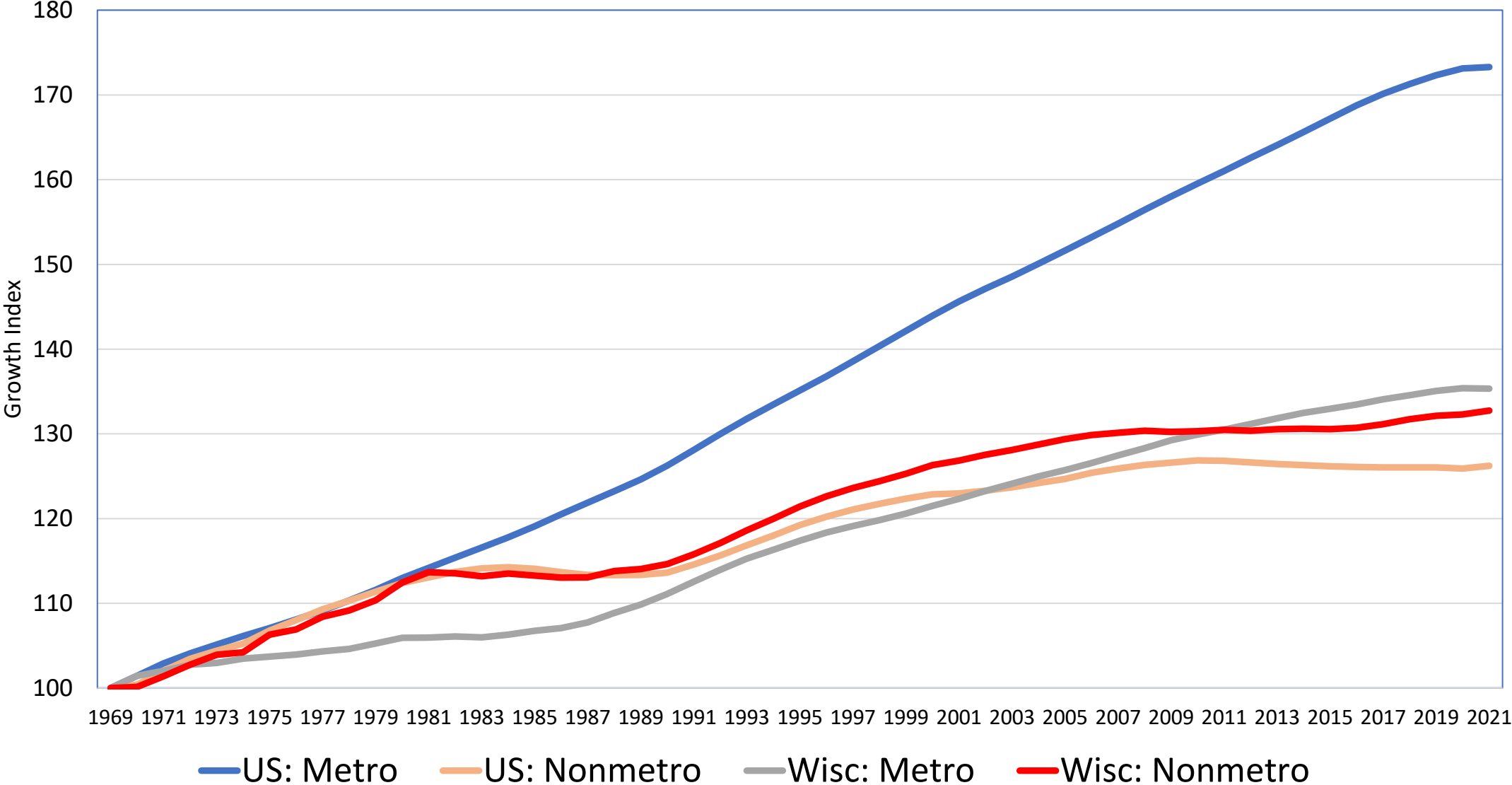
To analysis the rural Wisconsin economy we need a working definition.

The U.S. Office of Management and Budget (OMB) classifies counties as metropolitan if they contain an urbanized area of 50,000 or more population, or are adjacent to such a county and linked to it based on a high degree of social and economic integration with the core as measured by commuting ties. Nonmetropolitan are those counties that are not classified as metropolitan.

Metro – Nonmetro 2013 Definition



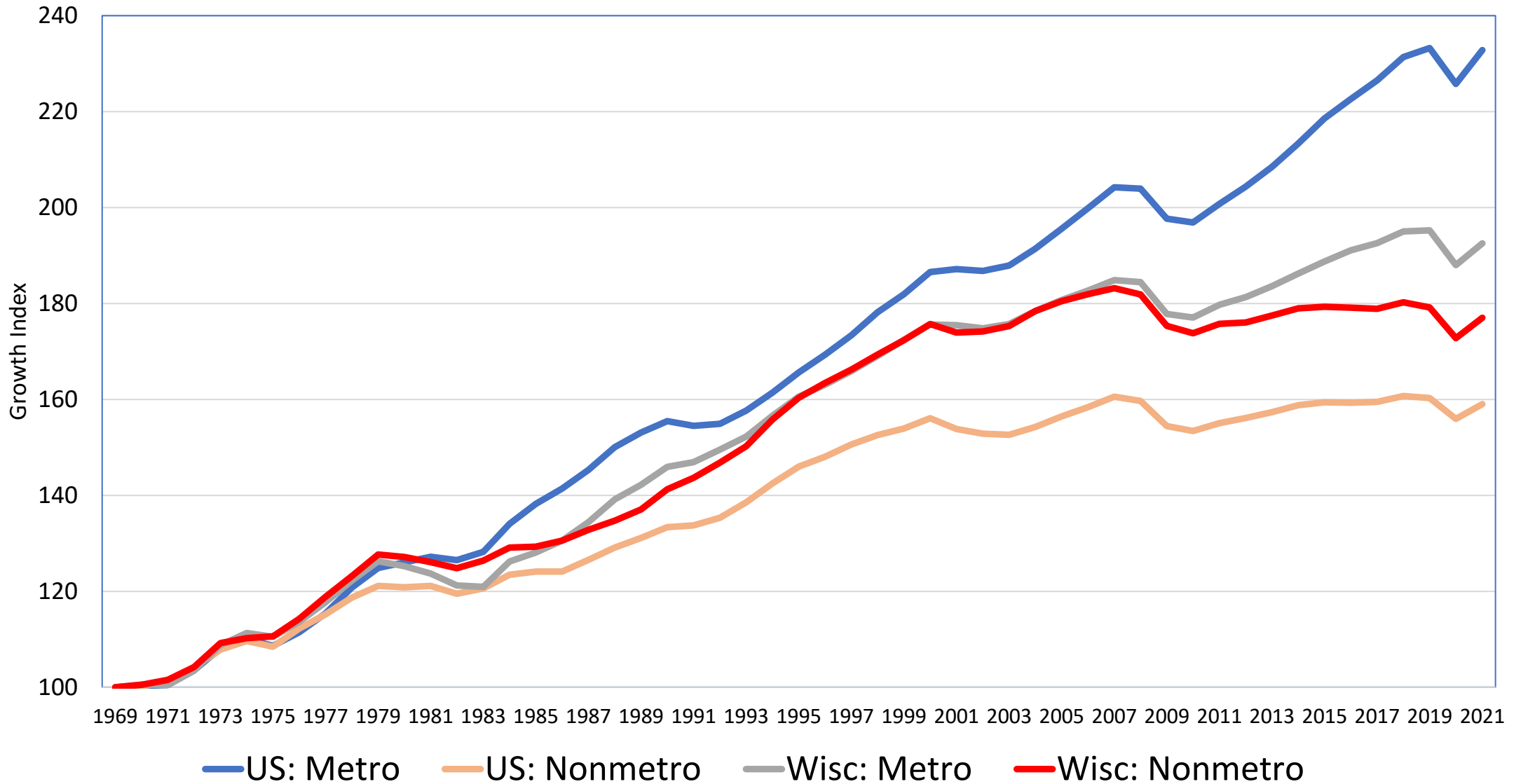
Population Growth



Metro-Nonmetro based 2010 Census.



