

Stronger Economies Together Participants' Guide
Module Two: Profiling Your Region

Handout 1: Current C.A.R.E. Activities

Slide 10

Major Themes	Listing of Specific Strategies/Activities
CREATION	
ATTRACTION	

Major Themes	Listing of Specific Strategies/Activities
RETENTION	
EXPANSION	
Other Important Activities Worth Noting to Support the C.A.R.E. efforts	

NOTE: Use the back of the sheet if more space is needed

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Consider these questions as you study the information provided in the data profiles on your SET region and its counties.

Data Items	Tips on What to Examine
POPULATION	
Population Size	<ul style="list-style-type: none"> • Is the region growing or not? How are the SET counties doing? Are some counties doing better than others in terms of population expansion? Which ones are stagnant or suffering population declines? • What's the trend in the population over time? Does the rate of growth or decline vary by counties in the SET region?
Gender	<ul style="list-style-type: none"> • Is the ratio of males to females changing? What are the implications for the region or its counties?
Race and Ethnic Composition	<ul style="list-style-type: none"> • To what extent is the racial and ethnic composition shifting in the region and in specific counties? Is the minority population (Black/Non-Hispanic, Hispanics) increasing in size?
Age Structure	<ul style="list-style-type: none"> • What's the distribution of the population in the region and the counties? Are some counties seeing an aging of its population? Are there a sizable numbers of people of working age (25-64 years of age)? Is the young population (under 18 years old) growing/declining? How has the age structure changed over time and what are the implications of those changes?
Components of Population Change	<ul style="list-style-type: none"> • What's driving the change in your region's population? Is it due to natural change (births minus deaths), domestic migration (number of new people moving in minus the number moving out), or in international migration (number of people in your region moving out of the US versus the number from outside the US moving into the region)?
Population Projections	<ul style="list-style-type: none"> • Are the SET region and its counties expected to grow over the next decade or so? If so, at what pace?
HOUSEHOLD & HOUSING	
Number of Households	<ul style="list-style-type: none"> • What's the number of households in the region? Has the number grown/declined over time?
Person per Household	<ul style="list-style-type: none"> • What is the average number of persons per household? Is this growing or shrinking? What are the implications in terms of housing needs, local services, and job activities?

Type of Households	<ul style="list-style-type: none"> What percent of the households are made-up of married couple families, single female headed, or single male headed households? How many kids under 18 live in each of these household types? Are single-headed households on the rise in your region or its counties? What are the implications?
Housing Tenure	<ul style="list-style-type: none"> What proportion of the homes is owned-occupied versus rented?
EDUCATION & INCOME	
Educational Attainment	<ul style="list-style-type: none"> What proportion of your adult population has an education beyond high school? How many have less than a high school education? How many have completed a community college or technical education degree?
Geographic Mobility by Education	<ul style="list-style-type: none"> What are the educational credentials of people moving into the region? What were the educational levels of those who have moved out of the region? Did your region gain or lose the best educated? What are the implications for the region?
Median Household Income	<ul style="list-style-type: none"> What's the distribution of income in the region and its counties? Are some counties doing better than others on the income distribution scale? How's the middle income class doing over time?
Persons In Poverty	<ul style="list-style-type: none"> What percent of the population is living in poverty? Is the poverty rate growing or declining over time?
HEALTH	
Mortality	<ul style="list-style-type: none"> How do your counties and your region compare to the rest of the state in terms of mortality? Do counties within the region differ and if so, why? What are the implications in terms of needs for specific health services?
Morbidity	<ul style="list-style-type: none"> How do your counties and your region compare to the rest of the state in terms of morbidity? How might these differences impact regional development? What are the implications as you consider a regional approach to economic development?
OVERALL: The Big Picture	<ul style="list-style-type: none"> Step back and study the data and see what specific issues, challenges, and opportunities it may be describing. Does it point to some people who need to be on your SET team, or at least, be given the opportunity to be heard?

**NOTE: Some important sites to access data
on the counties that are part of your SET region**

U.S. Census State and County Quick Facts:

<http://quickfacts.census.gov/qfd/index.html>

Provides information on a number of items beyond those included in this exercise.

U.S. Census. USA Counties <http://censtats.census.gov/usa/usa.shtml>

Offers information on a wide array of county-level items for several periods of time, thus allowing you to do longitudinal data analysis.

STATSAmerica <http://www.statsamerica.org/>

This site, developed by Indiana University with support from the U.S. Department of Commerce's Economic Development Administration, provides information on county population, housing, income, industries, and more.

Atlas of Rural and Small Town America <http://www.ers.usda.gov/data/ruralatlas/>

Developed by USDA's Economic Research Service, this is the go to site for county-level data on people, jobs, and agriculture across different county classifications (such as micropolitan and noncore nonmetropolitan areas).