



Regional Data Snapshot

Population, Economy & Education Features

SET Civic Forum

7 Rivers Alliance, Wisconsin



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01 overview

7 Rivers Alliance, WI

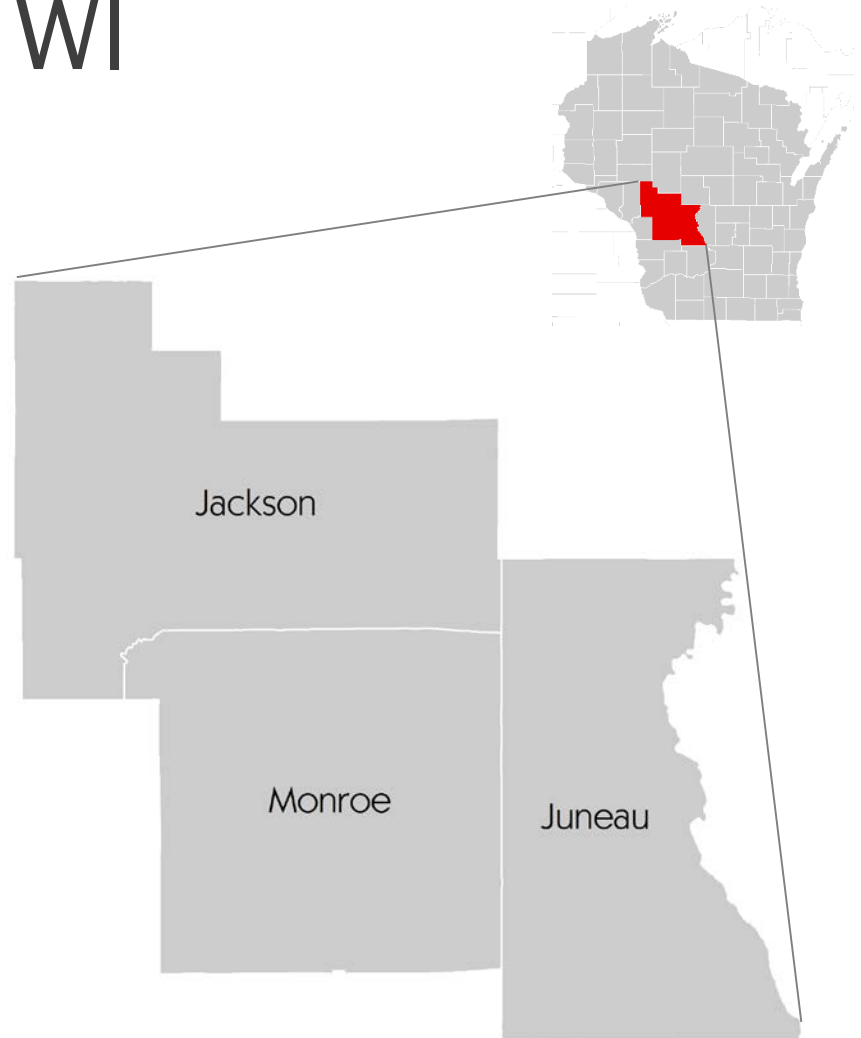
What is a regional snapshot?

Overview

7 Rivers Alliance, WI

The Seven Rivers Alliance Region is comprised of 3 Wisconsin counties. Interstate 90 crosses the region from east to west, and Interstate 94 crosses the region from north to south.

- Jackson
- Juneau
- Monroe



Overview

What is a regional snapshot?

What is the snapshot?

This snapshot is a demographic and economic assessment of the 7 Rivers Alliance in Wisconsin. Using county-level data to form the region, PCRCD analyzed a number of indicators to gauge the overall economic performance of the 7 Rivers Alliance in comparison to the rest of the state.

What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

What are its focus areas?

PCRCD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under three key categories.

- Demography
- Human Capital
- Labor Force

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.

