


2009-2010  
**Building Communities Educational Series**

**Housing and Other Critical Sectors: Assessing and Building Our Economy**

Brought to you by the Center for Community & Economic Development  
 University of Wisconsin-Extension

  
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**Housing and Other Critical Sectors:  
 Assessing and Building Our Economy**

<p><b>Dr. Russ Kashian</b>          Department of Economics          University of Wisconsin-Whitewater</p>	<p><b>Matt Kures</b>          Center for Community &amp; Economic Development          University of Wisconsin-Extension</p>
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*Building Communities Educational Series*  
 March 16, 2009

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## Learning Objectives for Today

- Understand how economic and labor force data can help us learn about changes in our local/regional economy;
- Investigate impacts of the recent recession;
- Explore methods for determining comparable regions;
- Introduce web-based resources for gathering local economic information.



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## Why Examine and Benchmark Economic Data?

*Effective use of demographic, labor force and economic data can help and regions communities to:*

- Stimulate discussion
- Affirm or challenge current perceptions
- Identify local strengths and weaknesses
- Identify issues and opportunities
- Recognize and prepare for change
- Develop and evaluate options and strategies



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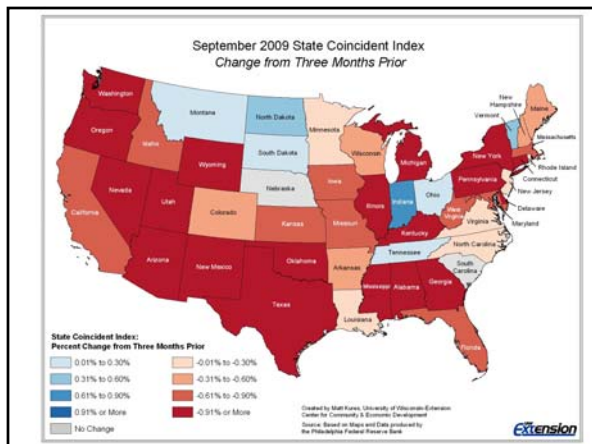
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**Choosing Comparable Areas – County Typology Codes from the USDA Economic Research Service**

Codes classify all counties according to six non-overlapping categories of economic dependence and seven overlapping categories of policy-relevant themes (<http://www.ers.usda.gov/Briefing/Rurality/Typology/>)

**By Economic Type**

- Farming Dependent
- Mining Dependent
- Manufacturing Dependent
- Government Dependent
- Services Dependent
- Non-specialized

**By Policy Type**

- Housing stress
- Low-education
- Low-employment
- Persistent poverty
- Population loss
- Non-metro recreation
- Retirement destination



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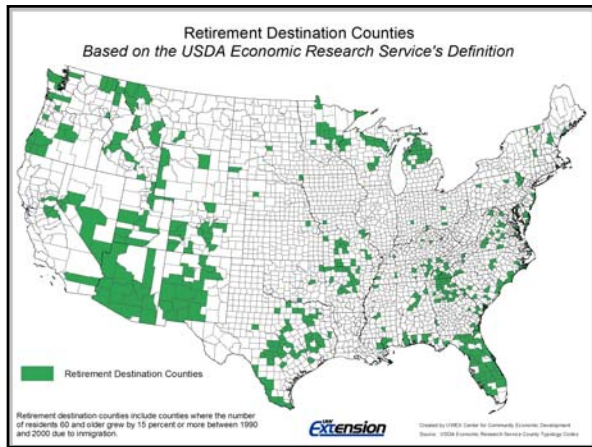
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**Choosing Comparable Areas – Rural-Urban Continuum Codes from the USDA Economic Research Service**

