

Trends and Challenges in Rural America

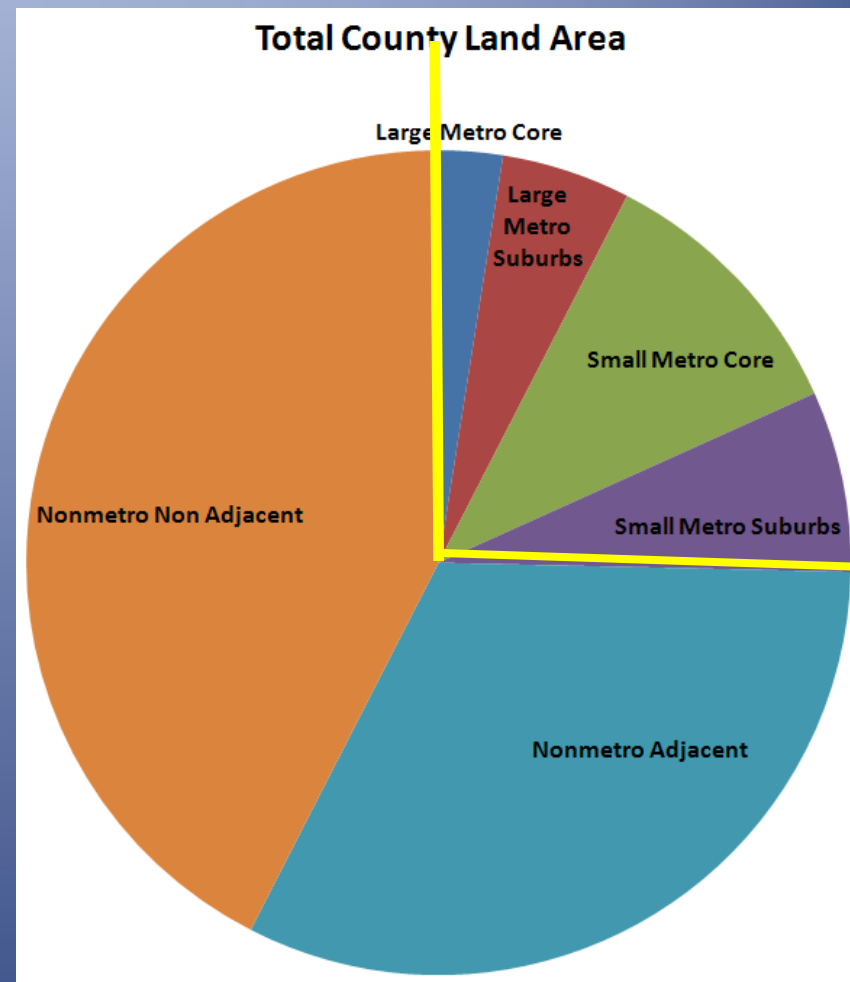
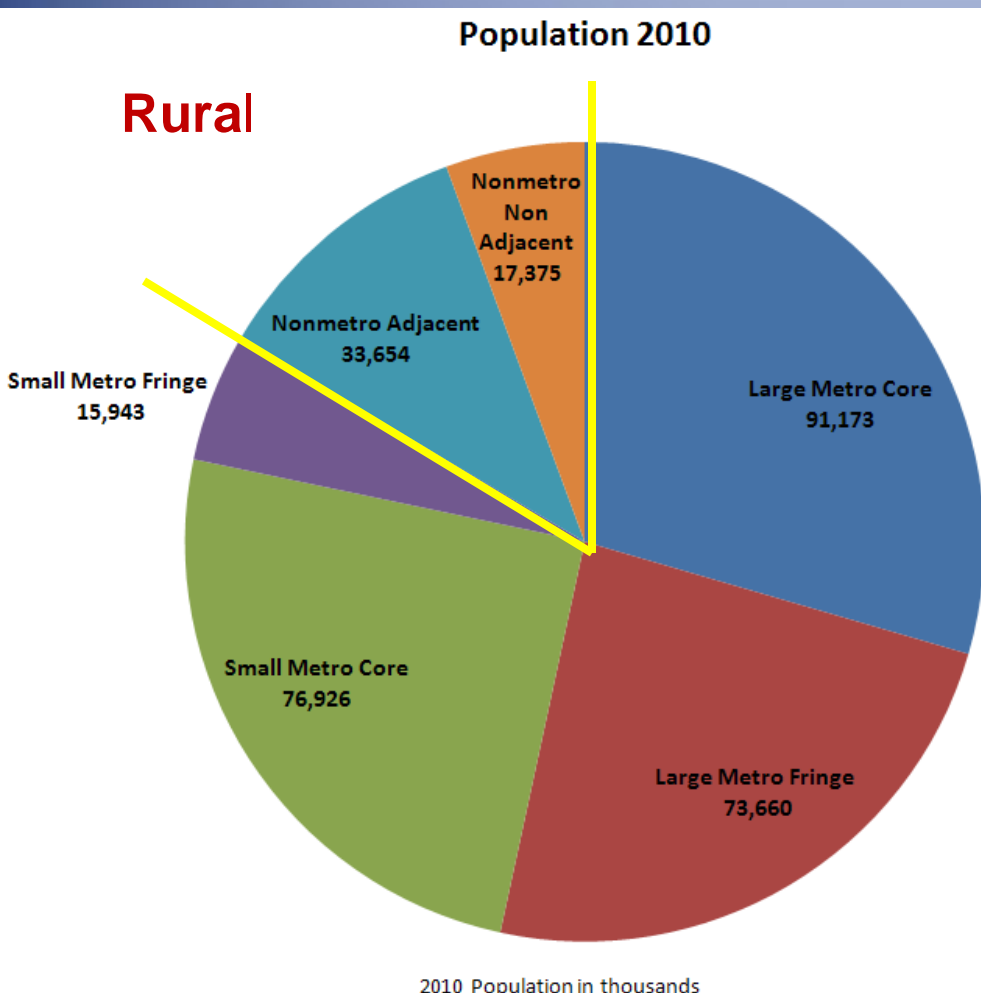
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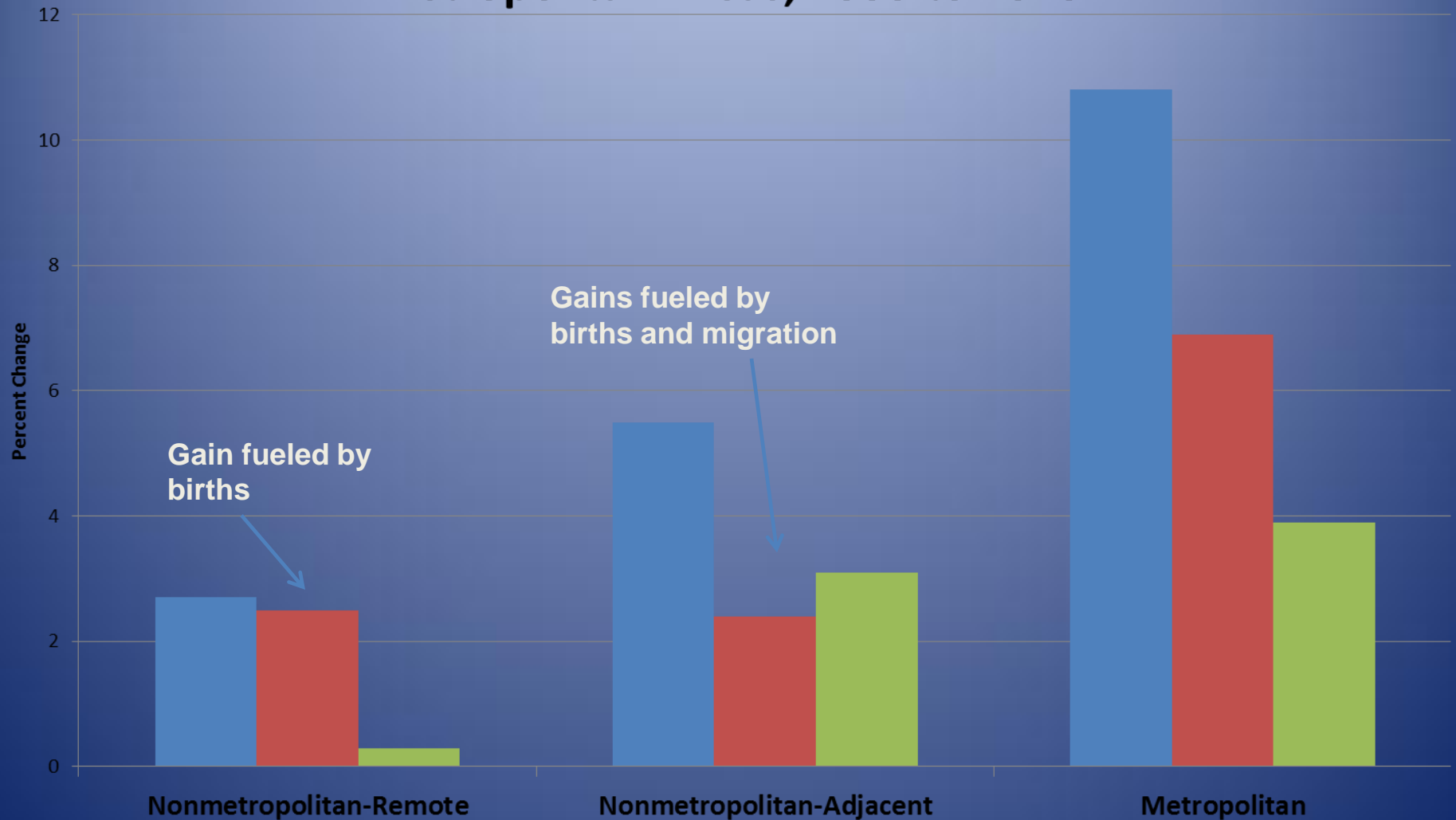