02 demography

Population change

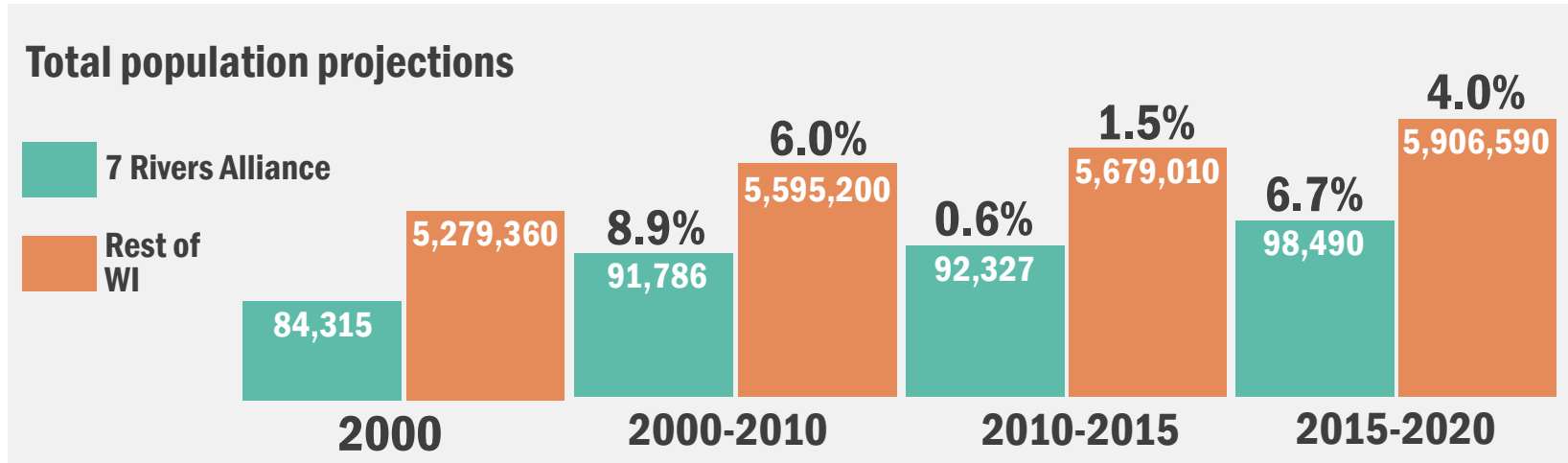
Age structure

Race/Ethnicity

Income and poverty

Demography

Population Change



Questions:

- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

Demography

Components of Population Change

	2000-2014
Total Change	7,340
Natural Increase	3,433
International Migration	629
Domestic Migration**	3,278

Questions:

- Which component contributes most to the population change?
- To what extent is net international migration or net domestic migration factors in fueling population change in the region?
- What are the implications of these trends for the region?

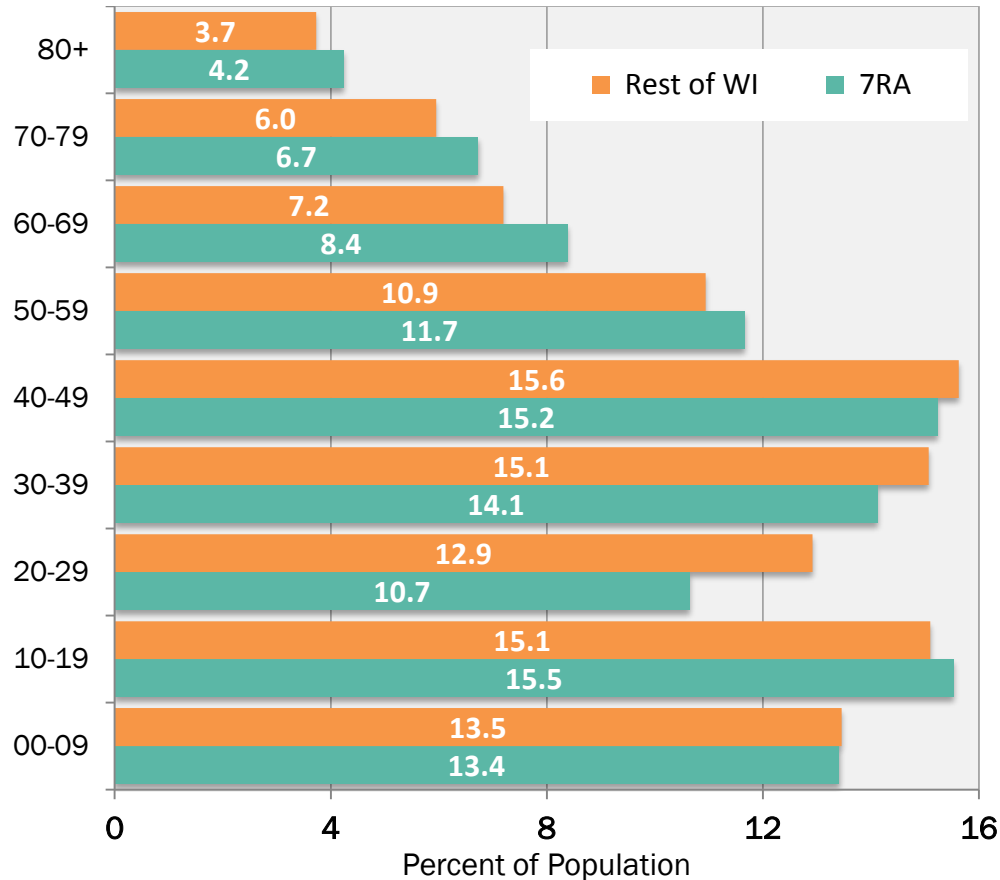
* Note: 2000-2010 components of population change are estimated based on 2000 Census population while 2010-2014 components of population change are based on 2010 Census population. The total change estimated from components of population change might not match with the census numbers because of the residuals.

