

NOTHING EVER CHANGES AROUND HERE

and other rural legends

2012 NACDEP National Conference

Park City, Utah

May 22, 2012

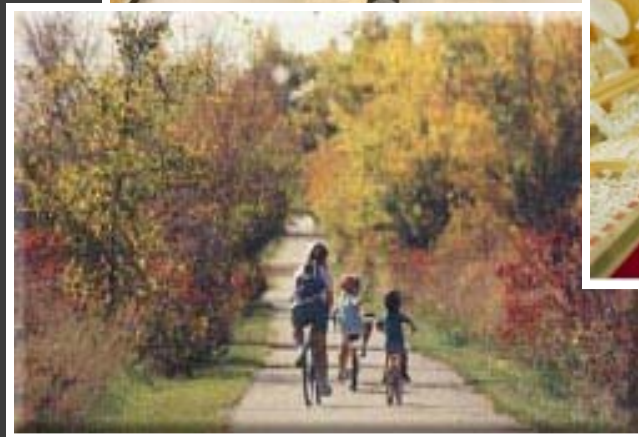
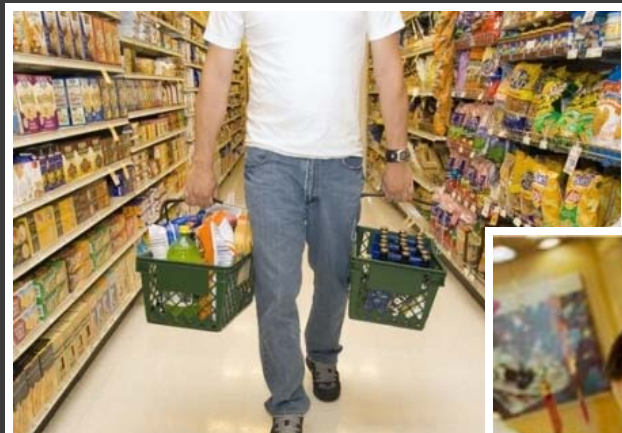
Bill Pinkovitz

University of Wisconsin Extension

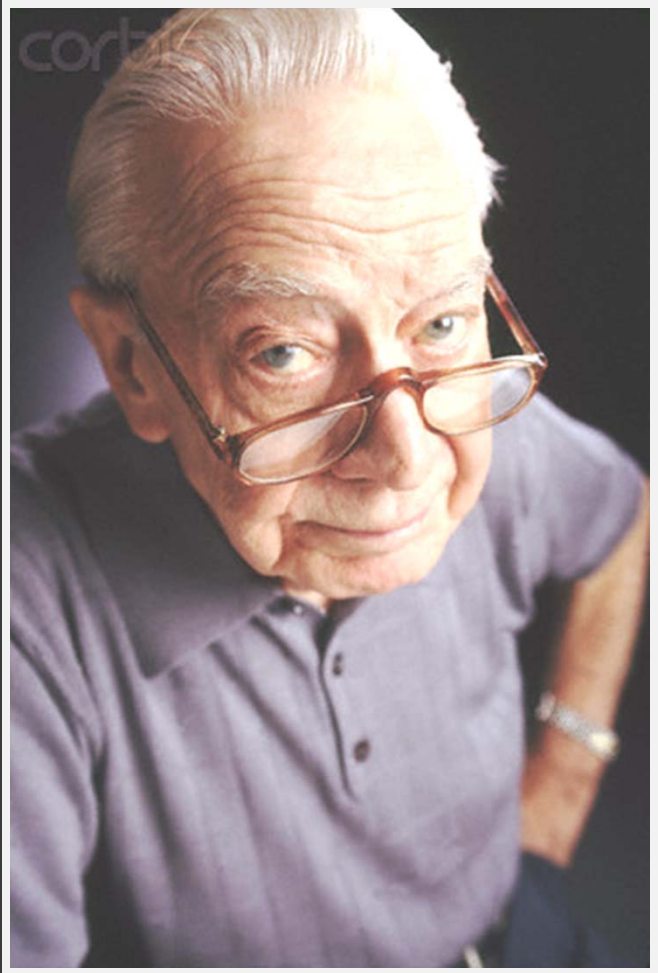
Center for Community and Economic Development

HOW WELL DO YOU KNOW

Your Community, Customers, Potential Customers, Visitors, Potential Visitors, Residents, New Residents, Workers, Labor Force, Commuters, Congregation, Students, Constituents....