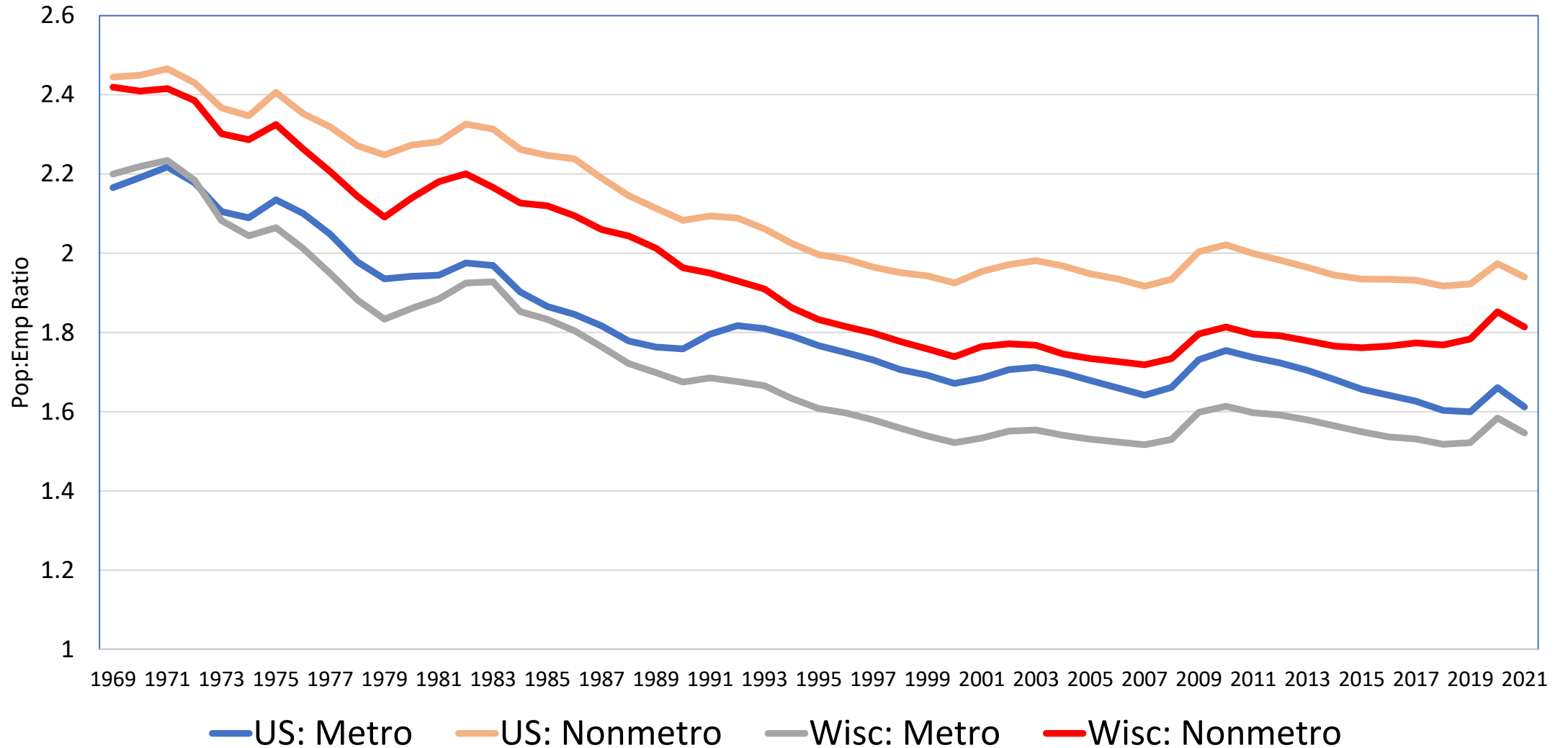
Employment Growth



Metro-Nonmetro based 2010 Census.



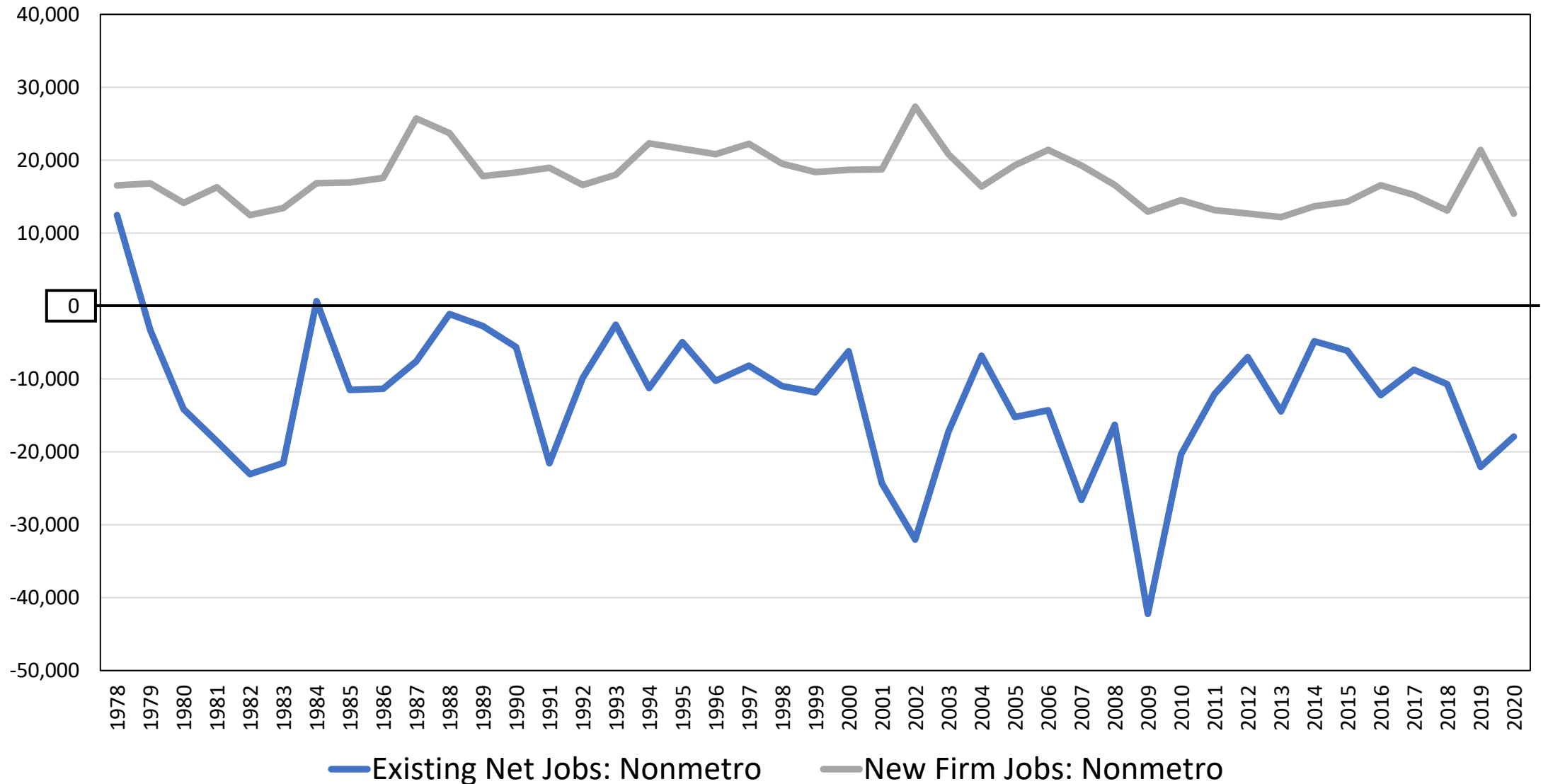
Population to Employment Ratio



Metro-Nonmetro based 2010 Census.