** Domestic migration is estimated by analyzing the year-by-year IRS U.S. migration database from 2000 to 2014 accounting for the internal migration within the region. Please note that within a region in-and-out migration cancels each other.

Demography

Population Age Structure, 2000

A visual presentation of the age distribution of the population (in percent)

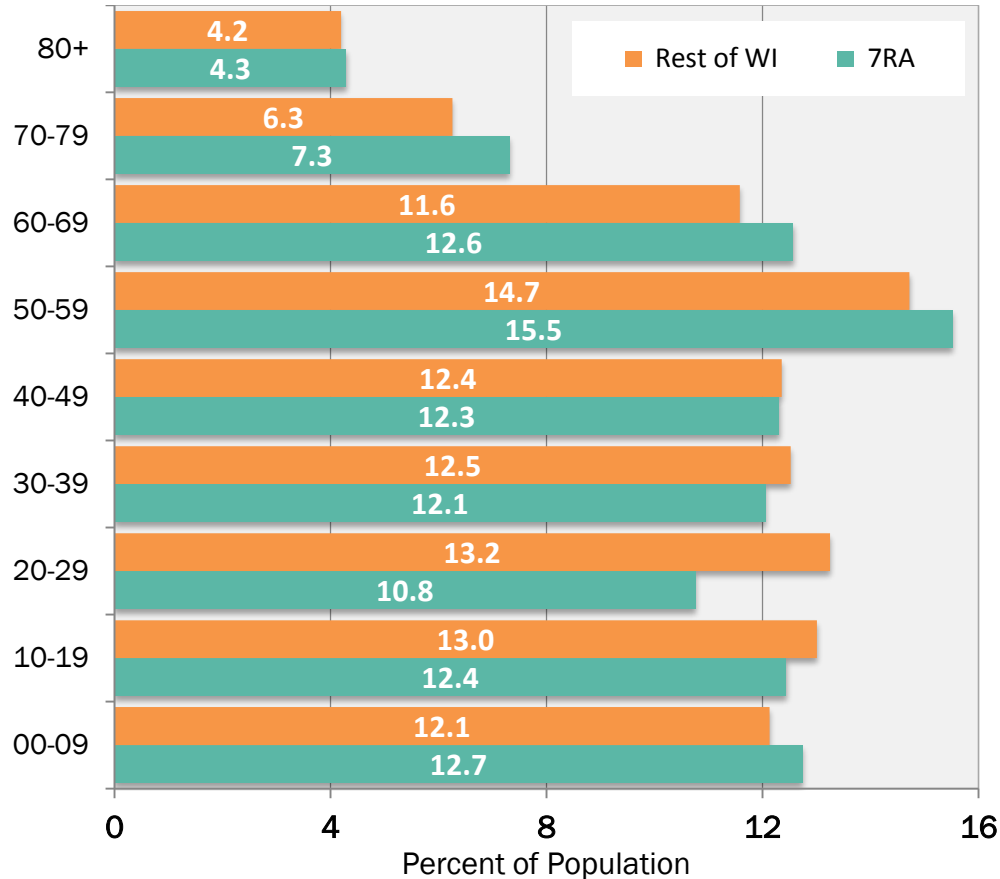


Notice the age distribution of the population in 2000 and compare it to information contained in the next slide.