Population and Land Area Distribution by Metropolitan Classification, 2010

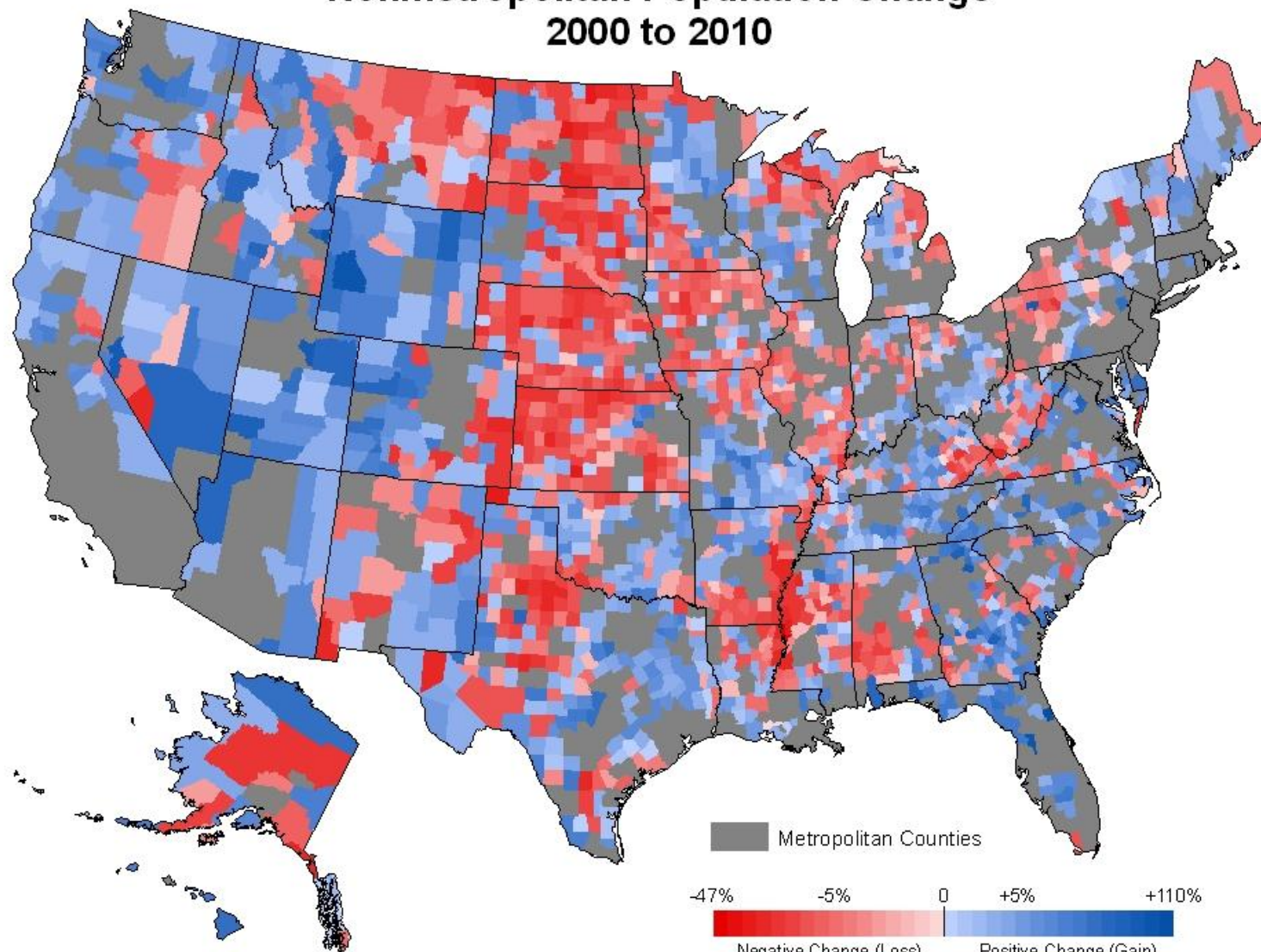


Nonmetro areas: 16.5% of the population; 74.6% of the land.

Demographic Change in Nonmetropolitan and Metropolitan Areas, 2000 to 2010

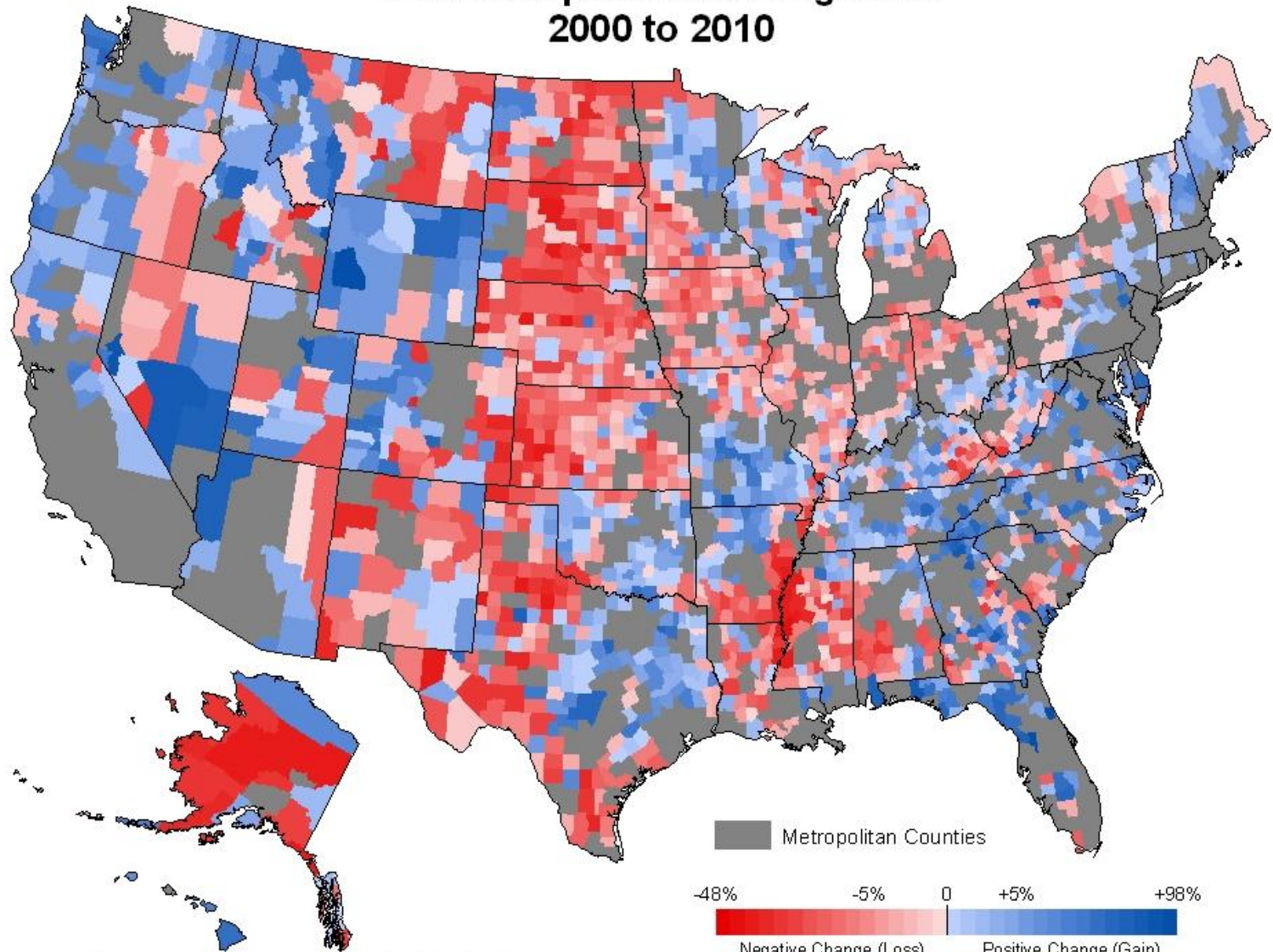


Nonmetropolitan Population Change 2000 to 2010



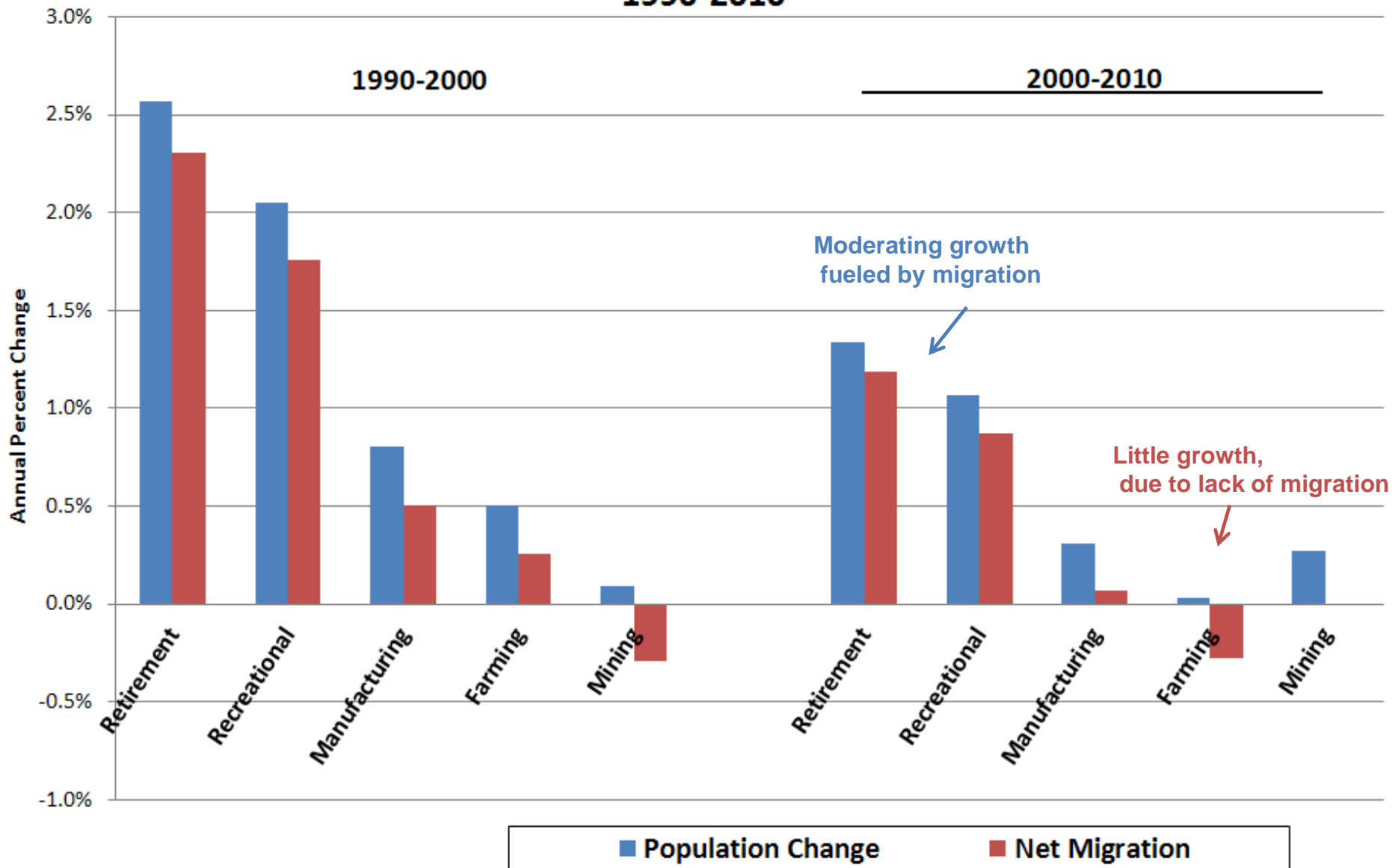
Source: U.S. Census Bureau, Census 2000 and 2010, FSCPE Estimates

