PLACE PROSPERITY

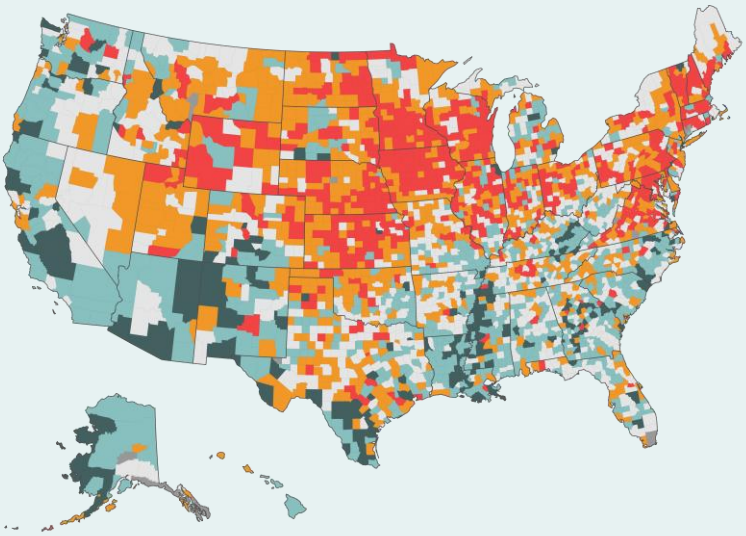
MOVING BEYOND ECONOMIC GROWTH TO ASSESS PROSPERITY

JOBS
LOW UNEMPLOYMENT

INCOME
LOW POVERTY

EDUCATION
LOW DROP-OUT RATE

HOUSING
LOW HOUSING STRESS



Lacking Measurable Prosperity ····· Extremely Prosperous

Unit: County | Time Period: 1990-2022 | Data: US Census, ACS

We replicate and extend a well-received index of place prosperity using sequence analysis.

The result is a 5-category typology where every county is scored from "lacking measurable prosperity" to "extremely prosperous."

Extremely Prosperous counties routinely score better than the national average across all four indicators: jobs, income, education, and housing.

RURAL COUNTIES ARE PROSPEROUS

18 *% of rural counties* EXTREMELY PROSPEROUS

WHEN PLACES ARE ASSESSED USING METRICS THAT GO BEYOND GROWTH, RURAL COUNTIES ARE VERY COMPETITIVE WITH THEIR URBAN COUNTERPARTS.

15 *% of rural counties* IMPROVING PROSPERITY

WHEN CONSIDERING THE CHANGES IN PROSPERITY OVER TIME, RURAL COUNTIES ARE MORE LIKELY THAN URBAN COUNTIES TO HAVE IMPROVED IN PROSPERITY SINCE 1990.

READ MORE

Moving Beyond Growth to Evaluate Change in Community Well-Being

Understanding WI Prosperity in the National Context

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