Sources of Nonmetro Wisconsin Job Growth: New or Existing Firms

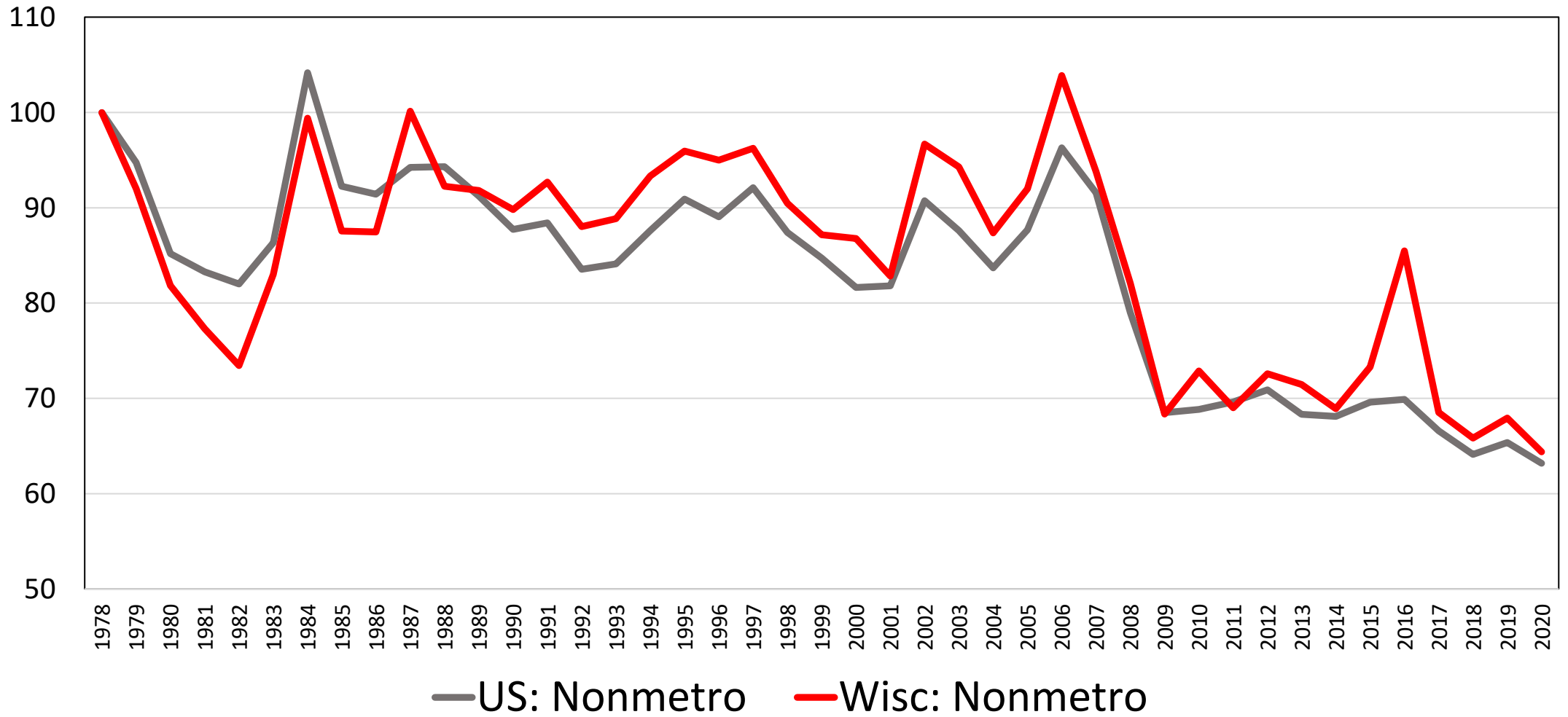


Metro-Nonmetro based 2010 Census.