Nonmetropolitan Net Migration 2000 to 2010



Source: U.S. Census Bureau, Census 2000 and 2010, FSCPE Estimates

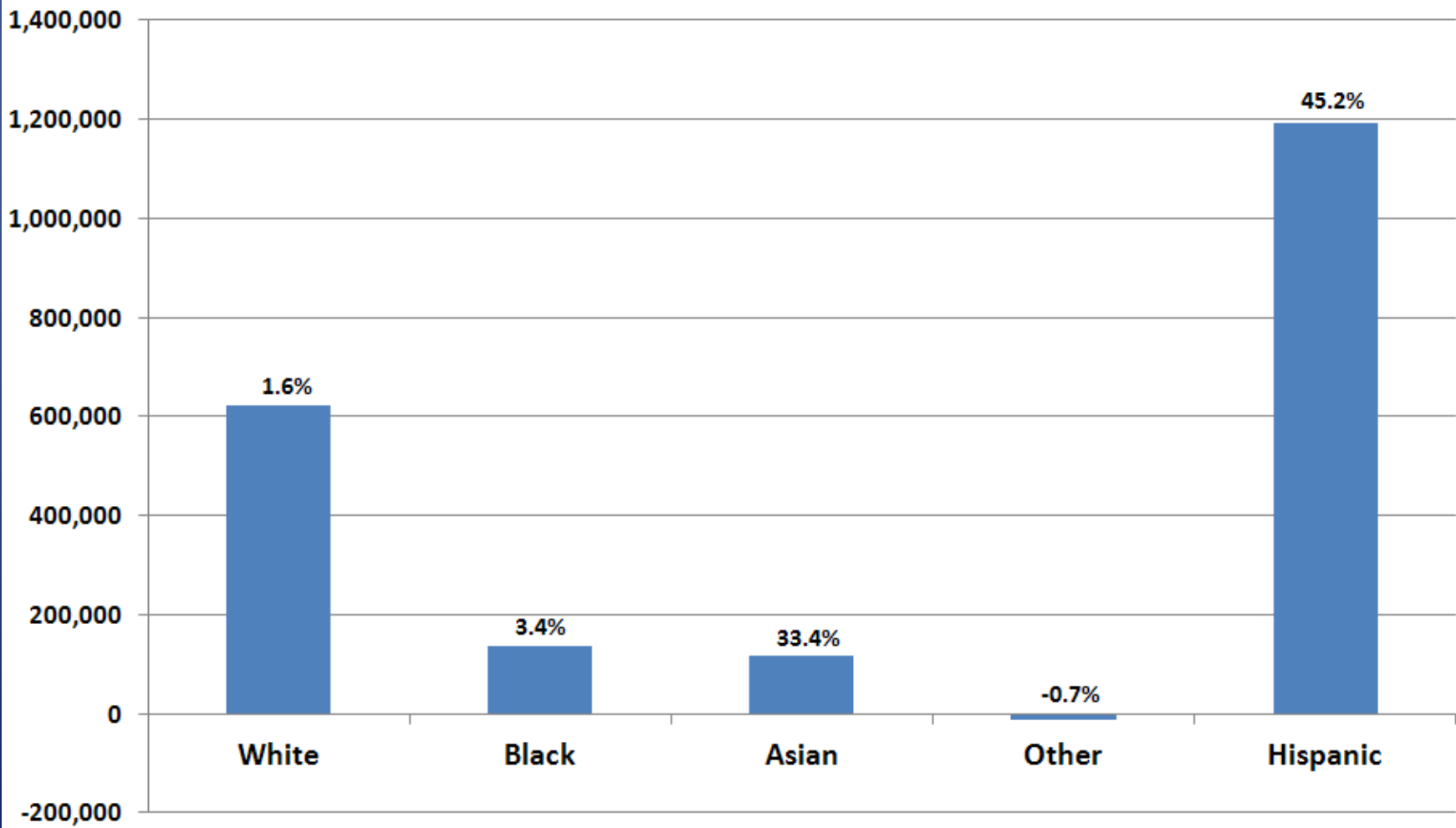
Demographic Change by Nonmetropolitan County Type 1990-2010



Natural resource industries provide a small part of rural jobs

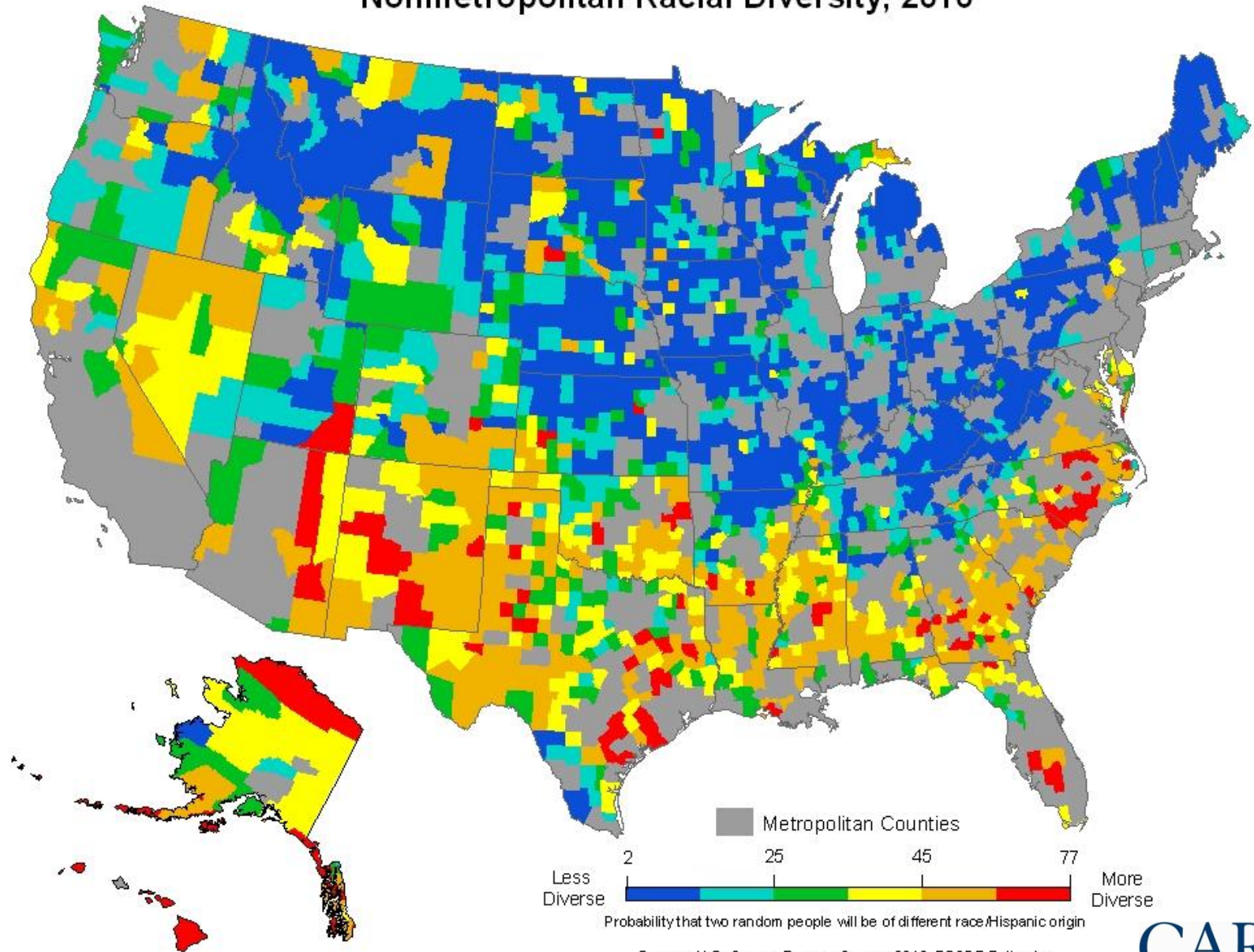
- Fewer than 2 percent of nonmetro workers are in farming, fishing or forestry occupations
- Education and health sectors combined provide 22% of jobs
- Manufacturing 15%
- Trade (mostly retail) 14%
- Arts, entertainment, accommodation and recreation 8%
- Fewer than 6 percent are in the farm, forestry fishing or mining industries

Demographic Change in Non-Metropolitan Areas 2000 to 2010



Source: Estimated with Census 2000, 2010

Nonmetropolitan Racial Diversity, 2010



Source: U.S. Census Bureau, Census 2010, FSCPE Estimates

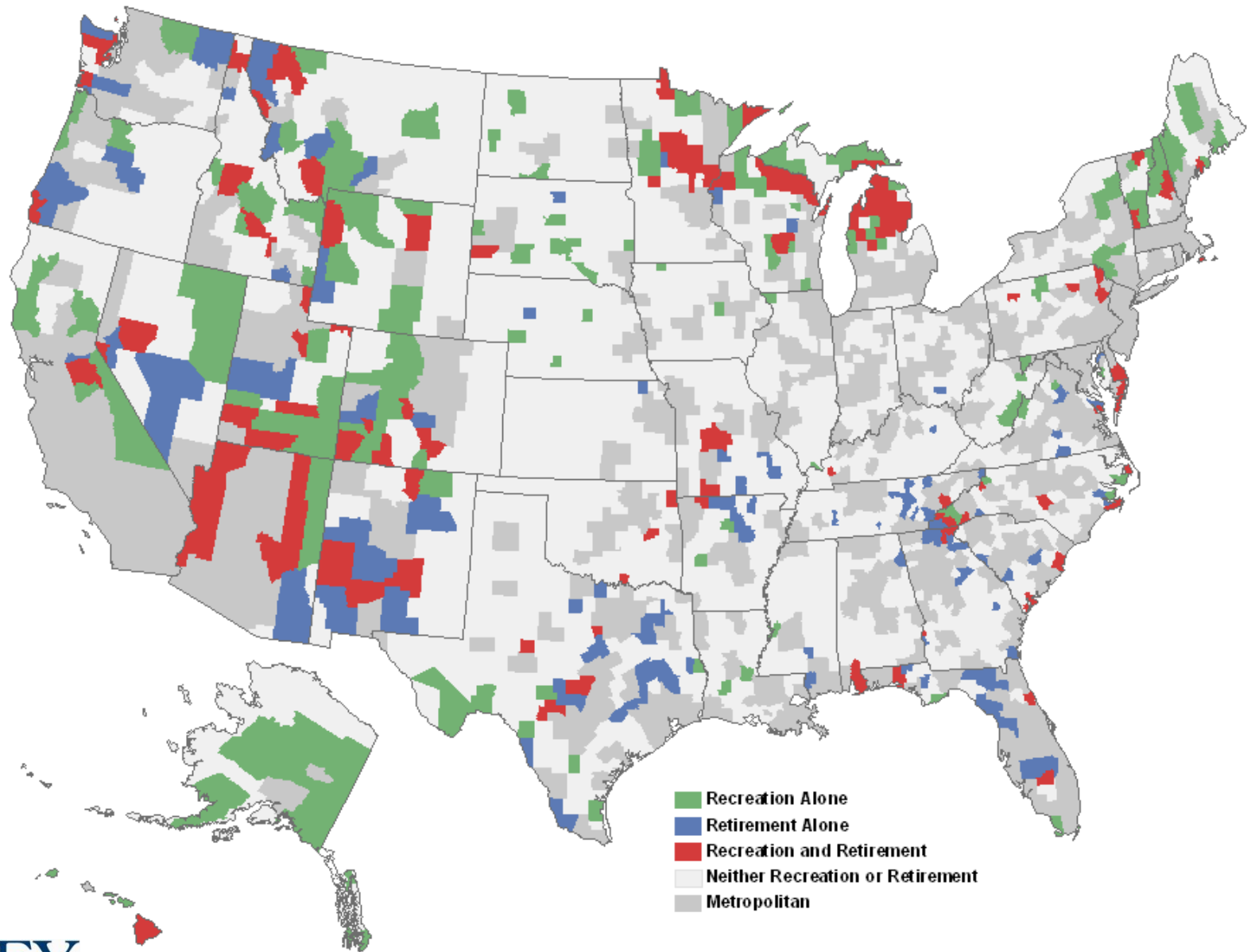
Big challenges in rural America communities hard hit by the downturn

- Economic challenges Loss of blue collar jobs, decades of no investment in poor areas
- Demographic change Aging, outmigration of young areas where natural decrease is the pattern, a growing immigrant population
- Environmental pressure Environmental degradation, stress on natural resources, climate change *potential*: in local food & energy