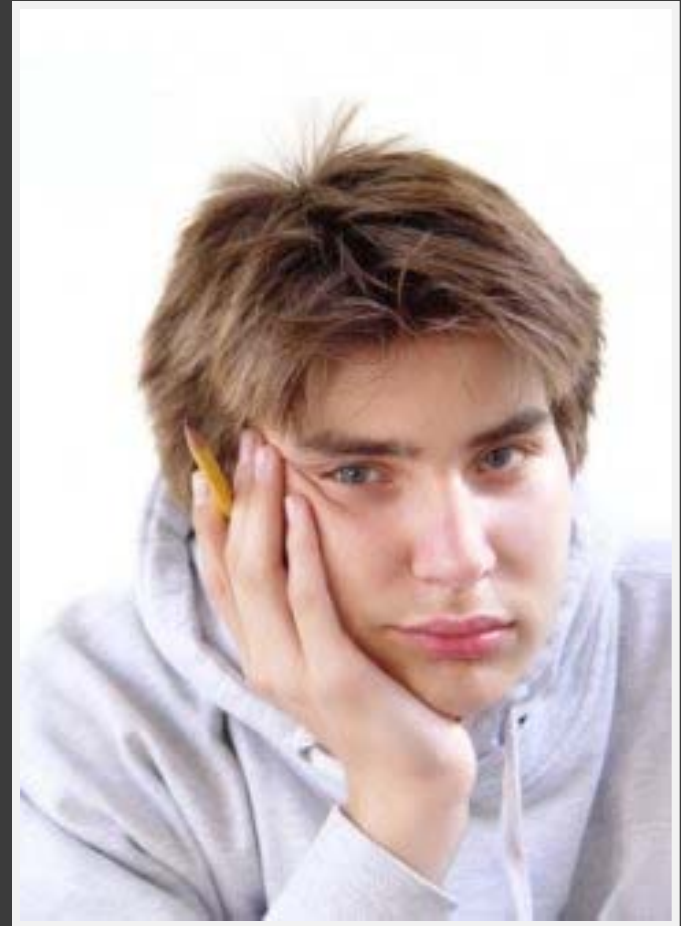
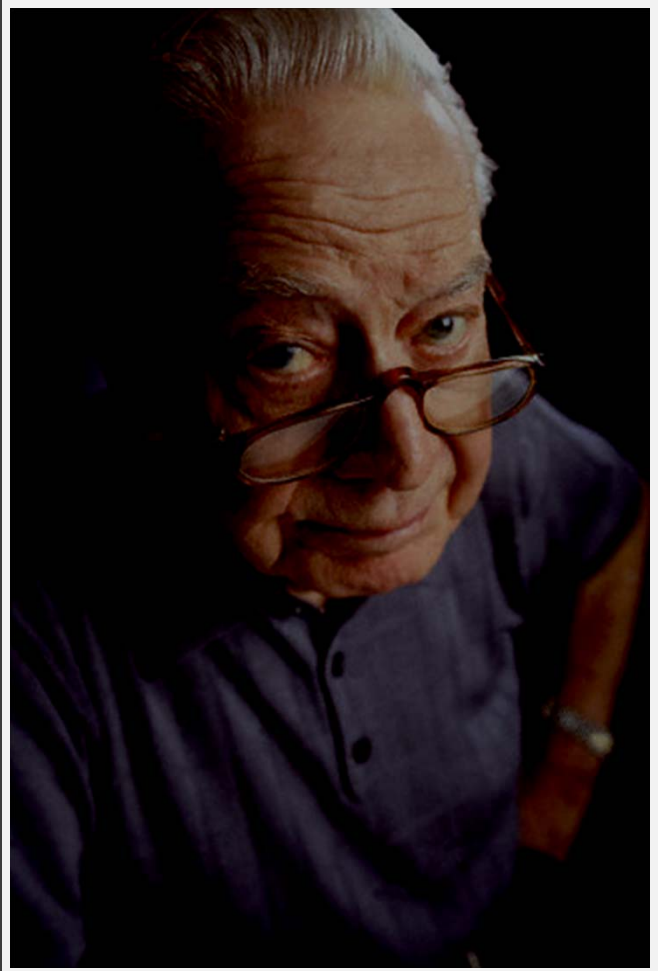