Demography

Population Age Structure, 2015

A visual presentation of the age distribution of the population (in percent)

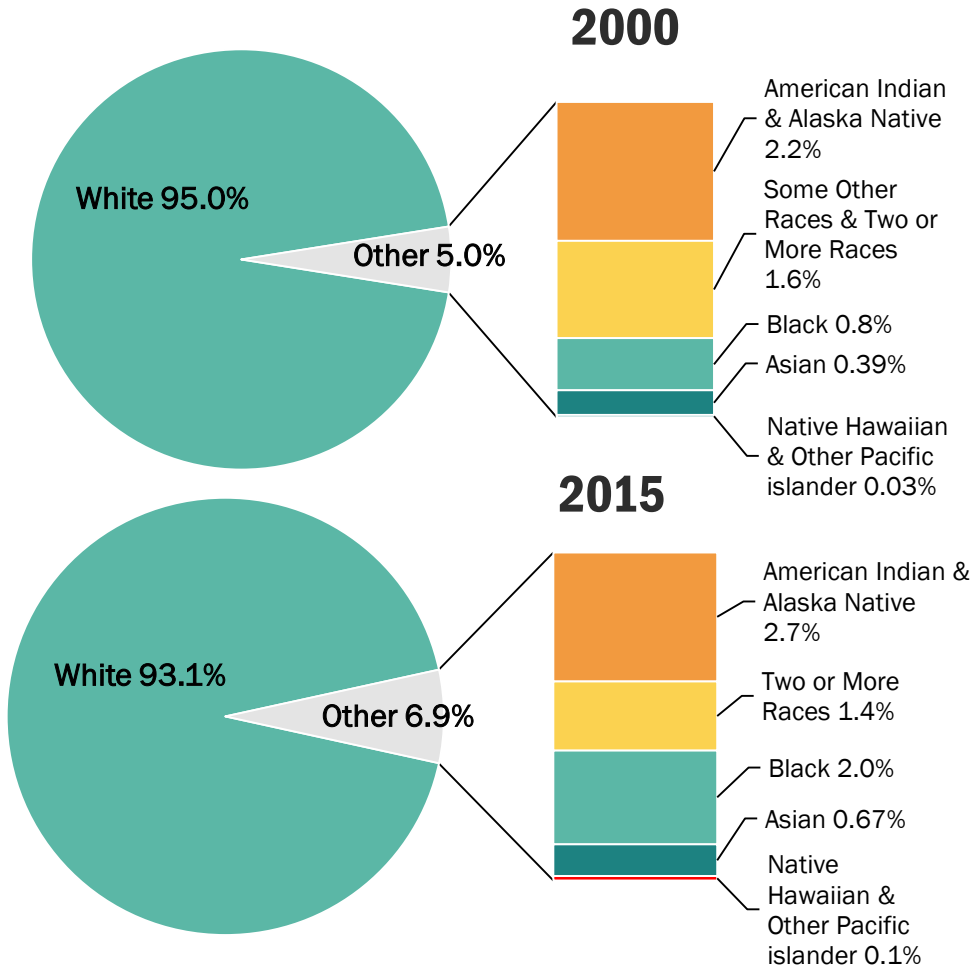


Questions:

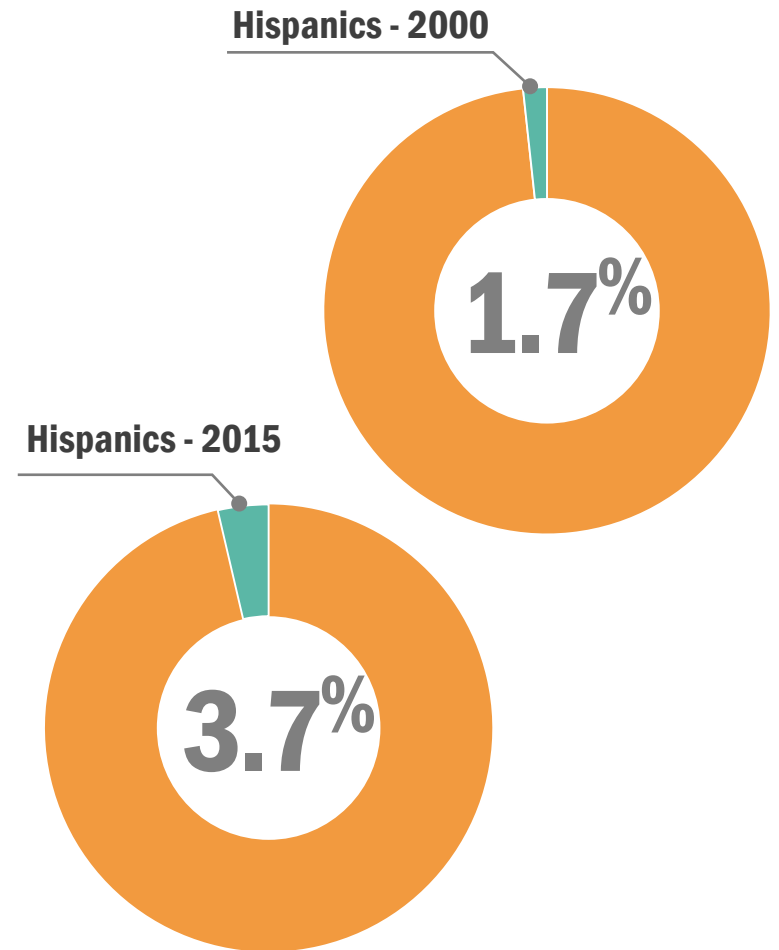
- Is the region experiencing an aging of its population? How does this compare to the rest of the state?
- Is there a sizable number of people of prime working age (20-49 years) in the region?
- Is the youth population (under 20 years old) growing or declining?
- What are the implications of the region's age structure on its economic development efforts?

Demography

Race



Ethnicity



Demography

Income and Poverty

	2004	2009	2014
Total Population in Poverty	11.6%	12.5%	13.9%
Minors (Age 0-17) in Poverty	16.6%	20.2%	22.0%
Real Median Household Income* (\$ 2014)	\$50,056	\$50,928	\$49,694

Questions:

- Is the poverty rate for individuals in the region getting better or worse?
- Is poverty for minors in the region lower or higher than the overall poverty rate for all individuals? Why?
- Has real median income (adjusted for inflation) improved or worsened over the 2004 to 2014 time period? What may be reasons for these changes?

section 02

* Note: Regional Median Household income is the population-weighted average of median household income values across the Seven Rivers Alliance Region counties.

