

**Current C.A.R.E. Activities**

Major Themes	Listing of Specific Strategies/Activities
<b>CREATION</b>	
<b>ATTRACTION</b>	

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<b>RETENTION</b>	
<b>EXPANSION</b>	
<b>Other Important Support Efforts</b>	

## Data Analysis Guidelines

Data Items	Tips on What to Examine
<b>POPULATION</b>	
Population Size	<ul style="list-style-type: none"> <li>Is the region's population growing, declining, or stable?</li> <li>What is the population trend over time?</li> <li>Does the rate of growth or decline vary by counties in the SET region?</li> </ul>
Gender	<ul style="list-style-type: none"> <li>Is the ratio of males to females changing?</li> <li>What are the implications for the region or its counties?</li> </ul>
Race and Ethnic Composition	<ul style="list-style-type: none"> <li>To what extent is the racial and ethnic composition shifting in the region and in specific counties?</li> <li>Is the minority population increasing in size?</li> </ul>
Age Structure	<ul style="list-style-type: none"> <li>What is the age distribution of the population in the region and the counties?</li> <li>Are some counties seeing an aging of its population?</li> <li>Are there a sizable numbers of people of working age (25-64 years of age)?</li> <li>Is the young population (under 18 years old) growing/declining?</li> <li>How has the age structure changed over time and what are the implications of those changes?</li> </ul>
Components of Population Change	<p>What is driving the change in your region's population?</p> <ul style="list-style-type: none"> <li>Natural change (births minus deaths)</li> <li>Domestic migration (number of new people moving in minus the number moving out)</li> <li>International migration (number of people in your region moving out of the US versus the number from outside the US moving to the region)</li> </ul>
Population Projections	<ul style="list-style-type: none"> <li>Are the SET region and its counties expected to grow over the next decade? If so, at what pace?</li> </ul>
<b>HOUSEHOLD &amp; HOUSING</b>	
Number of Households	<ul style="list-style-type: none"> <li>What is the number of households in the region?</li> <li>Has the number grown/declined over time?</li> </ul>
Person per Household	<ul style="list-style-type: none"> <li>What is the average number of persons per household?</li> <li>Is this growing or shrinking?</li> <li>What are the implications in terms of housing needs, local services, and job activities?</li> </ul>
Type of Households	<ul style="list-style-type: none"> <li>What percent of the households are married couple families, single female headed, or single male headed households?</li> <li>How many kids under 18 live in each of these household types?</li> <li>Are single-headed households on the rise?</li> <li>What are the implications?</li> </ul>
Housing Tenure	<ul style="list-style-type: none"> <li>What proportion of the homes is owned-occupied versus rented?</li> </ul>

<b>EDUCATION &amp; INCOME</b>	
Educational Attainment	<ul style="list-style-type: none"> <li>• What proportion of your adult population has an education beyond high school?</li> <li>• How many have less than a high school education?</li> <li>• How many have completed a community college or technical education degree?</li> </ul>
Geographic Mobility by Education	<ul style="list-style-type: none"> <li>• What are the educational levels of people moving into the region?</li> <li>• What were the educational levels of those who left the region?</li> <li>• Did your region gain or lose the best educated?</li> <li>• What are the implications for the region?</li> </ul>
Median Household Income	<ul style="list-style-type: none"> <li>• What is the distribution of income in the region and its counties?</li> <li>• Are some counties doing better than others on the income scale?</li> <li>• How's the middle income class doing over time?</li> </ul>
Persons In Poverty	<ul style="list-style-type: none"> <li>• What percent of the population is living in poverty?</li> <li>• Is the poverty rate growing or declining over time?</li> </ul>
<b>HEALTH</b>	
Mortality	<ul style="list-style-type: none"> <li>• How do your counties and your region compare to the rest of the state in terms of mortality?</li> <li>• Do counties within the region differ and if so, why?</li> <li>• What are the implications in terms of needs for specific health services?</li> </ul>
Morbidity	<ul style="list-style-type: none"> <li>• How do your counties and your region compare to the rest of the state in terms of morbidity?</li> <li>• How might these differences impact regional development?</li> <li>• What are the implications as you consider a regional approach to economic development?</li> </ul>
<b>OVERALL: The Big Picture</b>	
Overall	<ul style="list-style-type: none"> <li>• Step back and study the data and see what specific issues, challenges, and opportunities may be described.</li> <li>• Does this point to some people who need to be on your SET team, or at least, be given the opportunity to be heard?</li> </ul>

**Other Resources:**

U.S. Census State and County Quick Facts: <http://quickfacts.census.gov/qfd/index.html>

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

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

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