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Extension



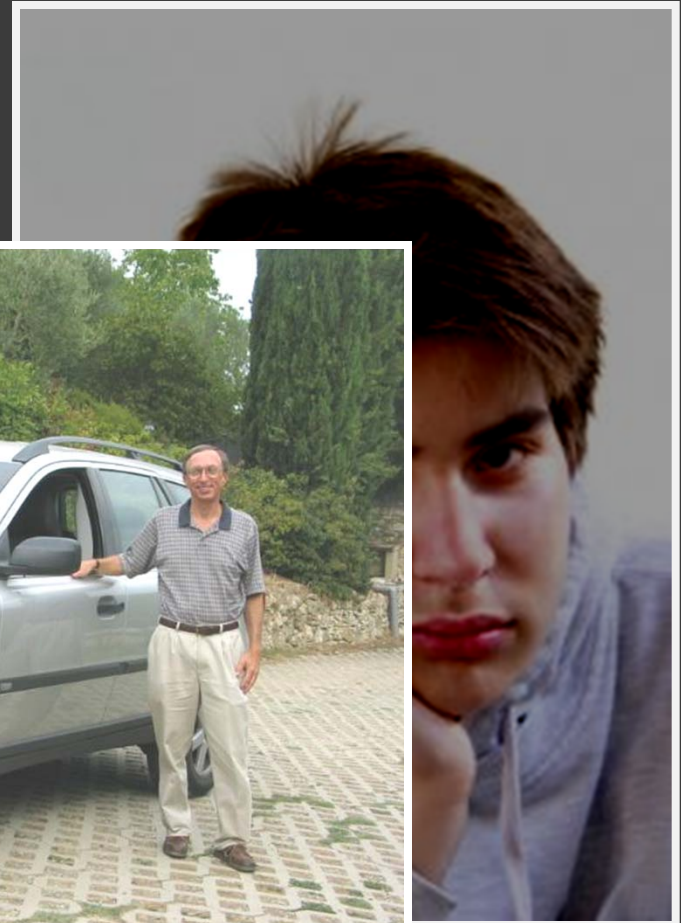
"I've lived here all my life... I know what this town needs"

^{UW}
Extension



“Nothing ever changes around here”