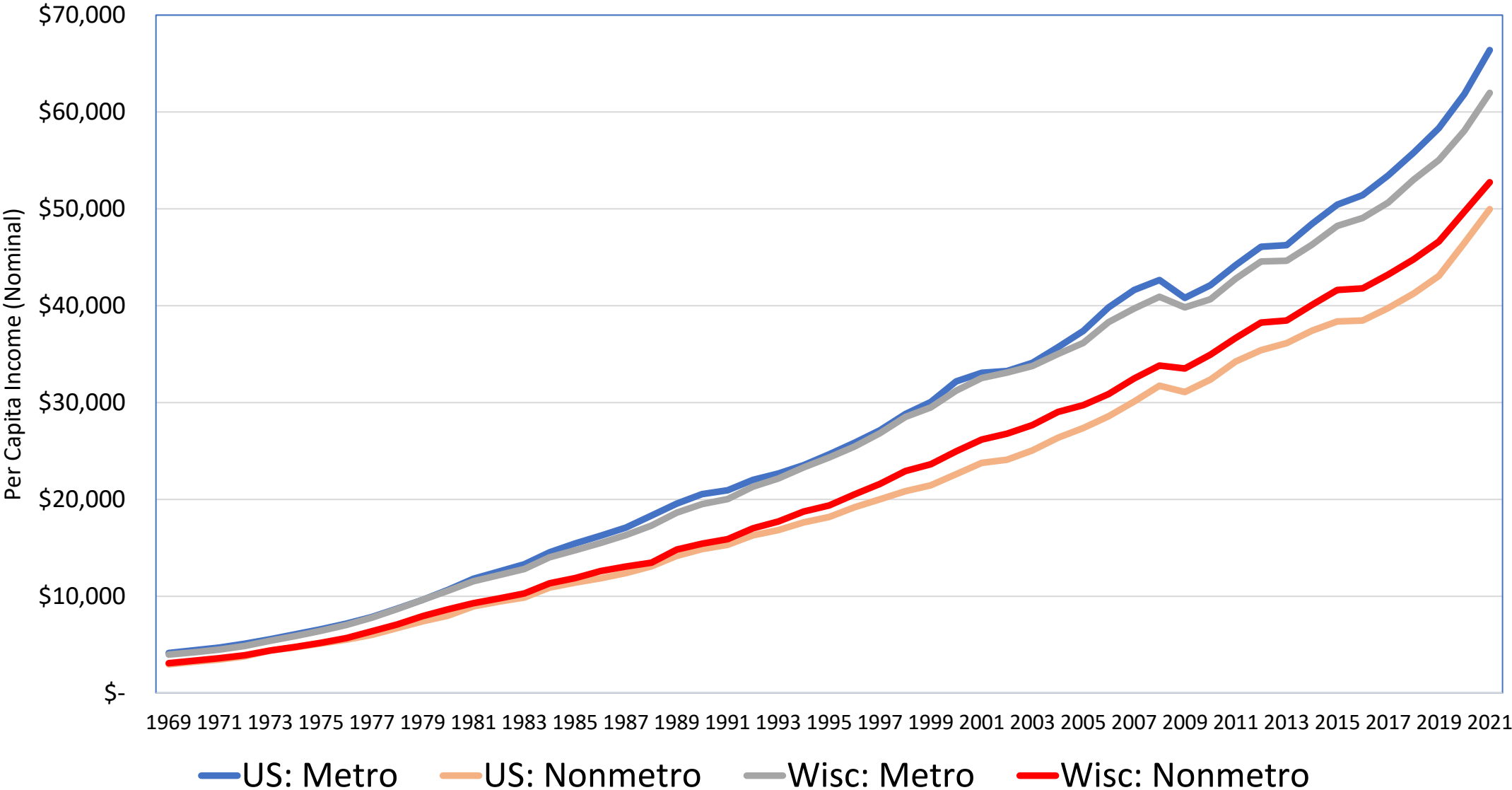


Establishment Entry Growth Index



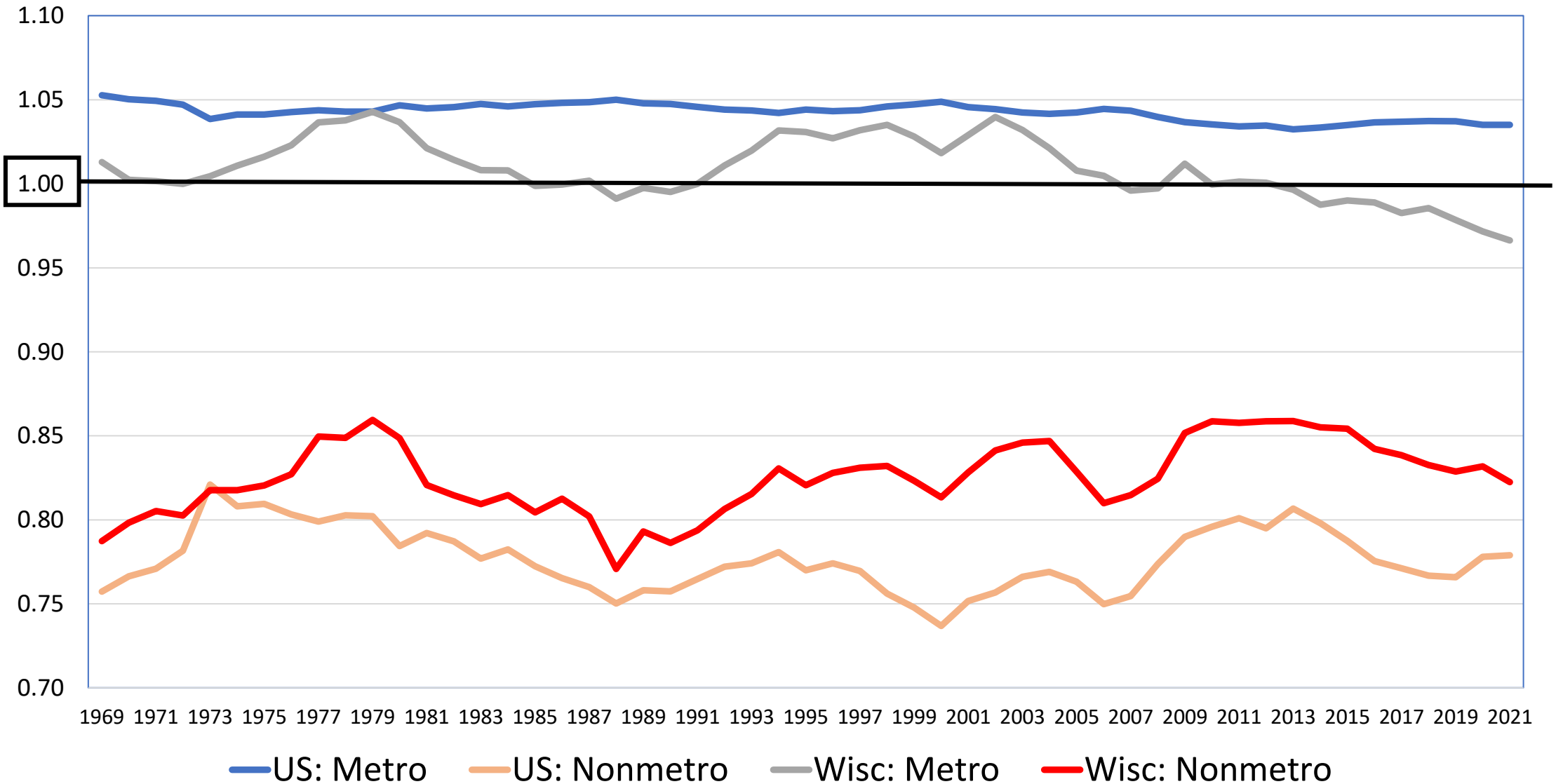
Metro-Nonmetro based 2010 Census.

Per Capita Income (Nominal)



Metro-Nonmetro based 2010 Census.

Per Capita Income Relative to U.S. Average

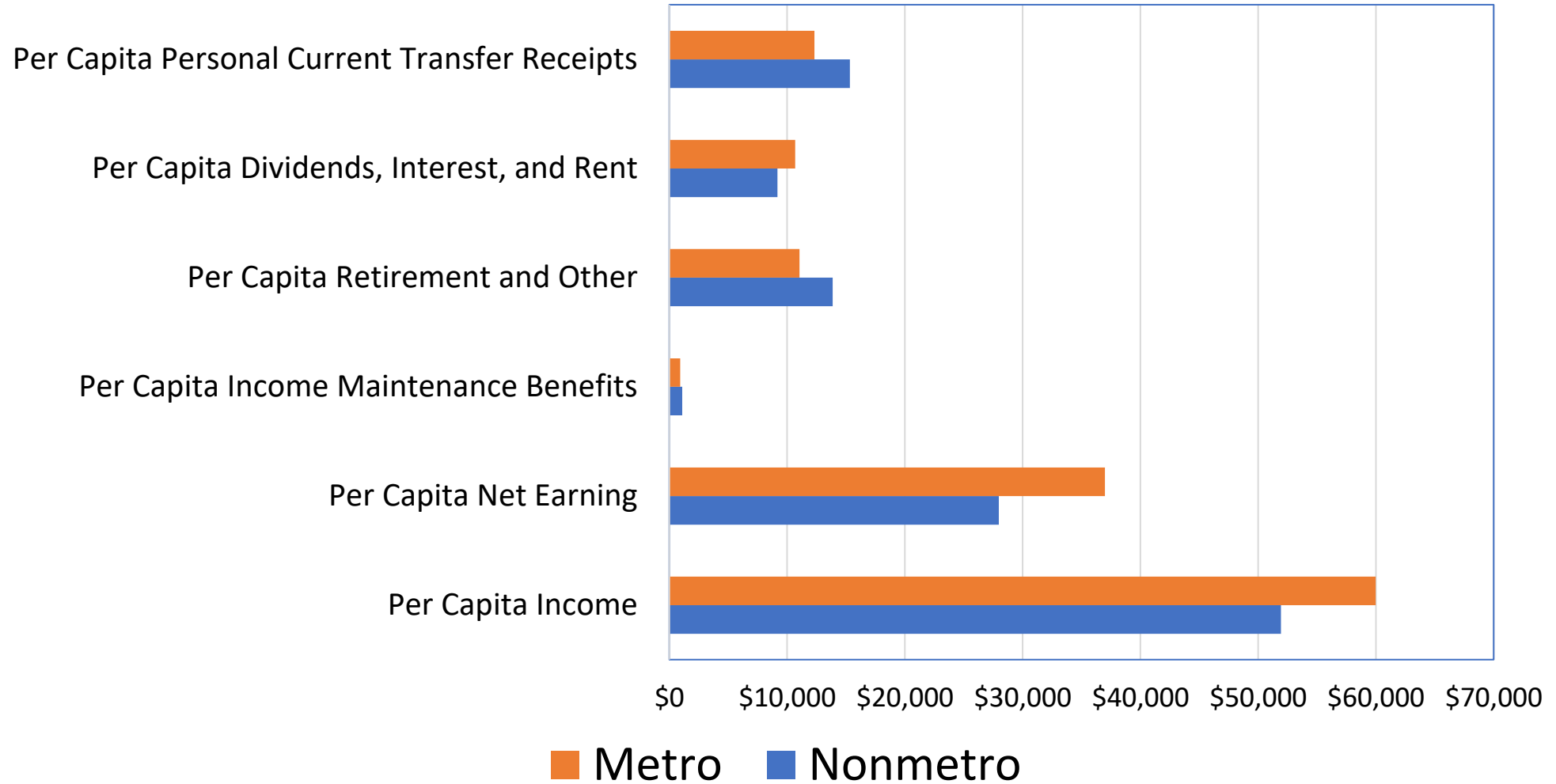


Metro-Nonmetro based 2010 Census.