Today there are four rural Americas, each with its own challenges

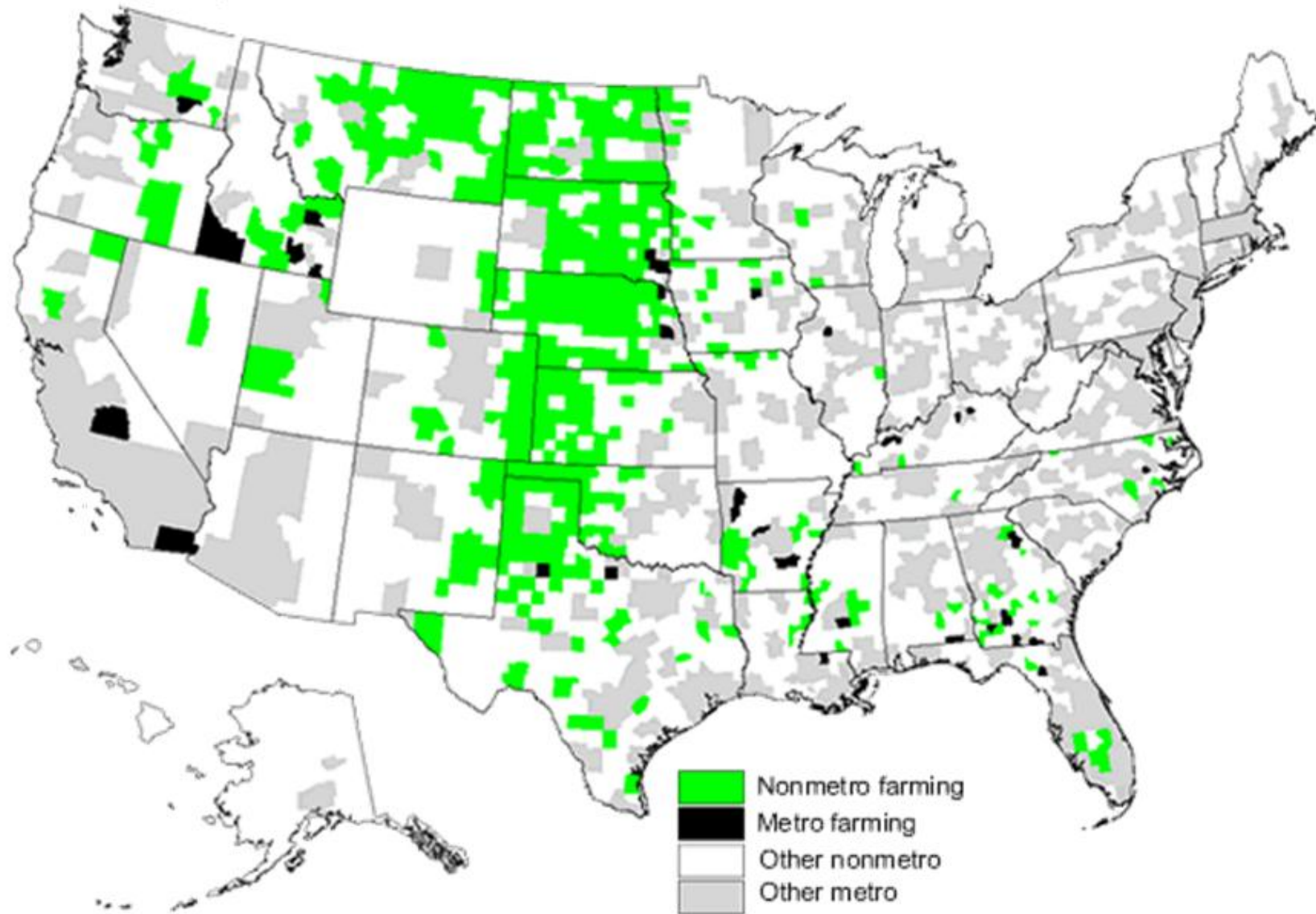
- Amenity rich areas
- Transitioning areas with amenities
- Declining resource-dependent areas
- Chronically poor communities

Recreation and Retirement Status for Non-Metropolitan Areas



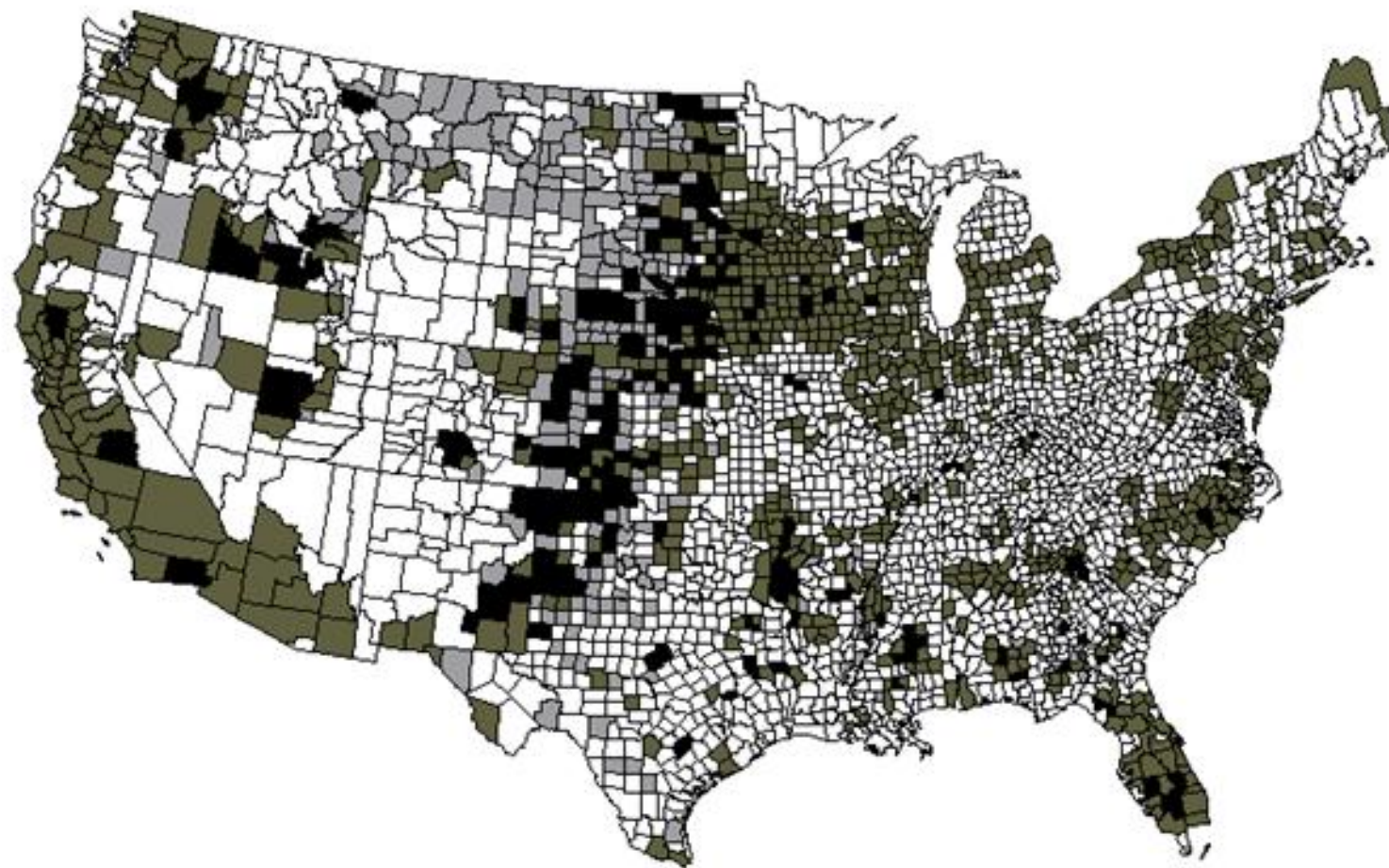
Source: Beale and Johnson, 2002; USDA Economic Research Service, 2004

Farming-dependent Counties, 1998-2000



Farming-dependent counties—either an annual average of 15 percent or more total county earnings derived from farming during 1998-2000 or 15 percent or more of employed residents working in farm occupations in 2000.

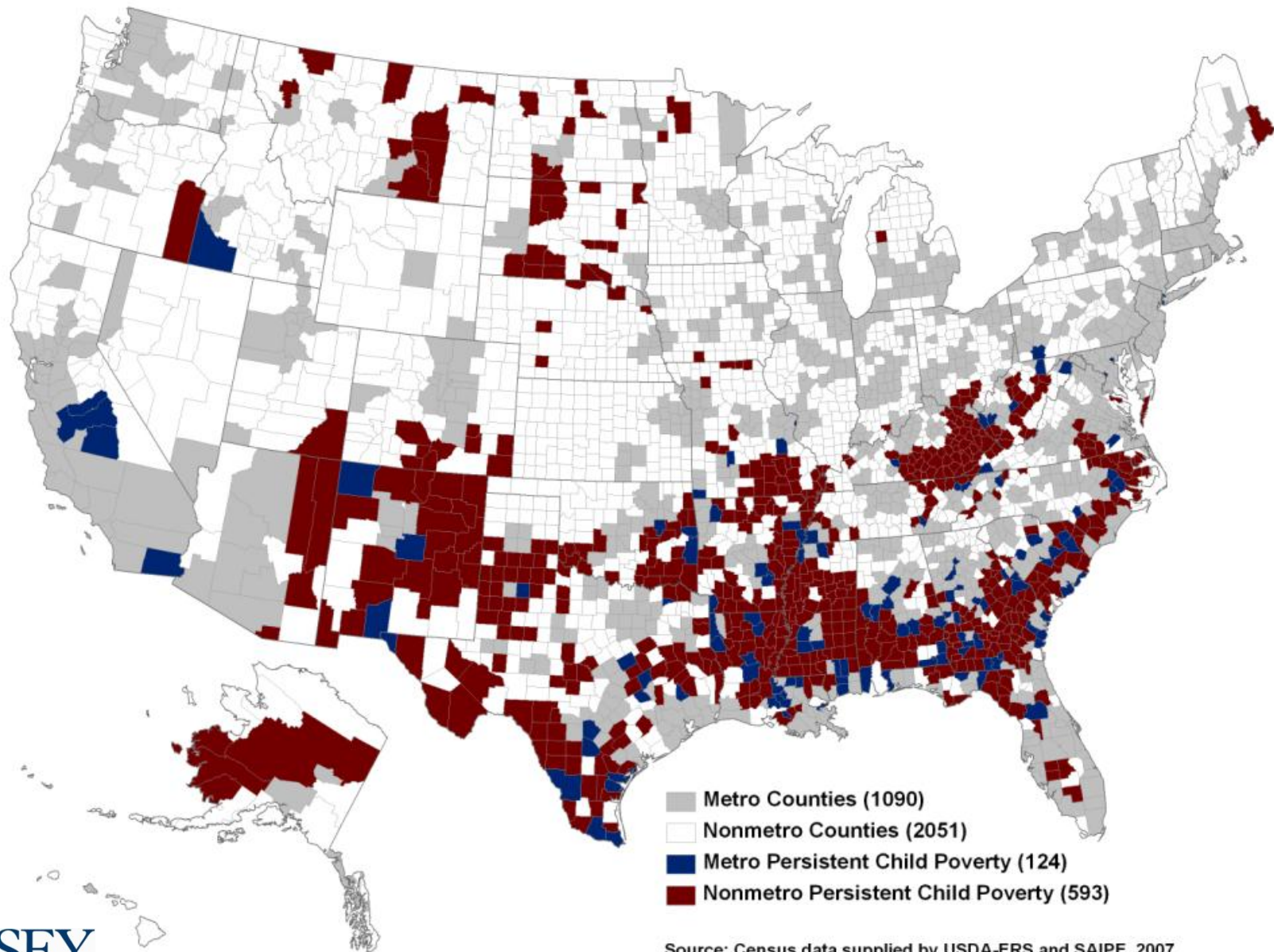
Source: Economic Research Service, USDA.



- Neither Agriculture-Important nor Farming-dependent
- Only Farming-dependent
- Only Agriculture-important
- Both Agriculture-important and Farming-dependent

Figure 2 Congruence Between Agriculture-important and Farming-dependent Counties, 2004.