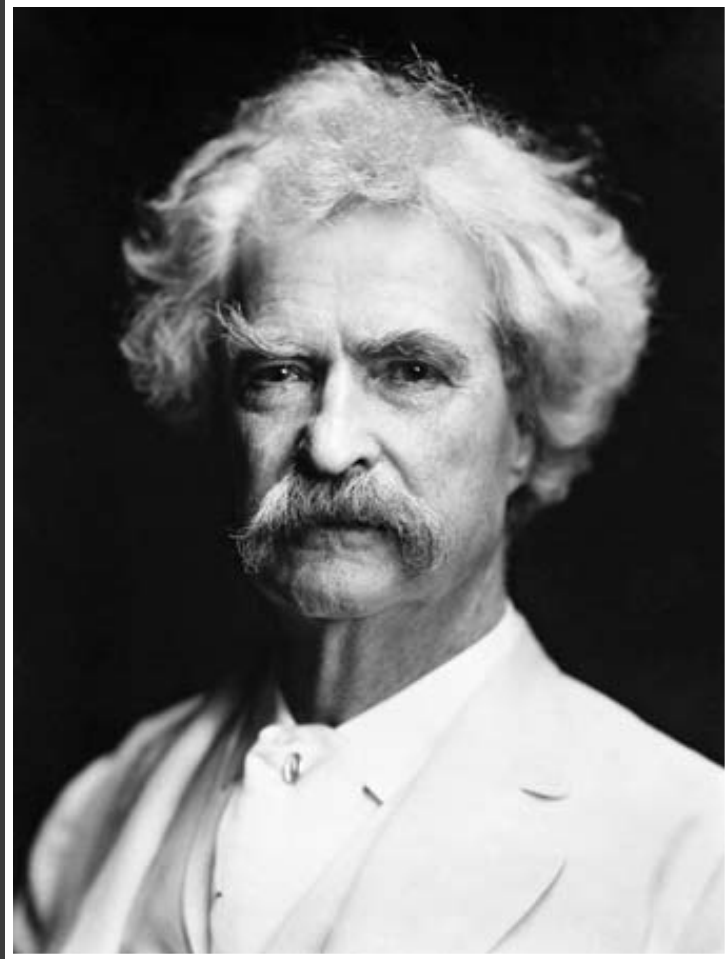
^{uw}
Extension



"We just moved here..."

...we know just what this town needs"