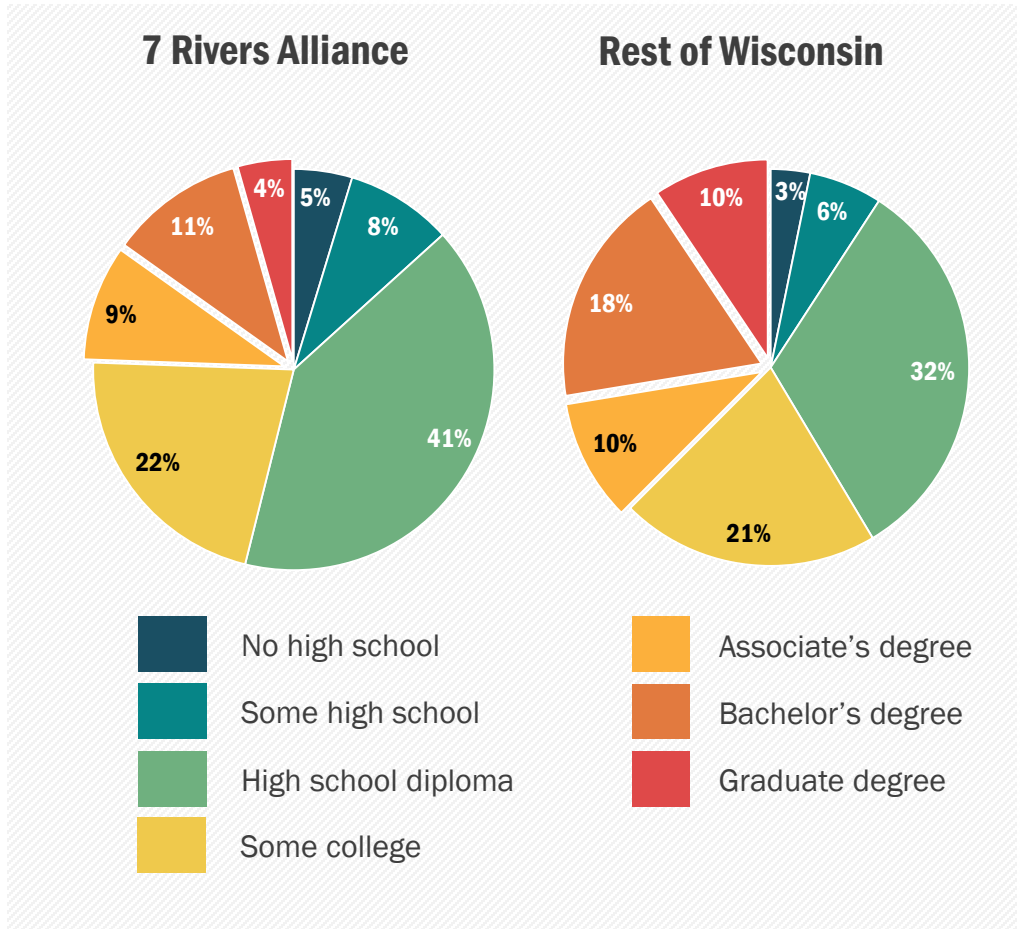
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

03 human capital

Educational attainment

Patents

Educational Attainment, 2014



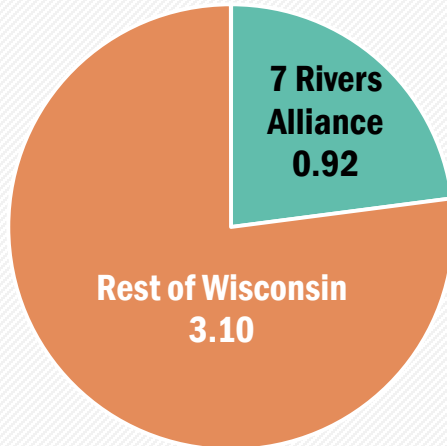
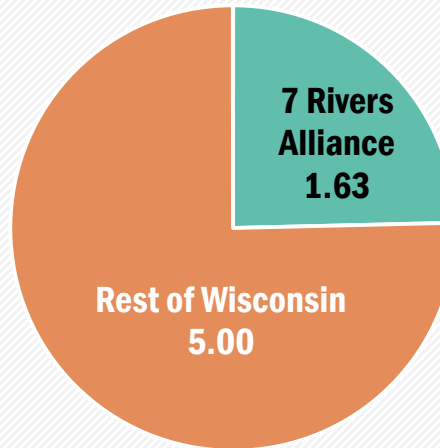
Questions:

- What proportion of the adult population in the region has a high school education only?
- How many are college graduates (associate's, bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

Patents

Patents per 10,000 Jobs 2001-2014

From 2001 to 2014, Seven Rivers Alliance counties were issued patents at a rate of 1.63 per 10,000 jobs, while the remaining Wisconsin counties garnered 5 patents per 10,000 jobs.



Patents per 10,000 residents 2001-2014

From 2001 to 2014, 0.92 patents per 10,000 residents were issued in Seven Rivers Alliance counties. The rest of Wisconsin amassed 3.10 patents per 10,000 residents.

Patenting trends are an important indicator of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

Questions:

- How does the region's patent rate compare to that of the rest of the state?
- How have rates changed over time?
- What might these data suggest for the future of the region?