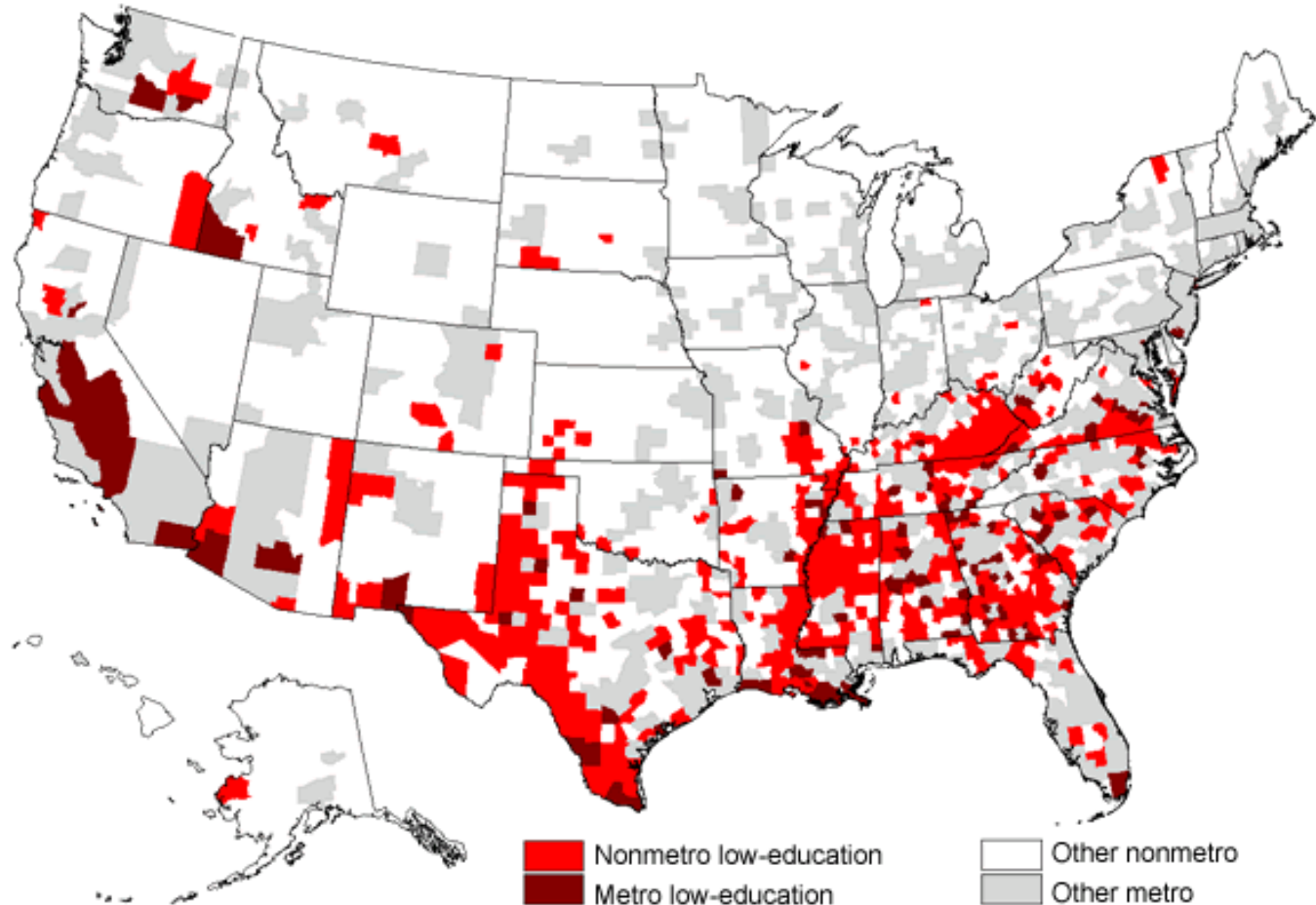
Persistent Child Poverty in Metropolitan and Nonmetropolitan America



Source: Census data supplied by USDA-ERS and SAIPE, 2007

Poverty and low education go together, and are a big disadvantage in the new economy

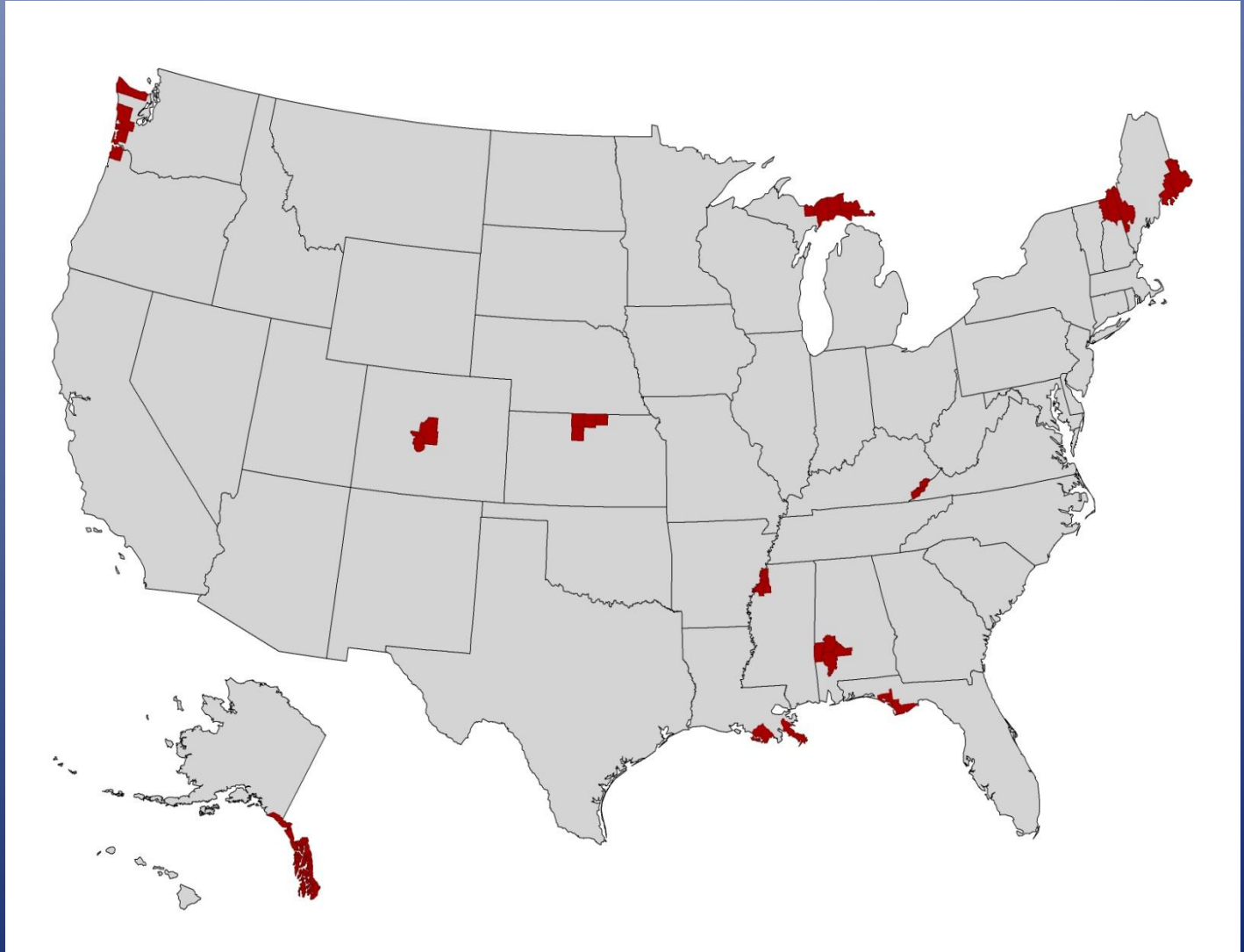
Low-education counties, 2000



Low-education counties--25 percent or more of residents 25-64 years old had neither a high school diploma nor GED in 2000.

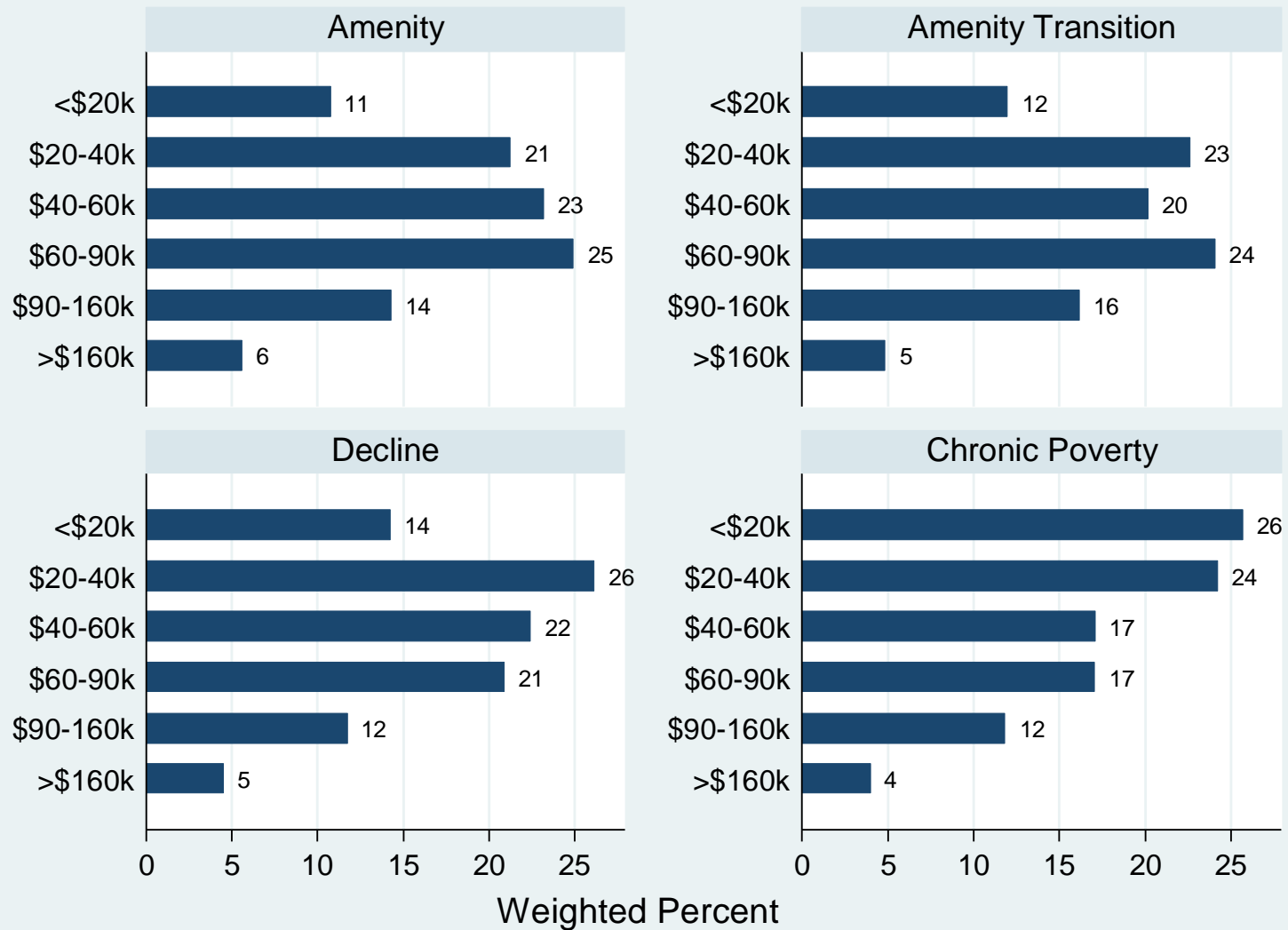
Source: Economic Research Service, USDA.