UW
Extension



*"It ain't what you
don't know that gets
you into trouble.*

*It's what you know for
sure that just ain't so."*

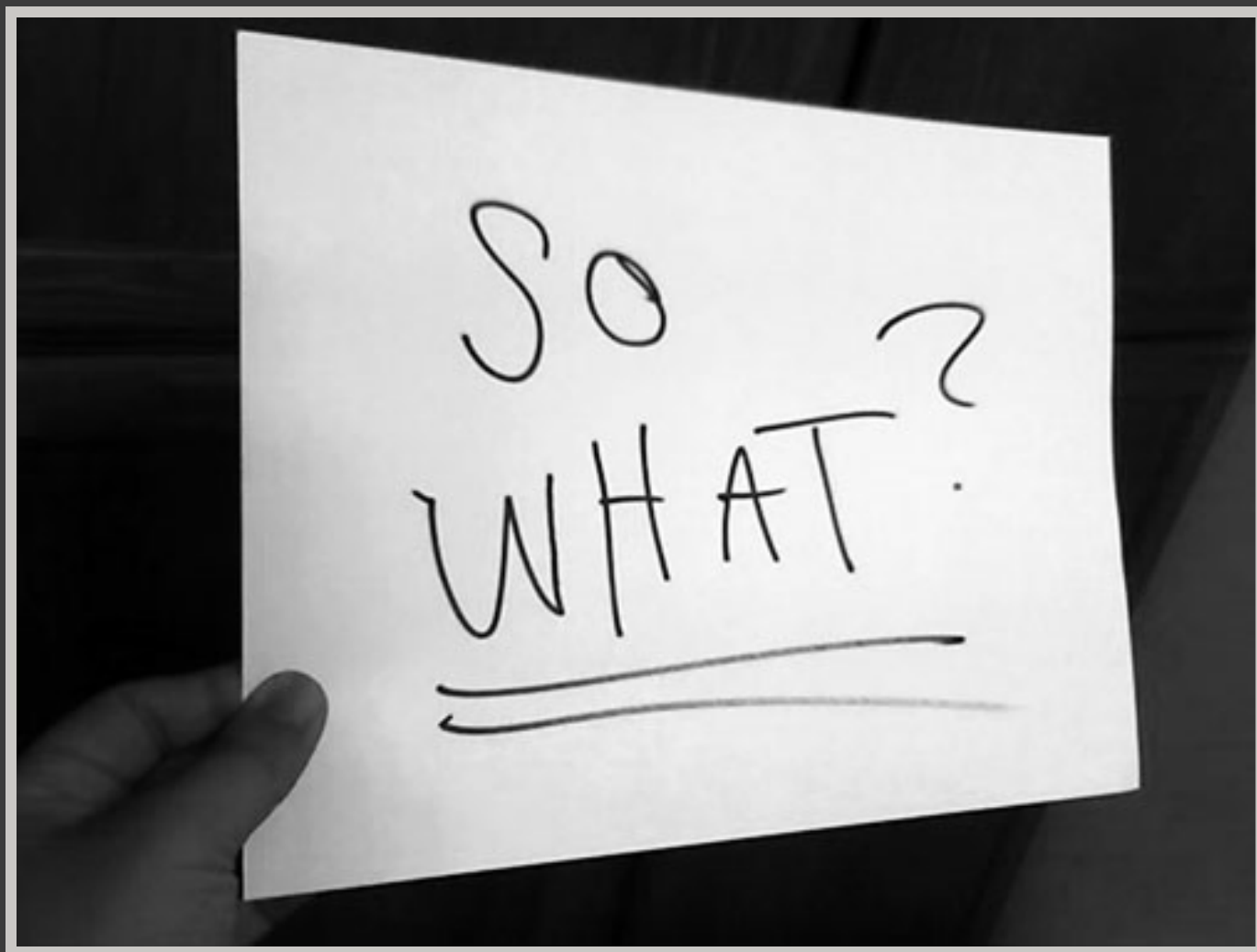
Mark Twain



*“He uses statistics as a
drunken man uses lamp-
posts*

*for support rather than
illumination”*

Andrew Lang (1844-1912)





Lafayette County, Wisconsin

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Lafayette County, Wi (pop. 16,683)

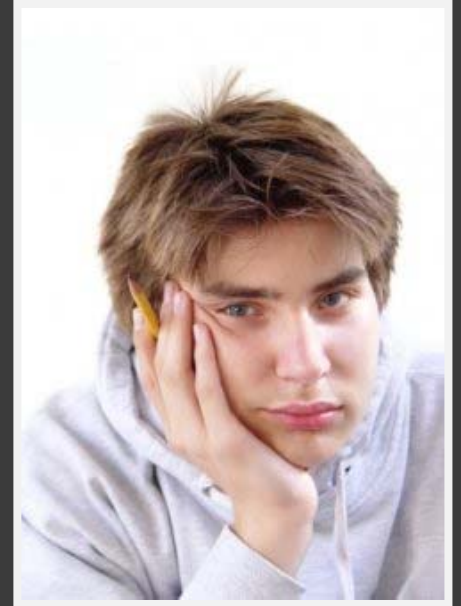
Between 1960 and 2010 the population of Lafayette County declined by -8 percent

During the same period Wisconsin's population grew by 44 percent.



<http://www.census.gov/population/cencounts/wi190090.txt>

Lafayette County, Wi

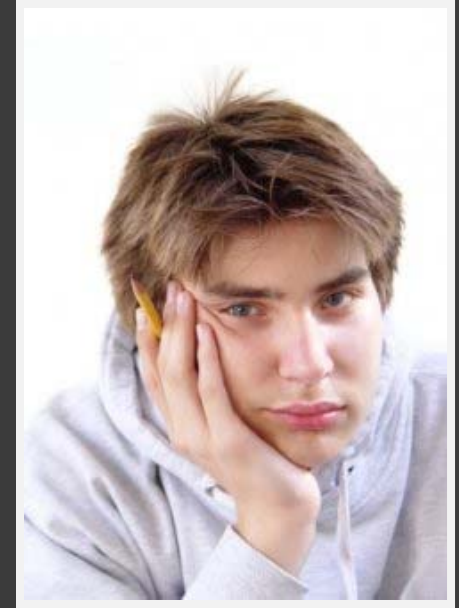


The Wisconsin Dept of Administration estimates that, in 2035, Lafayette County's population will be the same as it in 2010.

Over the same 25 year period, Wisconsin's population is projected to increase by 17 percent

<http://www.doa.state.wi.us/>

Lafayette County, Wi



Between 2000 and 2035 Lafayette County is projected to lose a net -775 residents through out-migration.

That's an average loss of -22 residents per year

<http://www.doa.state.wi.us/>

Lafayette County, Wi

Lafayette County is projected to lose an average of 22 people per year through out-migration between 2000 and 2035.

How many people moved into Lafayette County between 2007 and 2008?

- a) 12
- b) 123
- c) 413
- d) 758



Lafayette County, Wi

How many people move into Lafayette County between 2007 and 2008?

- a) 12
- b) 123
- c) 413

☒ d) 758 (5 percent)



Lafayette County, Wi

Where did they move from/to?