<http://www.ers.usda.gov/Data/RuralUrbanContinuumCodes>

Code	Description
<b>Metro Counties</b>	
1	Counties in metro areas of 1 million population or more
2	Counties in metro areas of 250,000 to 1 million population
3	Counties in metro areas of fewer than 250,000 population
<b>Non-Metro Counties</b>	
4	Urban population of 20,000 or more, adjacent to a metro area
5	Urban population of 20,000 or more, not adjacent to a metro area
6	Urban population of 2,500 to 19,999, adjacent to a metro area
7	Urban population of 2,500 to 19,999, not adjacent to a metro area
8	Completely rural or less than 2,500 urban population, adjacent to a metro area
9	Completely rural or less than 2,500 urban population, not adjacent to a metro area

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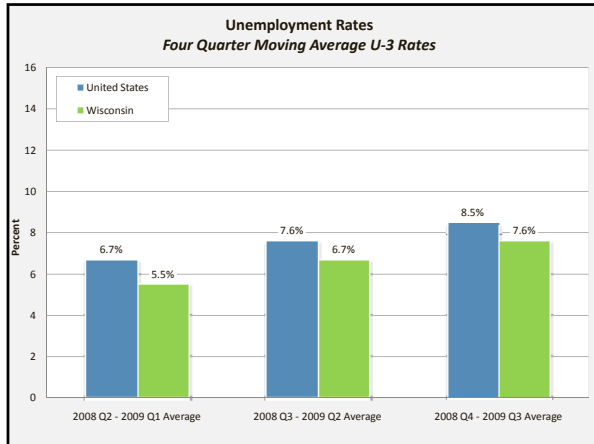
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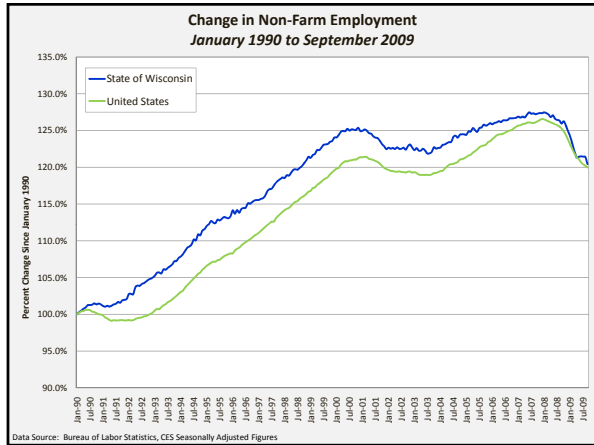
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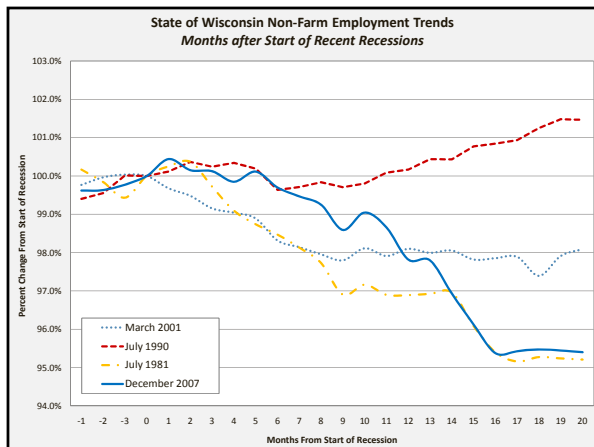
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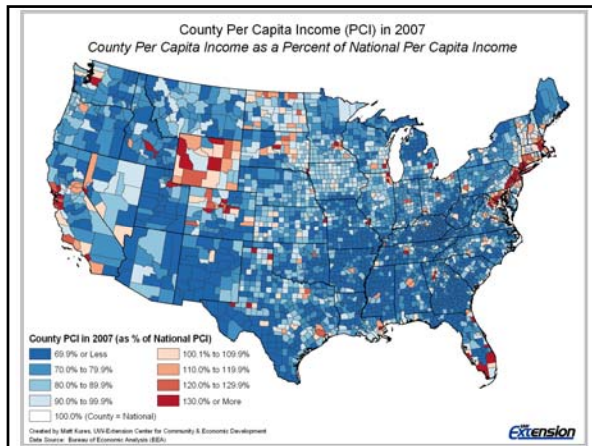