04 labor force

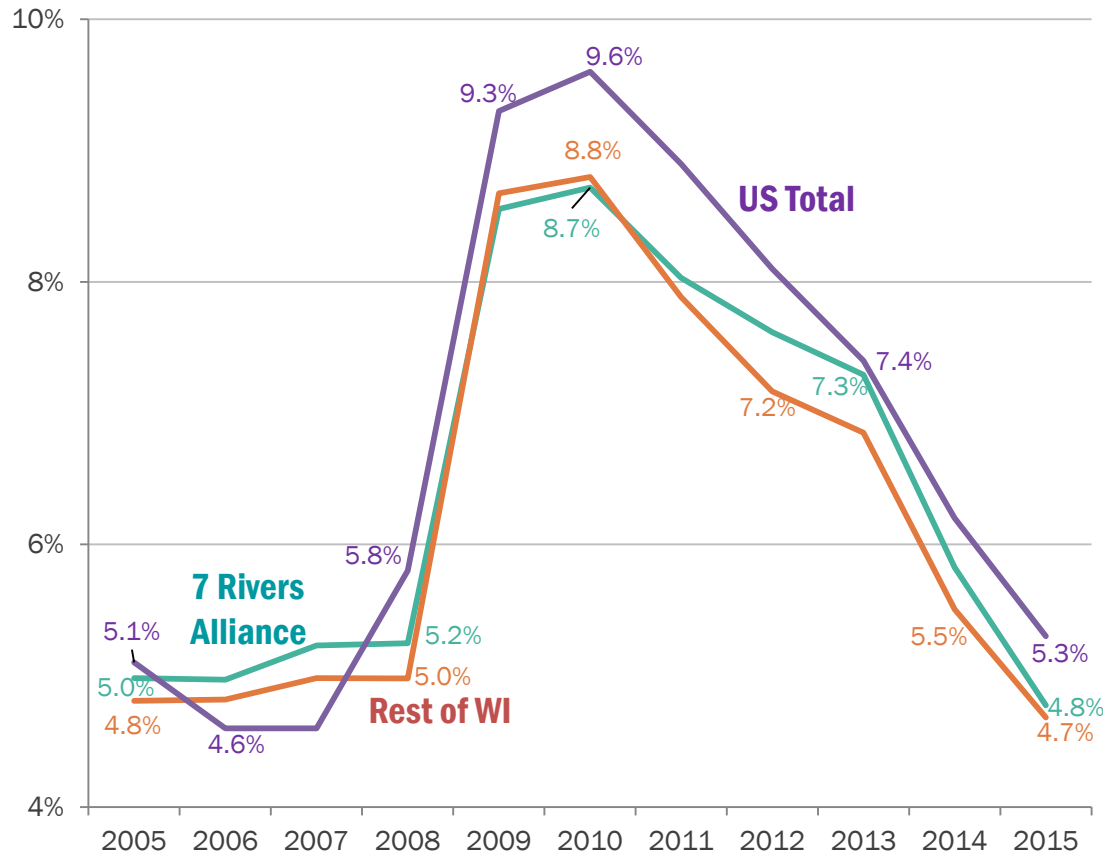
Unemployment rates

Earnings per worker

**Source of labor for the
region**

Labor force

Unemployment Rates



Questions:

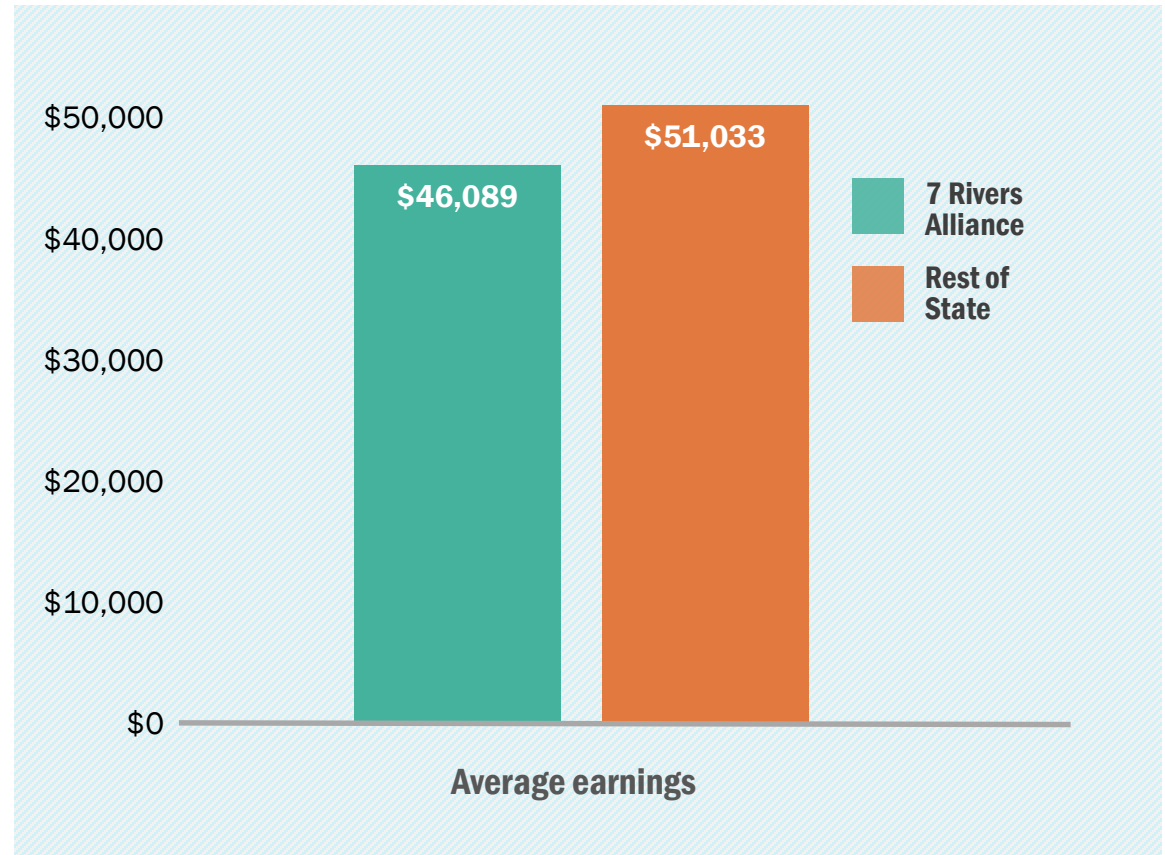
- How does the region's unemployment rate compare to the rest of the state and nation?
- How well has the region's unemployment rate improved since the 2007-2009 Great Recession? How does that compare to the state and national trends?
- What might this suggest for the region's economic future?

Labor force

Earnings per Worker in 2015

Questions:

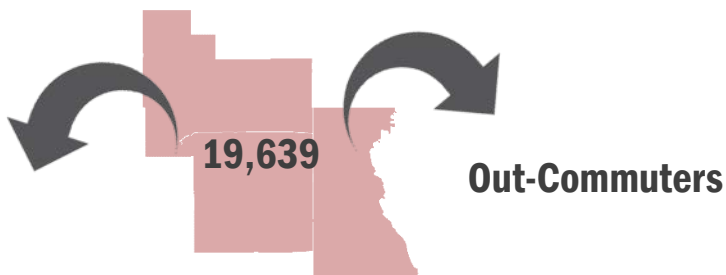
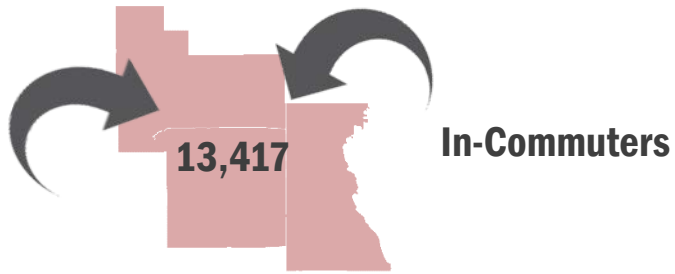
- How does the region's average earnings compare to that of the rest of the state?
- What might be some driving factors for the differences?
- Do these represent potential strengths or challenges for the region?



NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships

Labor force

Journey to Work



	2014 Count	Proportion
Employed in 7 Rivers Alliance	34,859	100.0%
Both employed and living in the region	21,442	61.5%
Employed in the region but living outside	13,417	38.5%
Living in 7 Rivers Alliance	41,081	100.0%
Both living and employed in the region	21,442	52.2%
Living in the region but employed outside	19,639	47.8%

Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What might be done to reduce the flow of labor to jobs located outside the region?

Report Contributors

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.



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