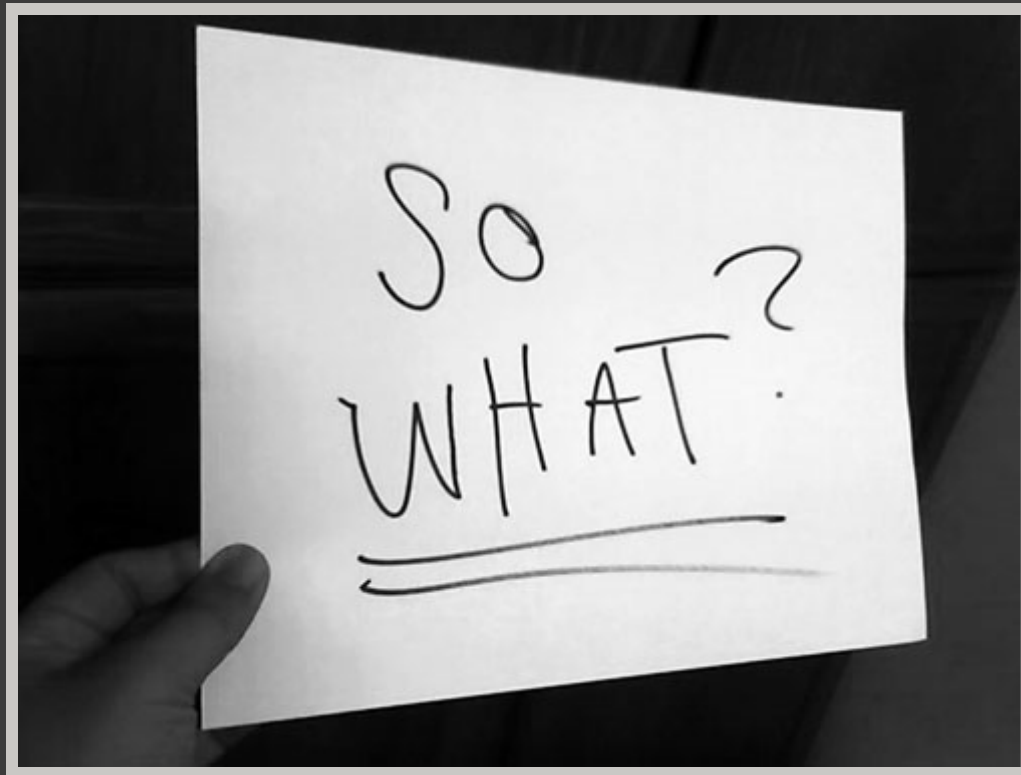
Lafayette County Migration (2007 to 2008)

County	Moved into Lafayette Co.	Moved out of Lafayette Co.
Dane	130	85
Grant	116	123
Green	10	104
Iowa	60	76
Dubuque	21	30
Jo Davies	24	23
TOTAL	758	613

<http://www.irs.gov/taxstats/article/0,,id=214177,00.html>

Lafayette County, Wi

758 may not sound like many people, but in ten years that's equal to almost half of the county's estimated 2010 population of 16,683.



Lafayette County, Wi

7,296 residents of Lafayette County, Wisconsin were employed in 2010.

What percentage of the 7,296 worked outside of the county?

- a) 44 percent*
- b) 57 percent*
- c) 65 percent*
- d) 71 percent*

Lafayette County, Wi

7,296 residents of Lafayette County, Wisconsin were employed in 2010.

What percentage of the 7,296 worked outside of the county?

- a) 44 percent*
- b) 57 percent*
- c) 65 percent*
- d) 71 percent***

5,164 employed residents worked outside the county

Lafayette County, Wi

3,594 people were employed in Lafayette County, Wisconsin in 2010.

What percentage of the 3,594 lived outside of the county?

- a) 41 percent*
- b) 57 percent*
- c) 65 percent*
- d) 71 percent*

Lafayette County, Wi

3,594 people were employed in Lafayette County, Wisconsin in 2010.