Community and Environment in Rural America (CERA) Survey

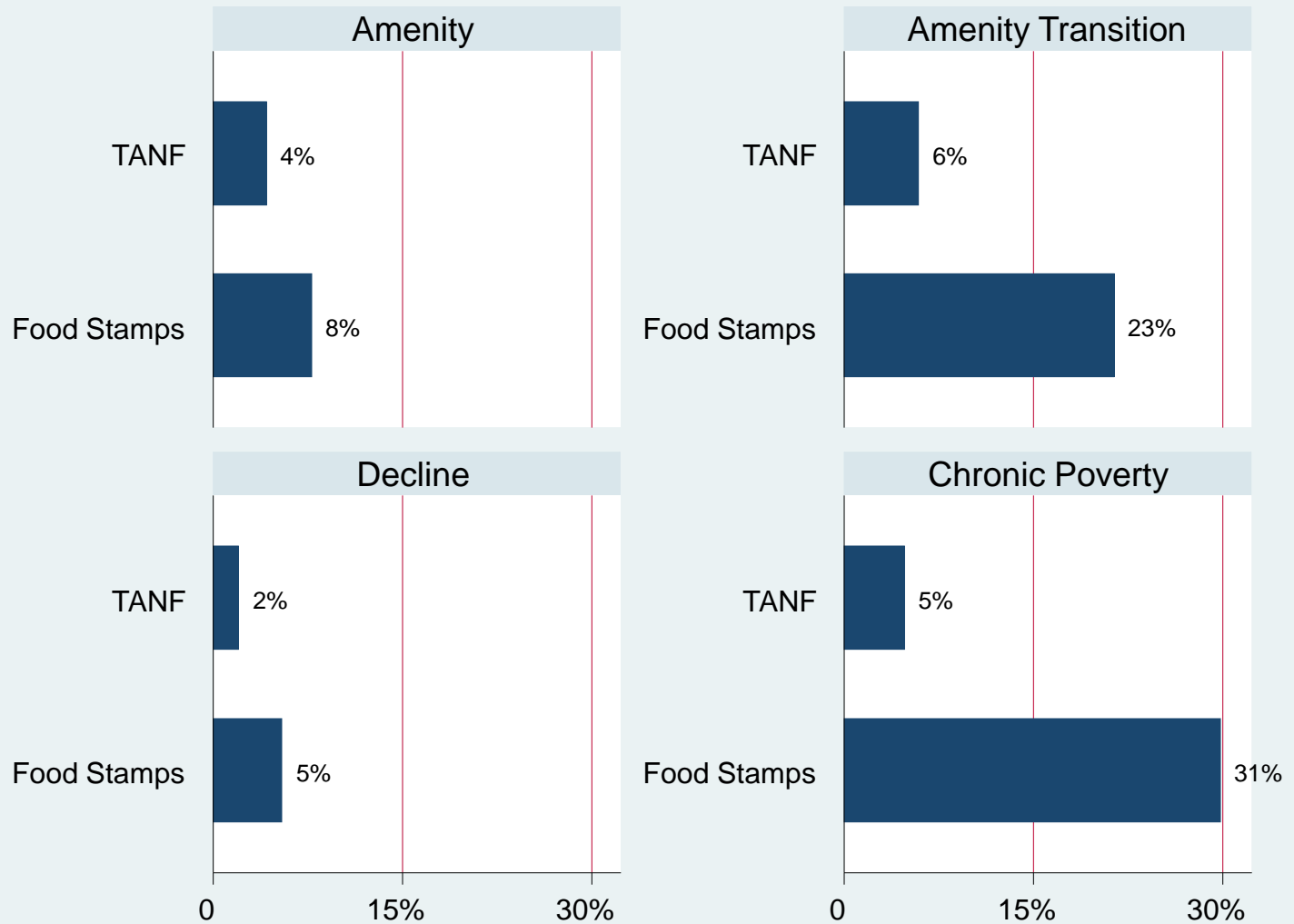


TYPE OF RURAL PLACE	Percent Population Change 2000-2010	Percent Population Change 2000-2010 Age 25-34	Percent Age 16-64 Working 2000	Percent Without High School Diploma 2000	Percent in Poverty 2008
<i>Amenity- Rich</i>	11%	-11%	72%	9%	10%
<i>Amenity/ Transition</i>	-2%	-14%	67%	18%	15%
<i>Declining Resource Dependent</i>	-16%	-37%	78%	14%	12%
<i>Chronic Poverty</i>	-5%	-3%	55%	35%	26%

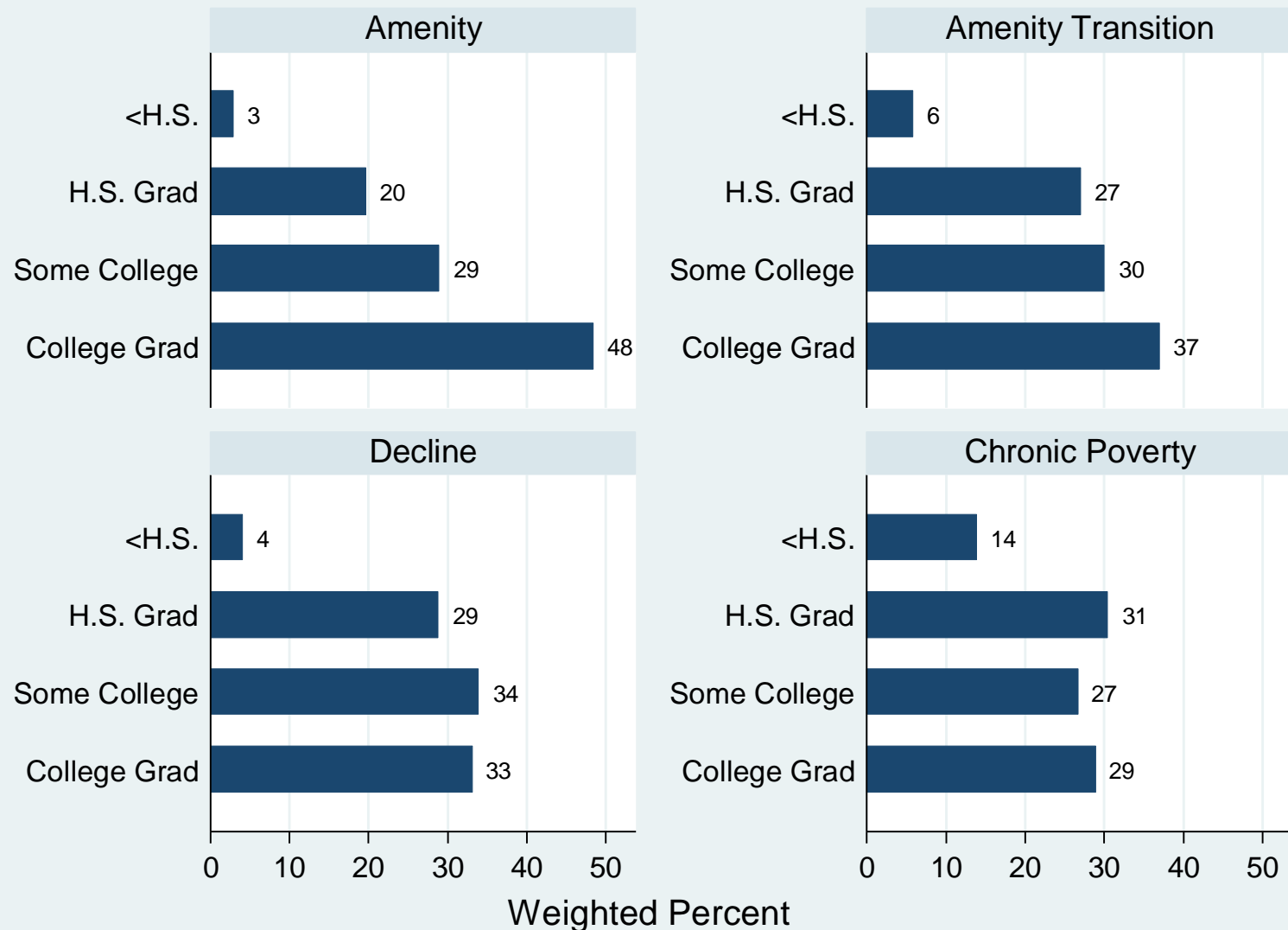
Total Household Income?