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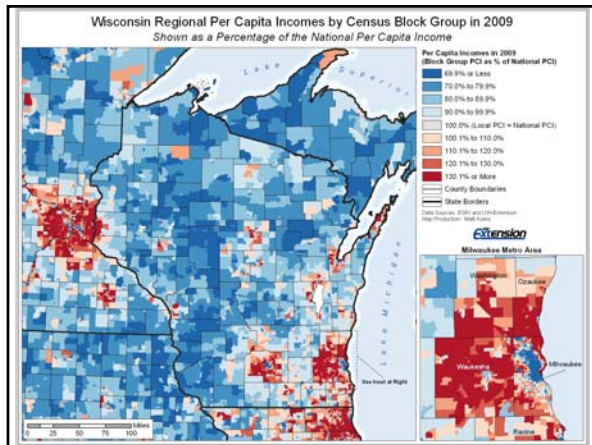
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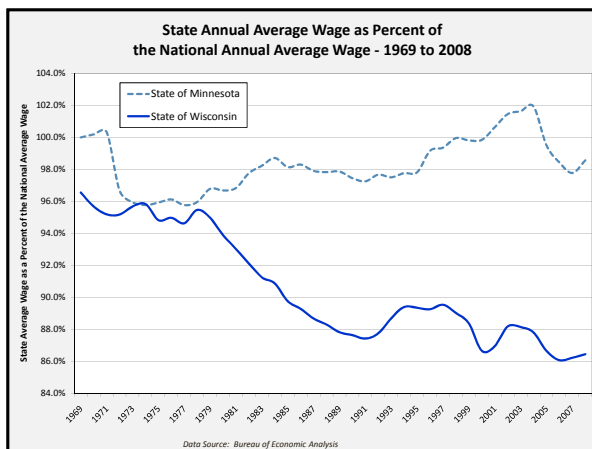
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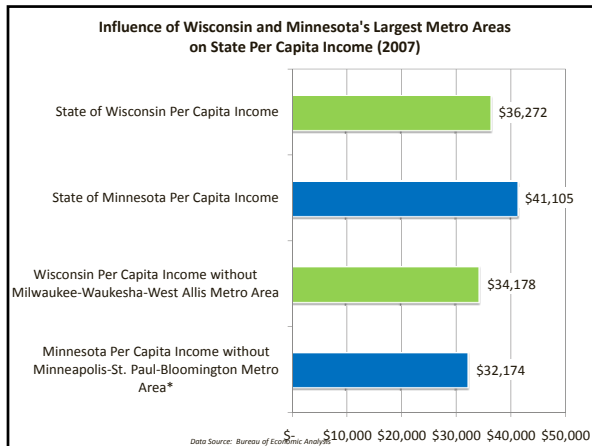
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### Age Distribution in 2000

Age Cohort	State of Wisconsin	United States
0 to 4	6.4%	6.8%
5 to 14	14.6%	14.6%
15 to 24	14.3%	13.9%
25 to 34	13.2%	14.2%
35 to 44	16.3%	16.0%
45 to 54	13.7%	13.4%
55 to 64	8.5%	8.6%
65 to 74	6.6%	6.5%
75 to 84	13.1% = 4.7%	12.4% = 4.4%
85 or More	1.8%	1.5%
Total Population	5,363,675	281,421,906

Data Source: U.S. Census Bureau, 2000 Summary File 1

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### State of Wisconsin Age Distribution Projected Change 2000 to 2030

Age Cohort	State of Wisconsin - 2000		State of Wisconsin - 2030	
0 to 4	342,340	6.4%	390,129	6.1%
5 to 14	782,558	14.6%	810,606	12.6%
15 to 24	764,487	14.3%	804,626	12.5%
25 to 34	706,168	13.2%	747,822	11.7%
35 to 44	875,556	16.3%	839,950	13.1%
45 to 54	732,312	13.7%	785,601	12.2%
55 to 64	457,741	8.5%	700,805	10.9%
65 to 74	355,307	6.6%	729,589	11.4%
75 to 84	13.1% = 4.7%		20.9% = 7.0%	
85 or More	95,625	1.8%	158,477	2.5%
Total Population	5,363,715	100.0%	6,415,923	100.0%