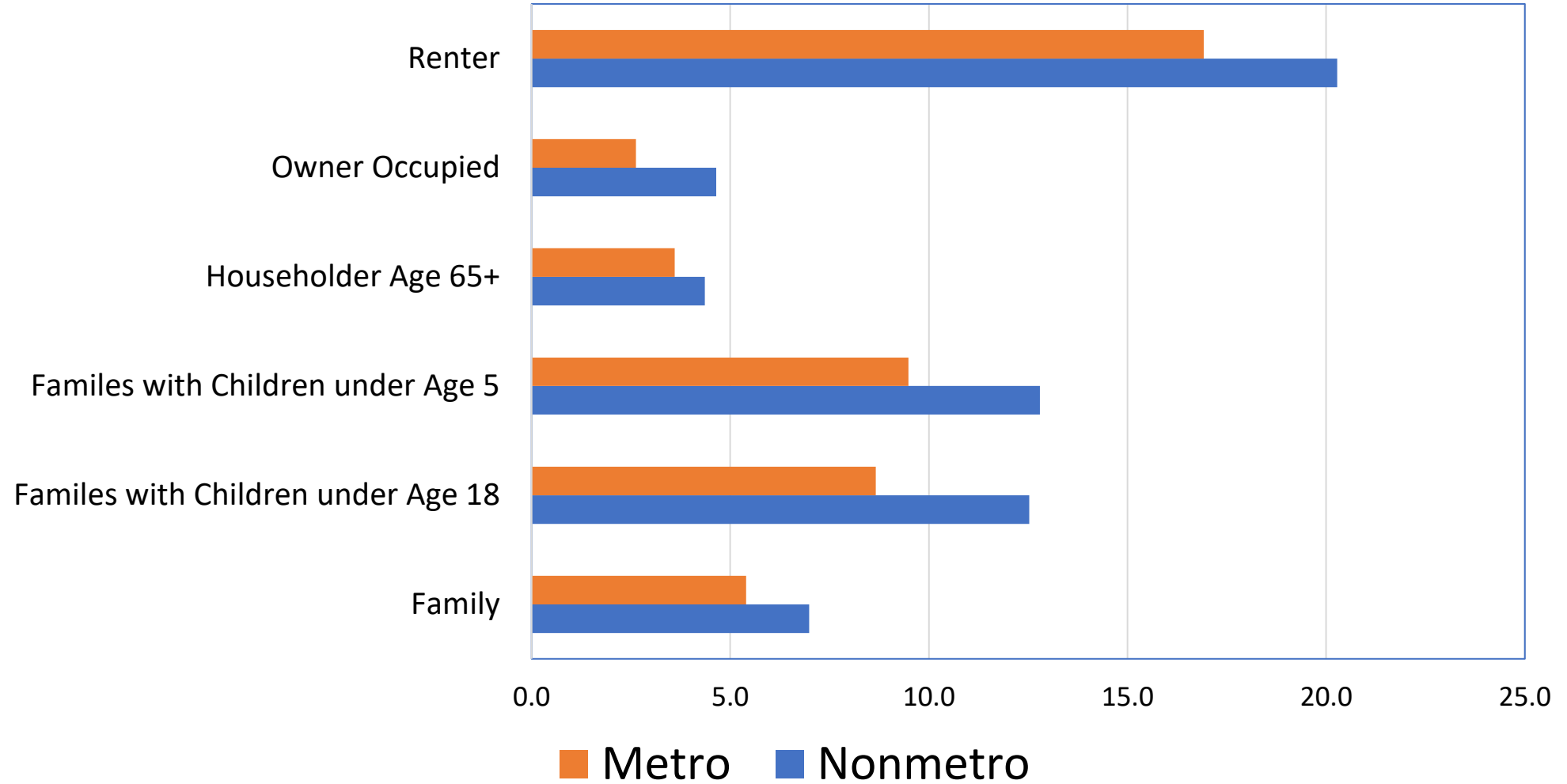
Wisconsin Sources of Income: 2021



Source: BEA REIS



Wisconsin Poverty Rates

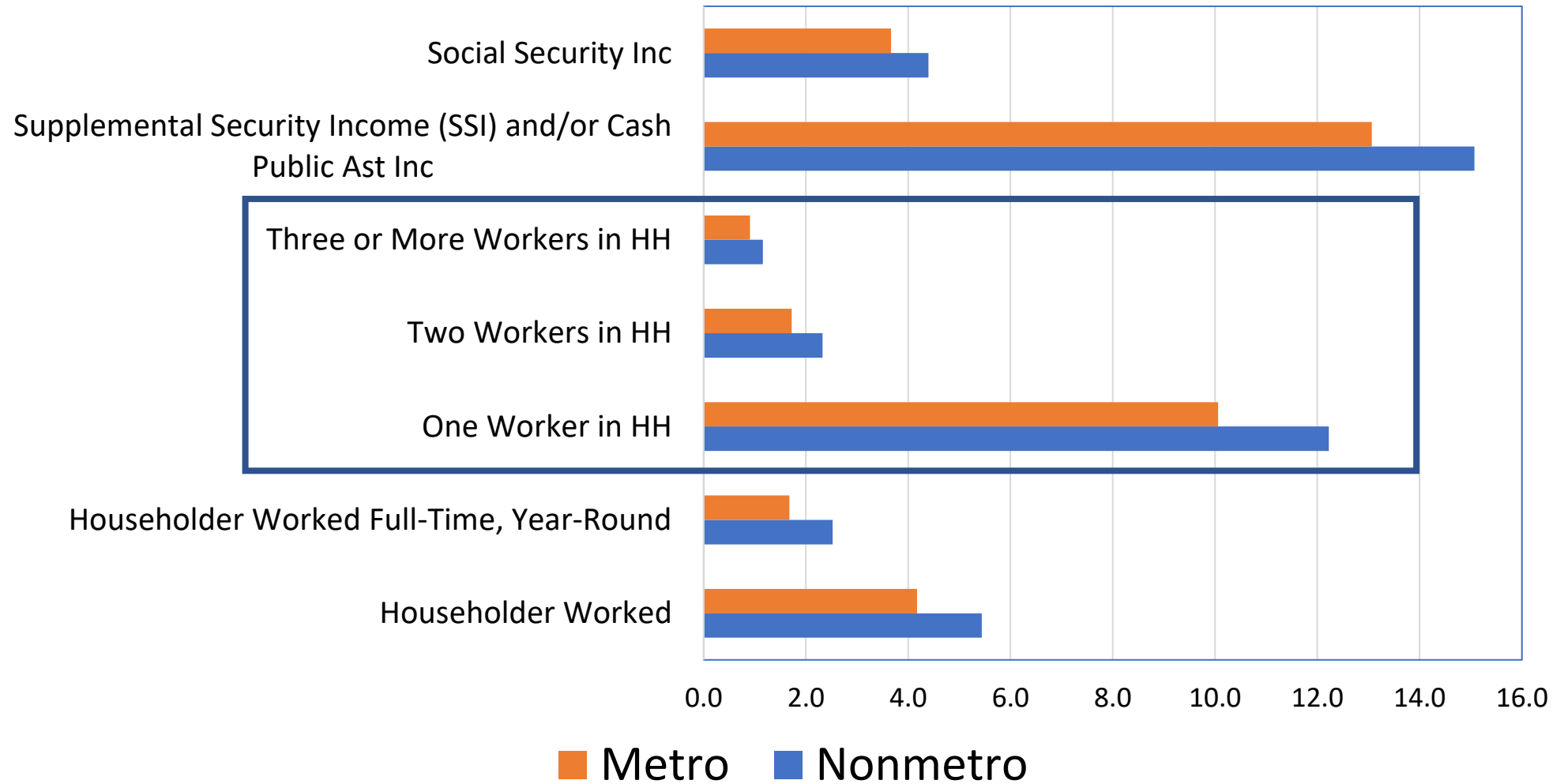