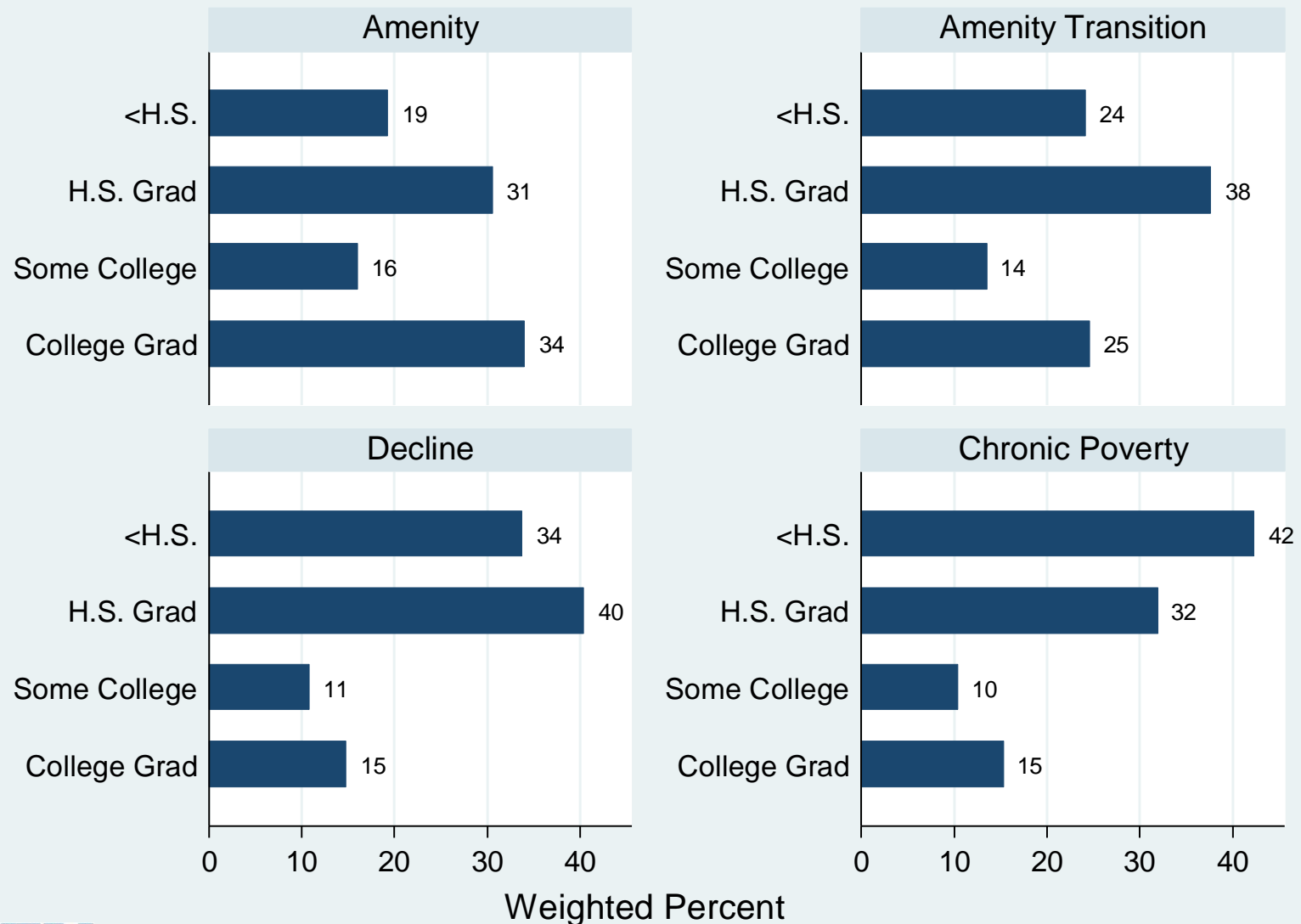
Low-Income Assistance



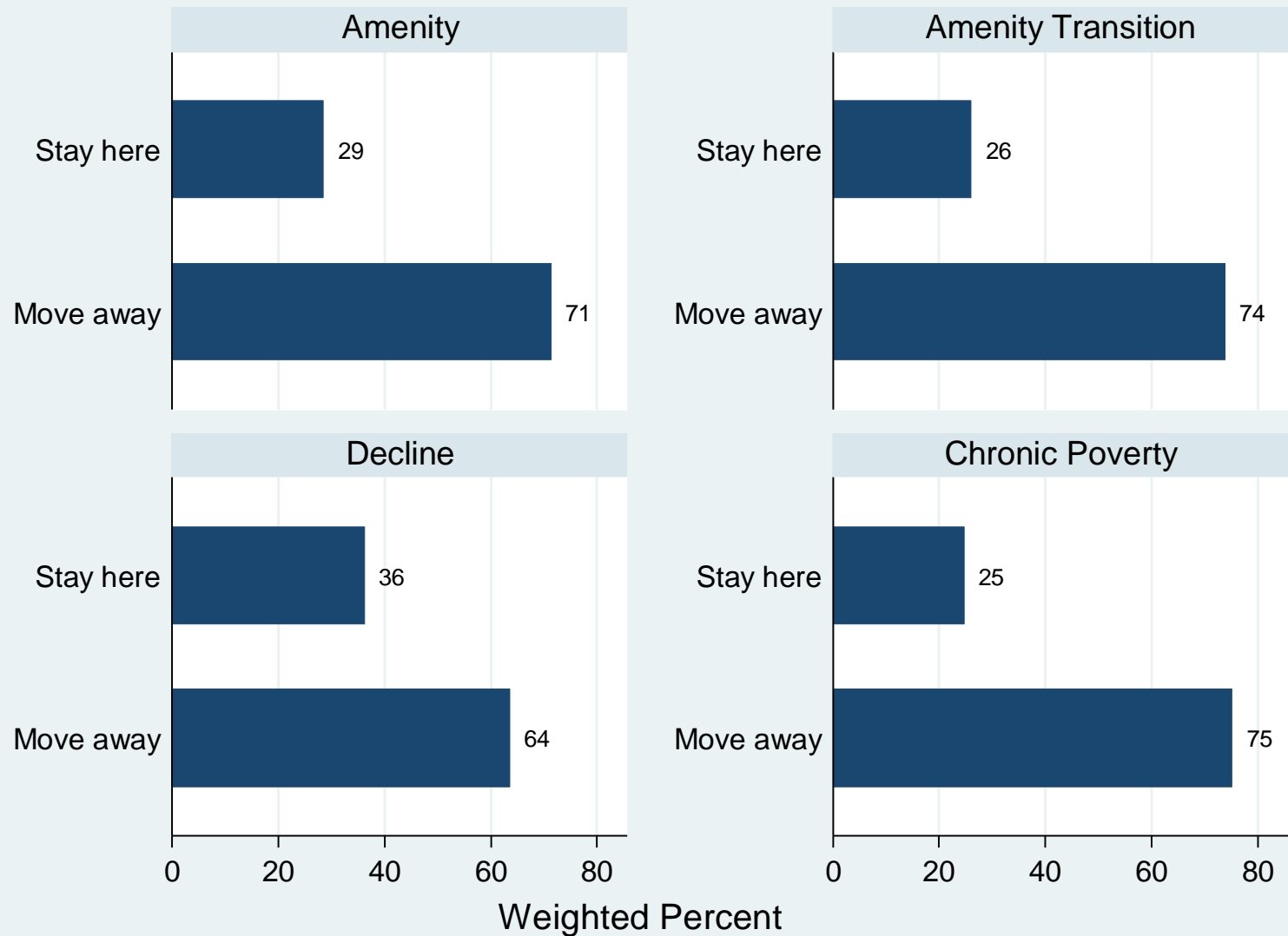
Highest Level of Education?



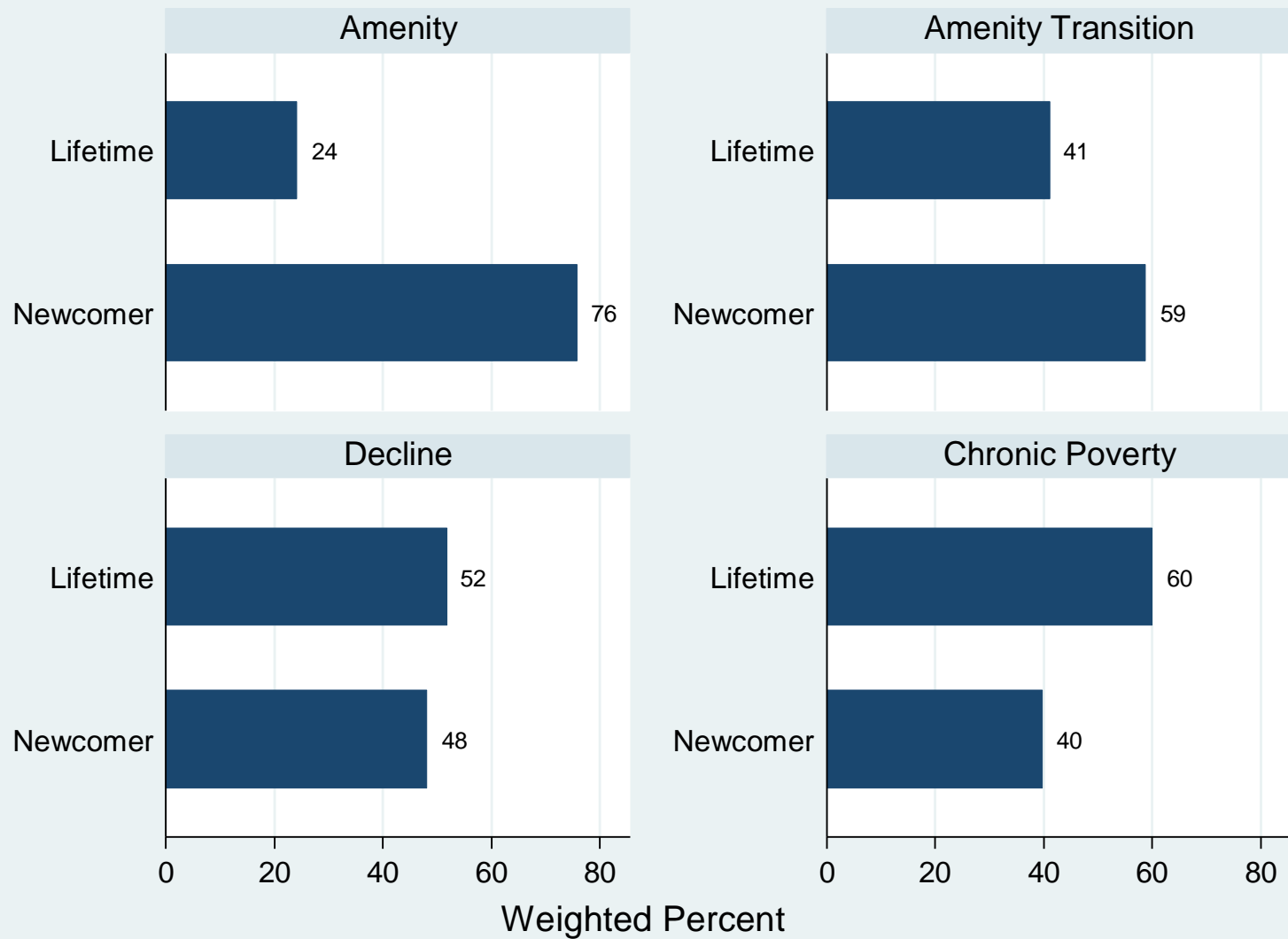
Father's Highest Level of Education?



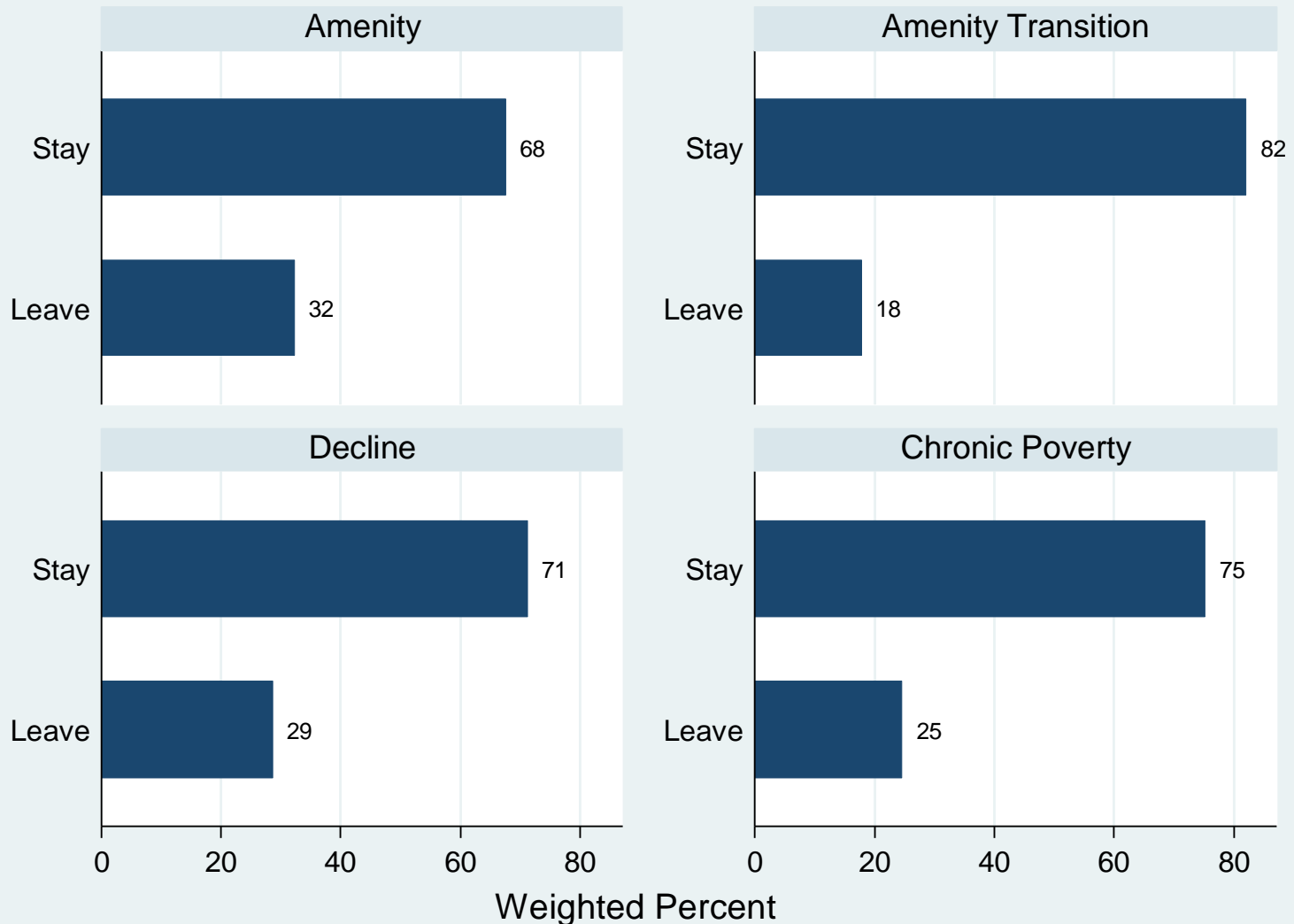
Advise Teenager to Leave for Opportunities Elsewhere?