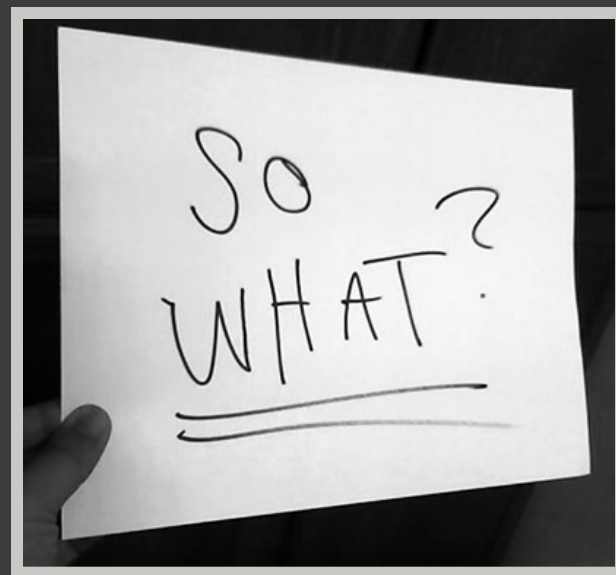
What percentage of the 3,594 lived outside of the county?

a) 41 percent

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Lafayette County, Wi

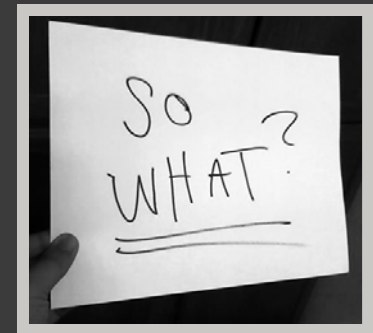
5,164 employed Lafayette County residents worked outside of Lafayette County in 2010.

According to the BEA, Lafayette County residents working outside the county earned \$141 million in 2010.

Non-county residents working in Lafayette County earned \$28 million in 2010.

Table CA91

<http://bea.gov/regional/reis/drill.cfm>



Lafayette County

In what percentage of the Lafayette County families with children under 18 and both mother and father present in the home are both mom and dad employed?

- a) 59%
- b) 66%
- c) 80%

Lafayette County

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a) 59%

b) 66%

c) 80%

ACS Table B23008

<http://factfinder.census.gov>

Lafayette, WI

There are more married couple households with children than single person households in Lafayette, WI

- a) True
- b) False



Lafayette, WI

There are more married couple households with children than single person households in Lafayette, WI

a) *True*

☒ *False*

	Lafayette	Lafayette Co.
Married couples w/ child < 18 yrs	112	1676
Single person HH	178	1586

Lafayette, County

In 2006 there were 346 businesses with employees in Lafayette County.

During the previous twelve months 59 businesses with employees either were “born” or “died”.

Lafayette, County

In 2006 there were 346 businesses with employees in Lafayette County.

During the previous twelve months 59 businesses with employees either were “born” or “died”

59 businesses in one year may not sound like many, but in 5 years, that is equivalent to 85% of the businesses in the county

<http://www.census.gov/econ/susb/>

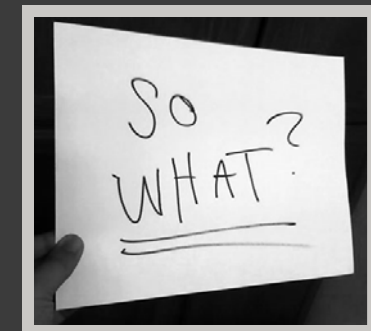
Lafayette, County

The U.S. Dept of Health and Human Services established a 2012 poverty rate of \$23,050 for a family of four.

According to the Wisconsin Women's Network, what is the 2012 Self-Sufficiency Income Standard for Lafayette for a family comprised of 2 adults, one preschooler, and one school age child is \$36,711.

Lafayette, County

	Monthly	Annual
Housing	\$532	\$6,384
Food	688	8,256
Child Care	823	9,876
Health Care	295	3,540
Transportation	486	5,832
SubTotal		\$33,888





	Lafayette County, Wisconsin	
	Estimate	Margin of Error
Total:	4,157	+/-77
Under 6 years:	1,281	+/-59
Living with two parents:	959	+/-85
Both parents in labor force	702	+/-86
Father only in labor force	245	+/-81
Mother only in labor force	6	+/-9
Neither parent in labor force	6	+/-6
Living with one parent:	322	+/-68
Living with father:	153	+/-60
In labor force	131	+/-58
Not in labor force	22	+/-17
Living with mother:	169	+/-43
In labor force	144	+/-42
Not in labor force	25	+/-18
6 to 17 years:	2,876	+/-64
Living with two parents:	2,122	+/-141
Both parents in labor force	1,769	+/-132
Father only in labor force	299	+/-96
Mother only in labor force	32	+/-19
Neither parent in labor force	22	+/-14
Living with one parent:	754	+/-138
Living with father:	330	+/-110
In labor force	326	+/-110
Not in labor force	4	+/-6
Living with mother:	424	+/-118
In labor force	382	+/-110
Not in labor force	42	+/-34