Source: Census ACS 2021 5-Yr Average





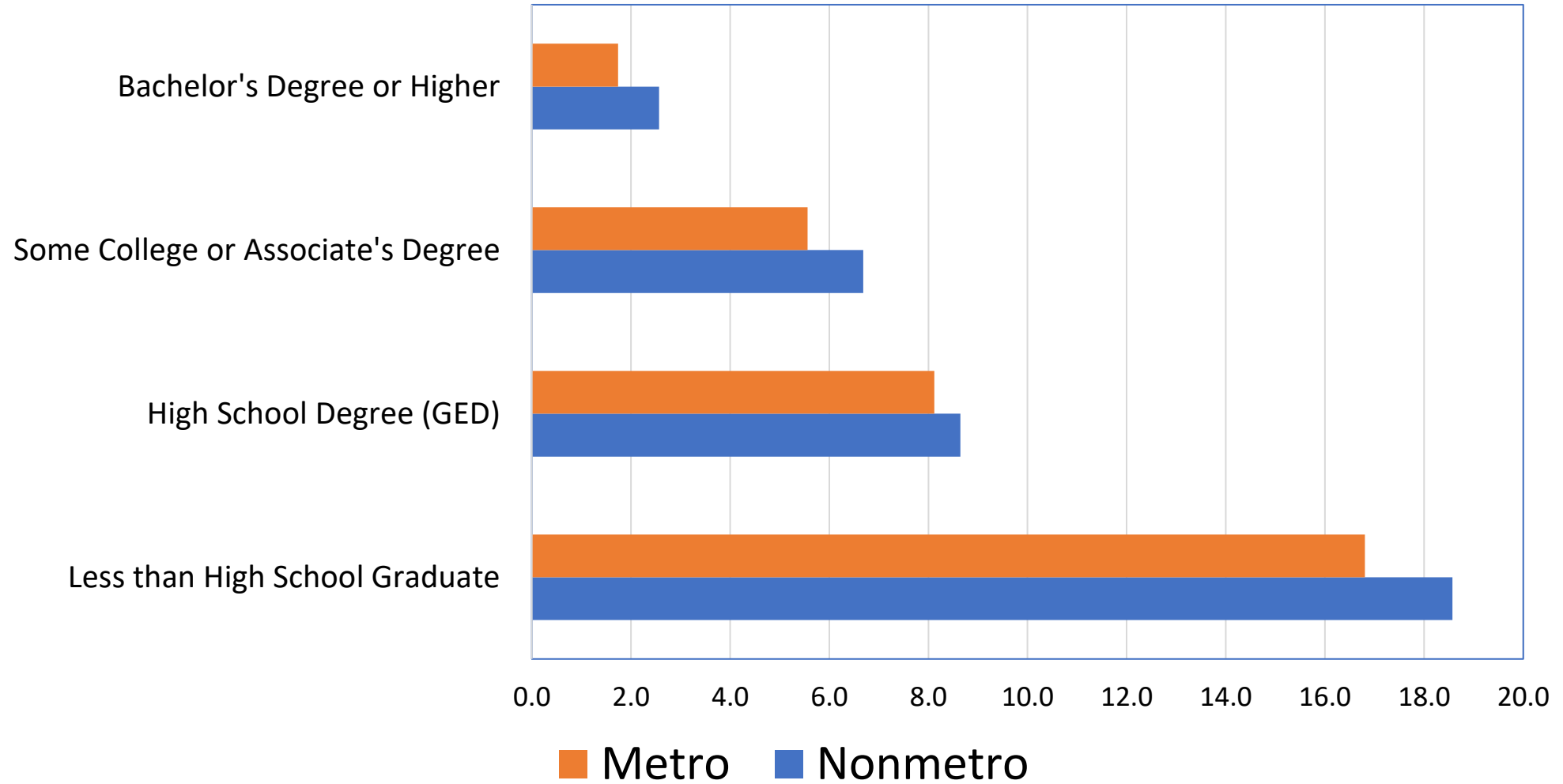
Wisconsin Poverty Rates



Source: Census ACS 2021 5-Yr Average



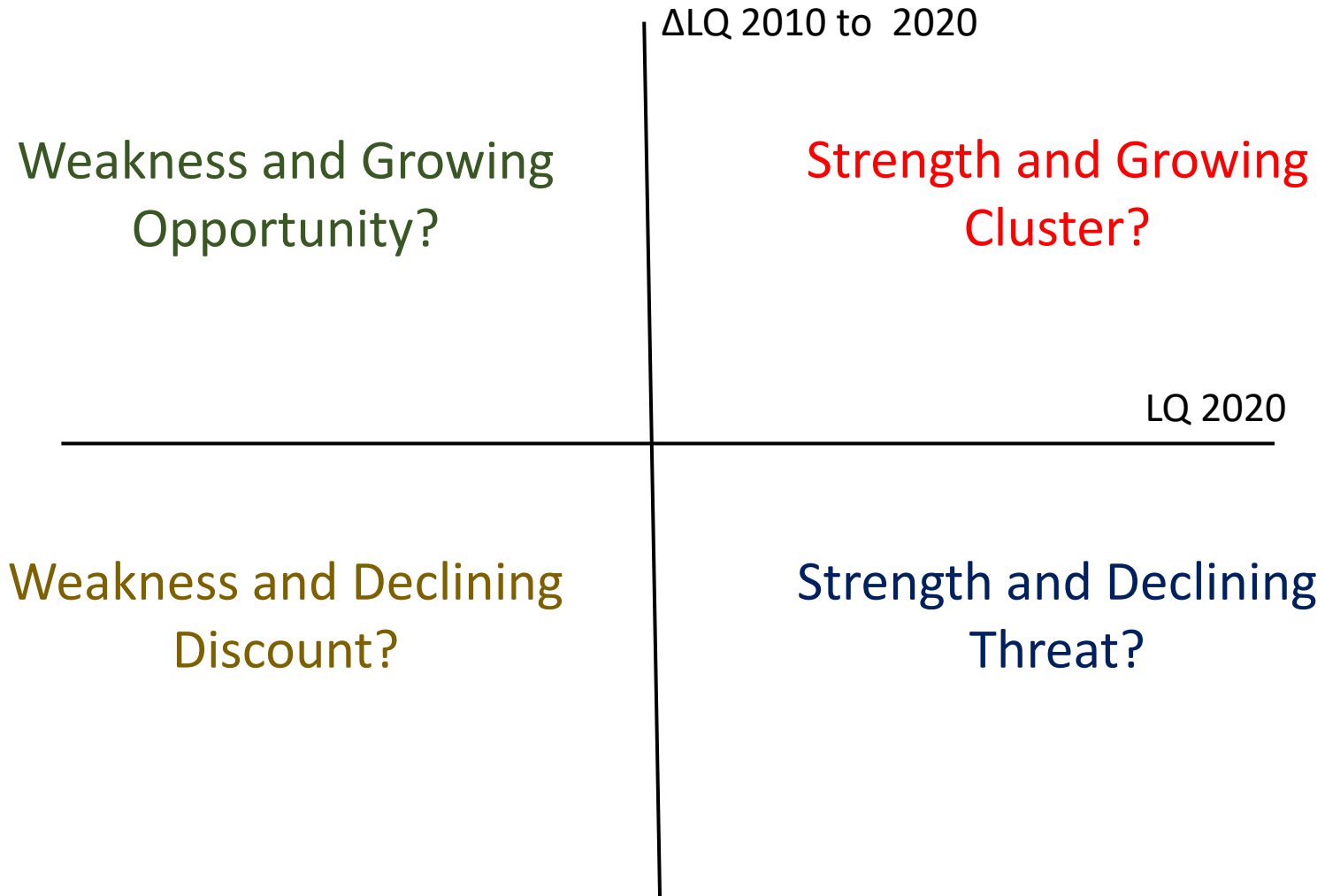