Data Source: Wisconsin Department of Administration

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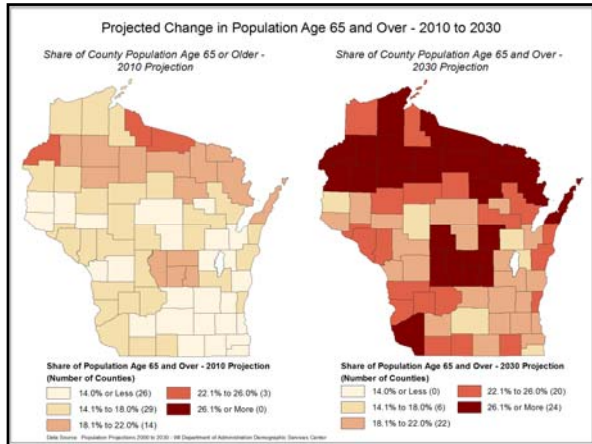
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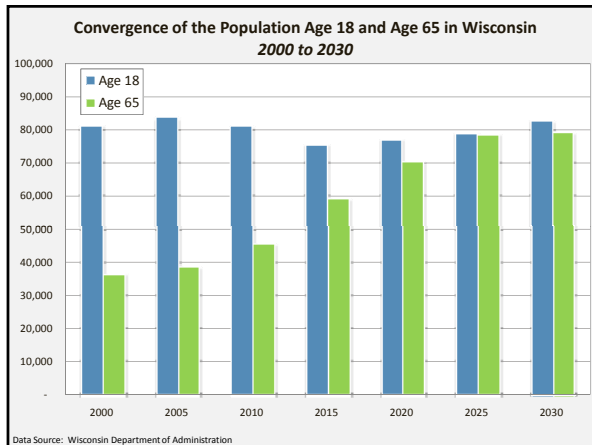
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### Other Resources

- Census Atlas of the United States - <http://www.census.gov/population/www/cen2000/censusatlas/>
- Personal Income and Employment Interactive Map - Bureau of Economic Analysis <http://www.bea.gov/regional/REMDMap/>
- Occupational Employment Statistics - Bureau of Labor Statistics - <http://www.bls.gov/oes/>
- Wisconsin Age Projections - WI Dept. of Administration - <http://www.doa.state.wi.us/subcategory.asp?linksubcatid=105&linkcatid=11&linkid=64&locid=9>
- U.S. Census Bureau American Community Survey - <http://www.census.gov/acs/www/Products/>
- A Compass for Understanding and Using American Community Survey Data (see Appendices 3-4 in particular) - <http://www.census.gov/acs/www/Downloads/ACSGeneralHandbook.pdf>
- YourEconomy.org - Edward Lowe Foundation - <http://www.youreconomy.org>

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## For More Information

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## Next session

**April 20, 2010 – Rebuilding Downtown and Niche Small Businesses**

*Business Development Specialist Bill Ryan, University of Wisconsin-Extension  
Center for Community & Economic Development and Small Business  
Specialist JD Milburn, Wisconsin Main Street Program*

Downtowns and neighborhood shopping districts are more than simply places to do business. They are part of the cultural fabric of our communities. But how can they compete in this "big is better" marketplace? Learn about the importance of locally owned small business to the economy and how to rebuild these business districts by making these businesses more profitable.



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## Archive Access

To access an archived version of today's program, go to:  
<https://www.livemeeting.com/cc/wislineweb/view>

- Enter Name
- Recording ID: **Bldg Comm-100316**
- Recording Key: (Leave Blank)
- Click View Recording
- Click the ICON for either Microsoft Office Live Meeting High Fidelity Presentation OR Microsoft Office Live Meeting Replay
- This archive will remain for two weeks on the web



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**Thank You!**

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