Cornell University Statistical Calculator for use with the American Community Survey (ACS)

20. FEB, 2012

Don't worry if you can't remember how to calculate the Margin of Error (MOE) for a sum of values or the MOE for a derived ratio. The Cornell University Program on Applied Demographics has developed a simple easy-to-use **online tool** that will calculate the MOEs for sums, products, differences, ratios, and proportions. It will also calculate whether two values from the American Community Survey (ACS) are significantly different.

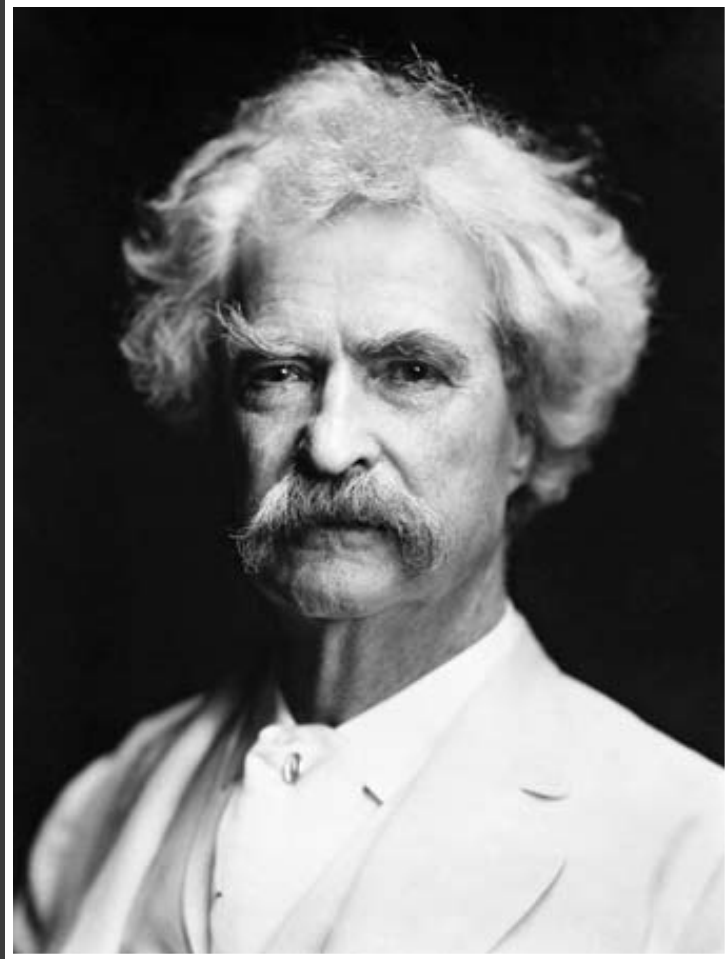
If you remember that MOEs are important, but don't really remember what they are, check out the variety of **FREE GUIDES** developed by the U.S. Census for all levels of users including those who last attended a statistics class in the last millennium.

Computing a new value from two existing values

[Help](#)

	Value	Margin of Error
Value 1	<input type="text" value="702"/>	<input type="text" value="85"/>
Value 2	<input type="text" value="1769"/>	<input type="text" value="132"/>
Select operation	<input type="button" value="Sum"/>	
	<input type="button" value="Difference"/>	
	<input type="button" value="Product"/>	
	<input type="button" value="Proportion"/>	
	<input type="button" value="Ratio"/>	
	<input type="button" value="Change"/>	
	Value	Margin of Error
Result:	2471	157

<http://fyi.uwex.edu/community-data-tools/2012/02/20/cornell-university-statistical-calculator-for-use-with-the-american-community-survey-acs/>



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608-265-8255