Wisconsin Poverty Rates



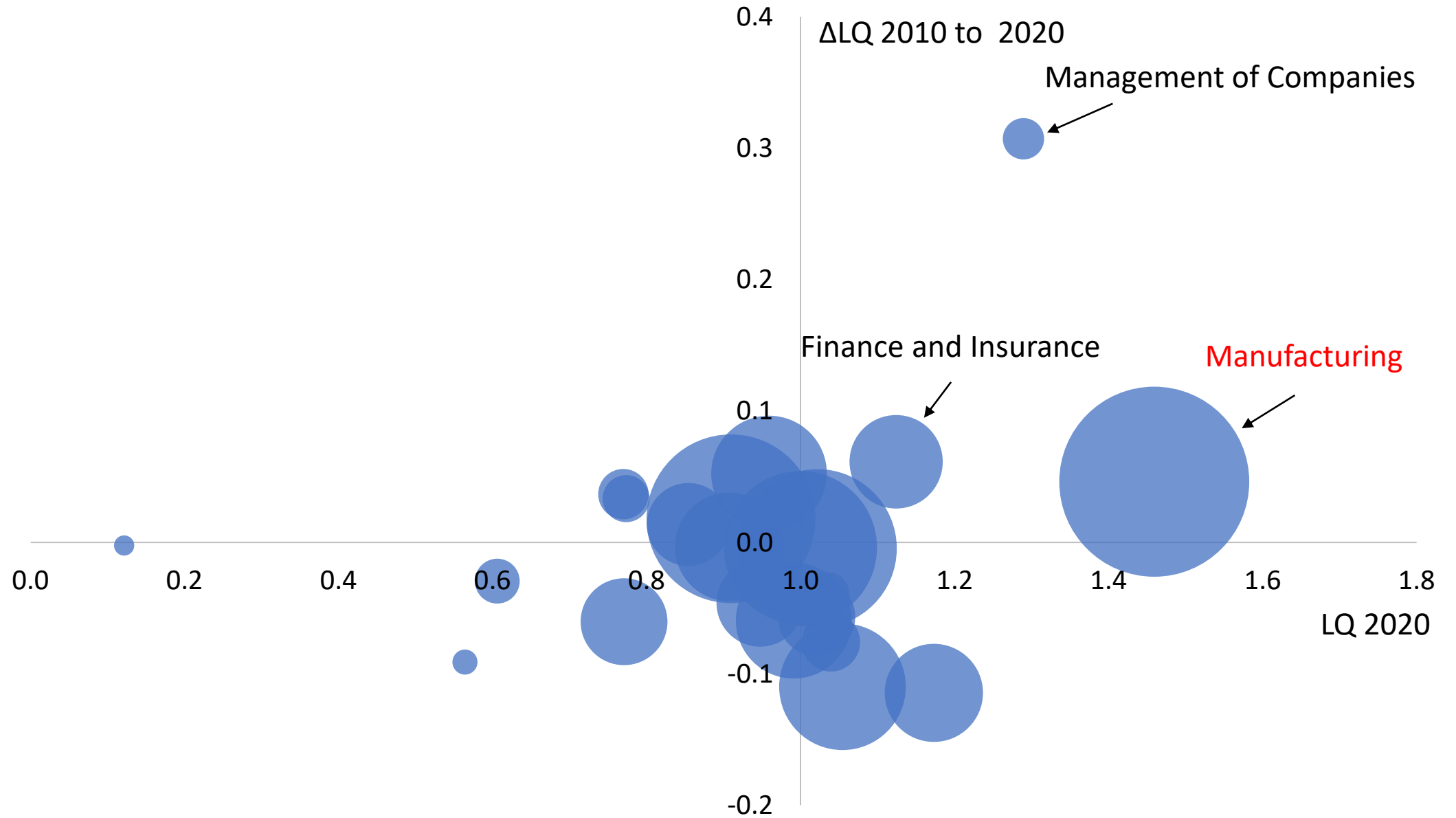
Source: Census ACS 2021 5-Yr Average



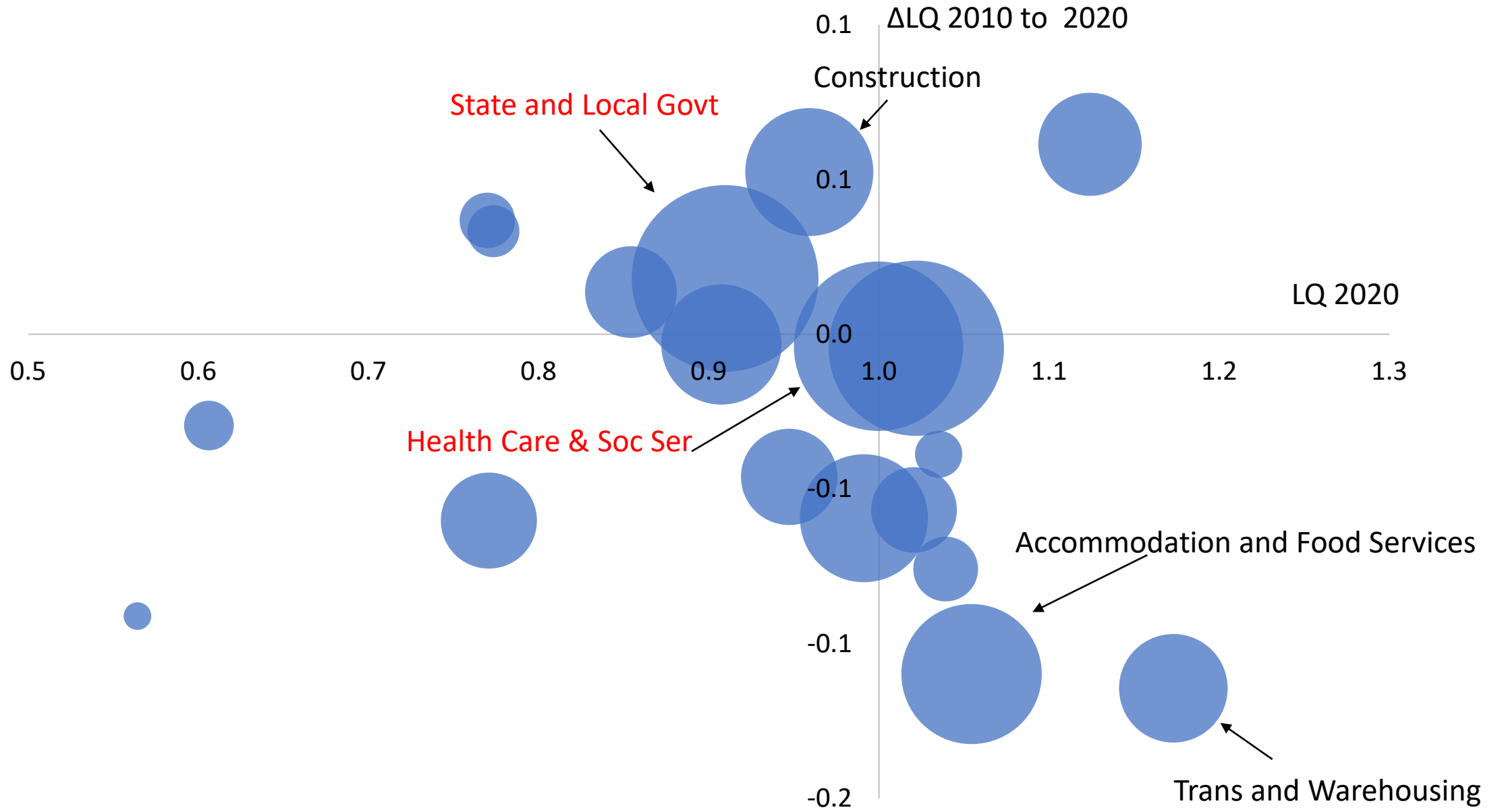
Nonmetro Wisconsin Industry Cluster Analysis



Nonmetro Wisconsin Industry Cluster Analysis

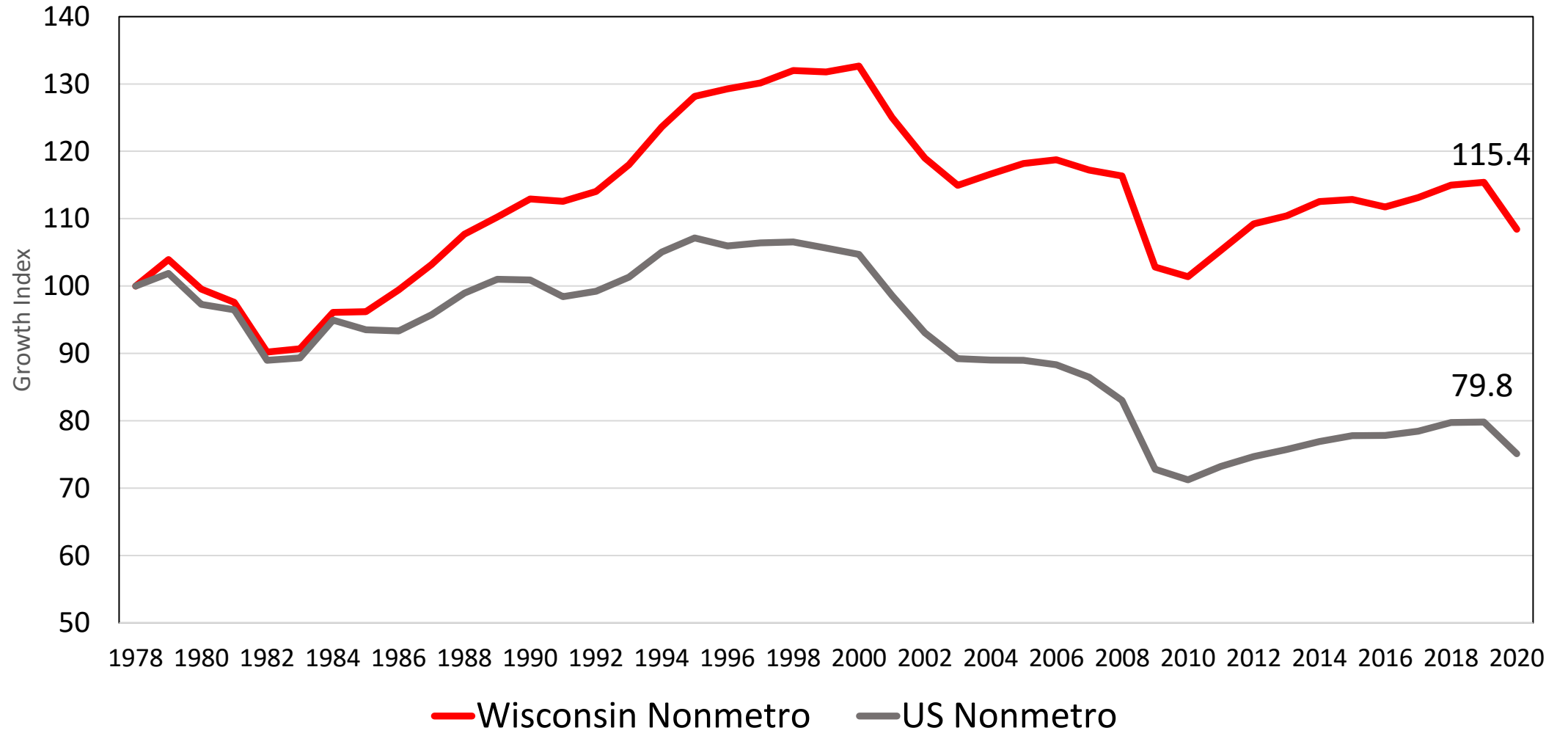


Nonmetro Wisconsin Industry Cluster Analysis



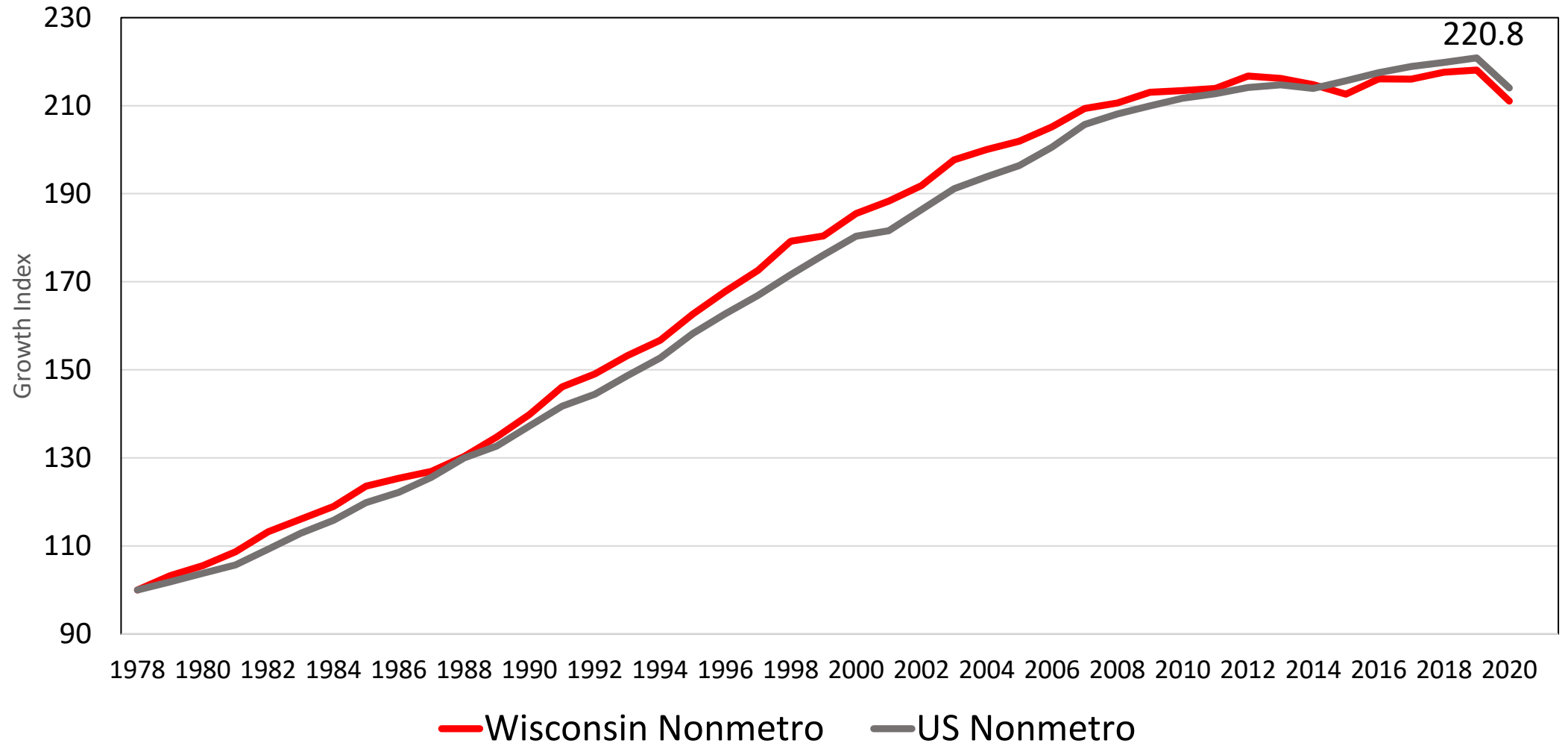


Manufacturing Employment Growth Index



Metro-Nonmetro based 2010 Census.

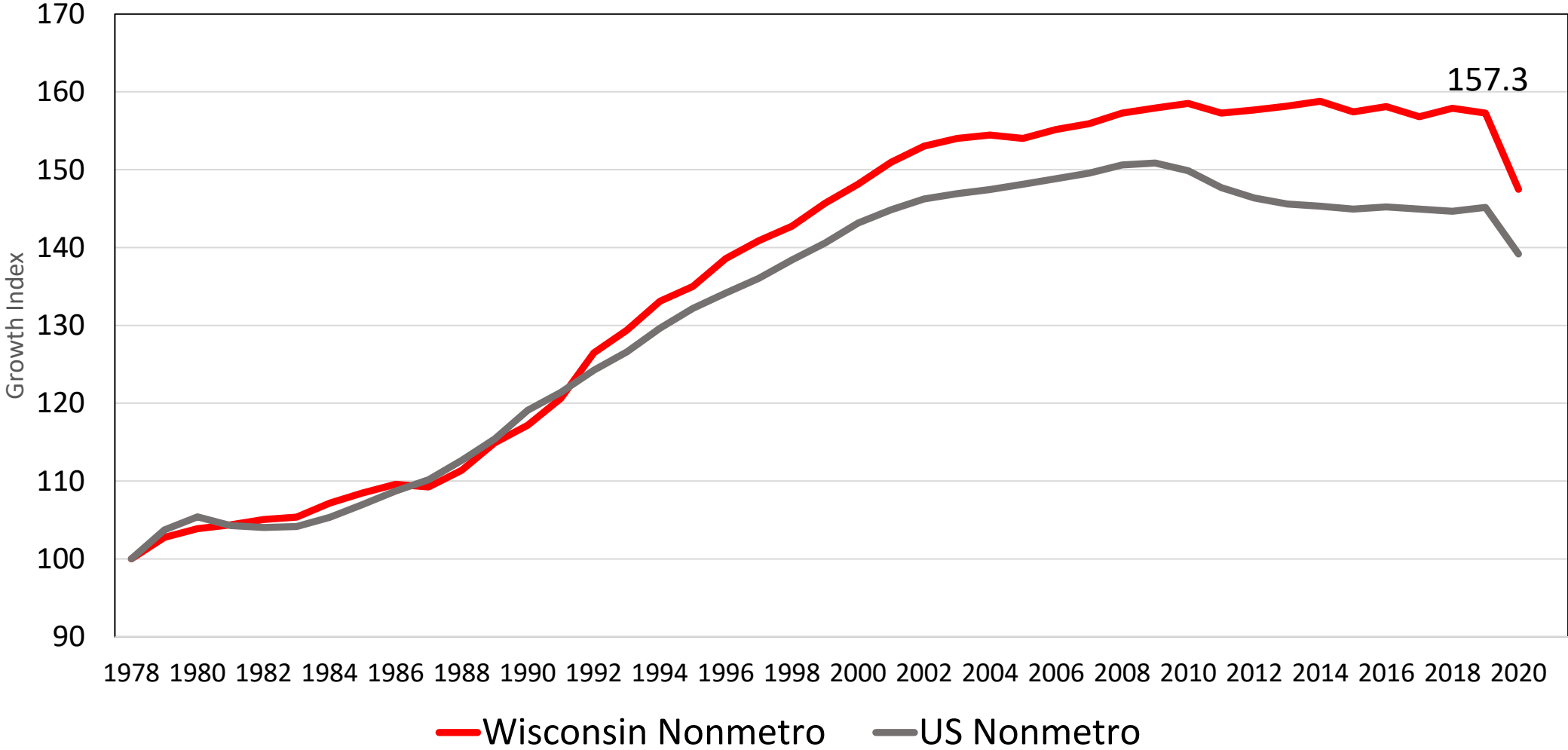
Health Care and Social Assistance Employment Growth Index



Metro-Nonmetro based 2010 Census.



State and Local Government Employment Growth Index



Metro-Nonmetro based 2010 Census.



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