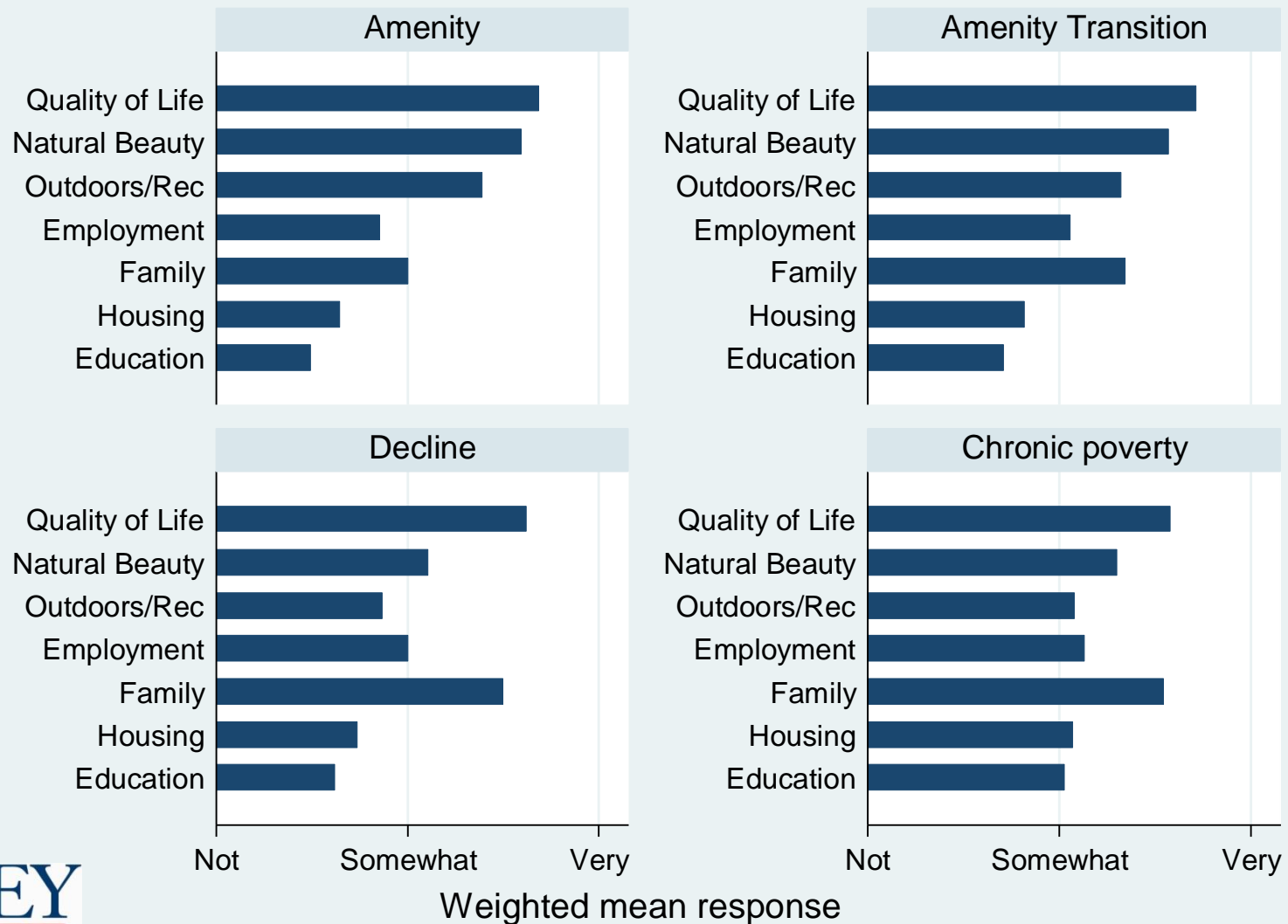
Newcomer or Old-timer?



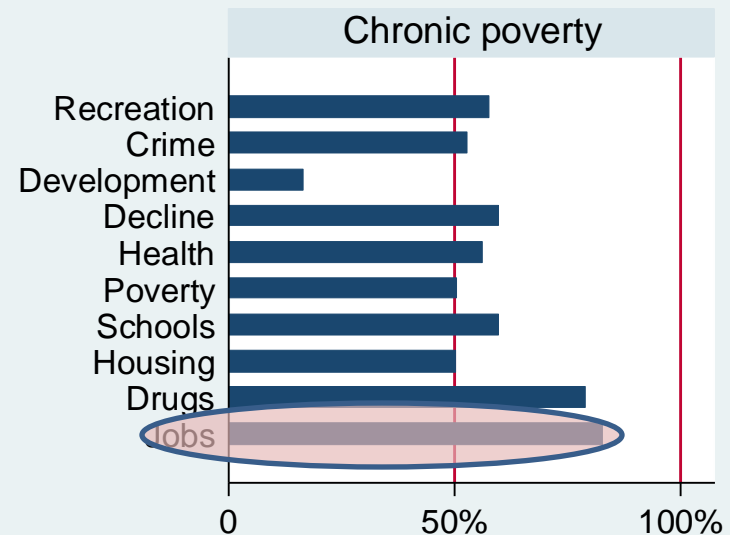
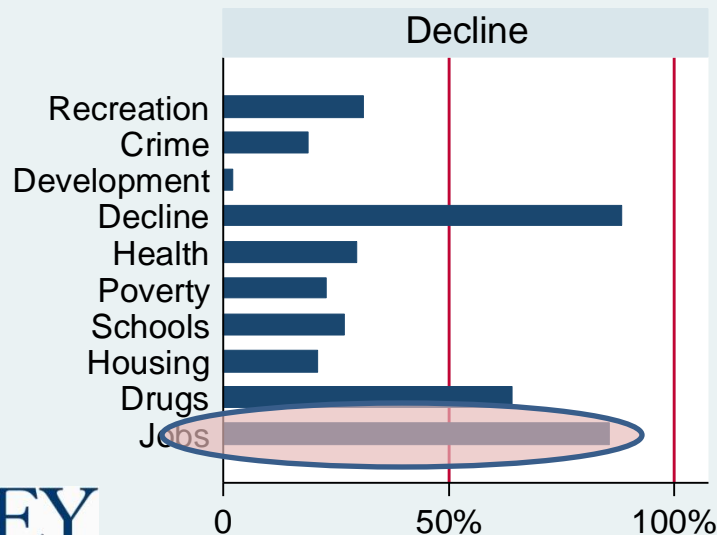
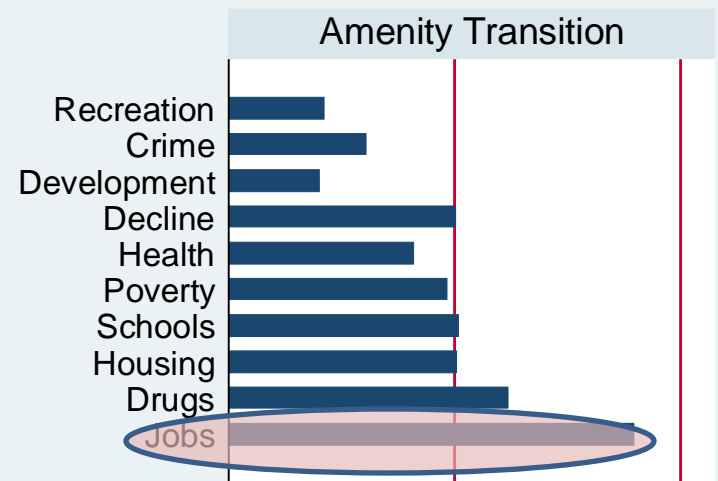
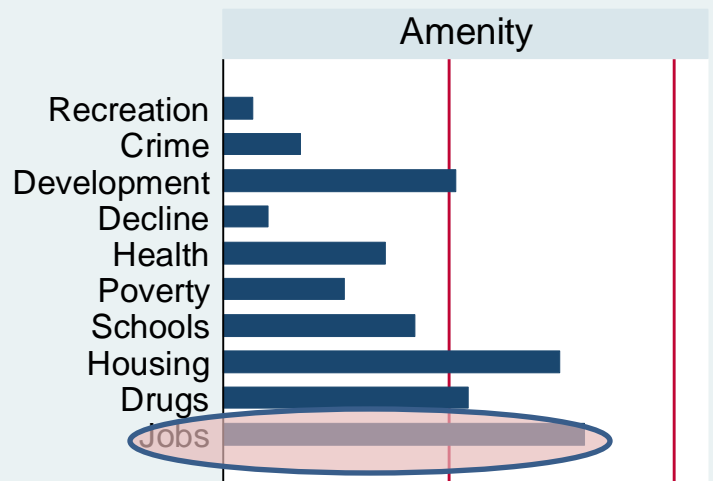
Plan to Leave the Area Within the Next Five Years?



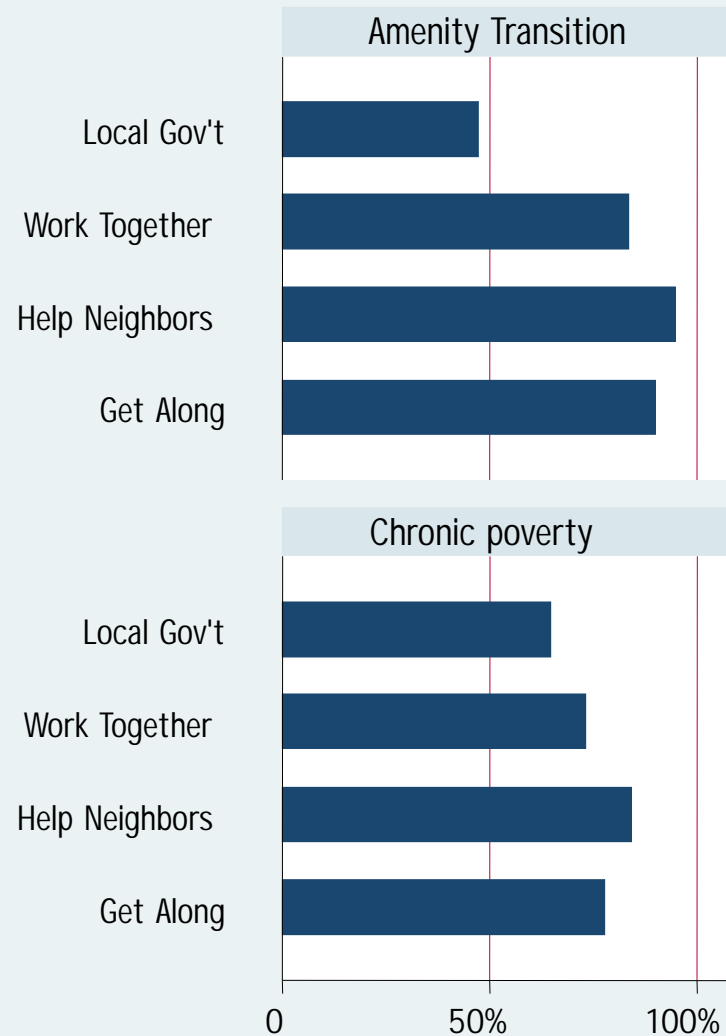
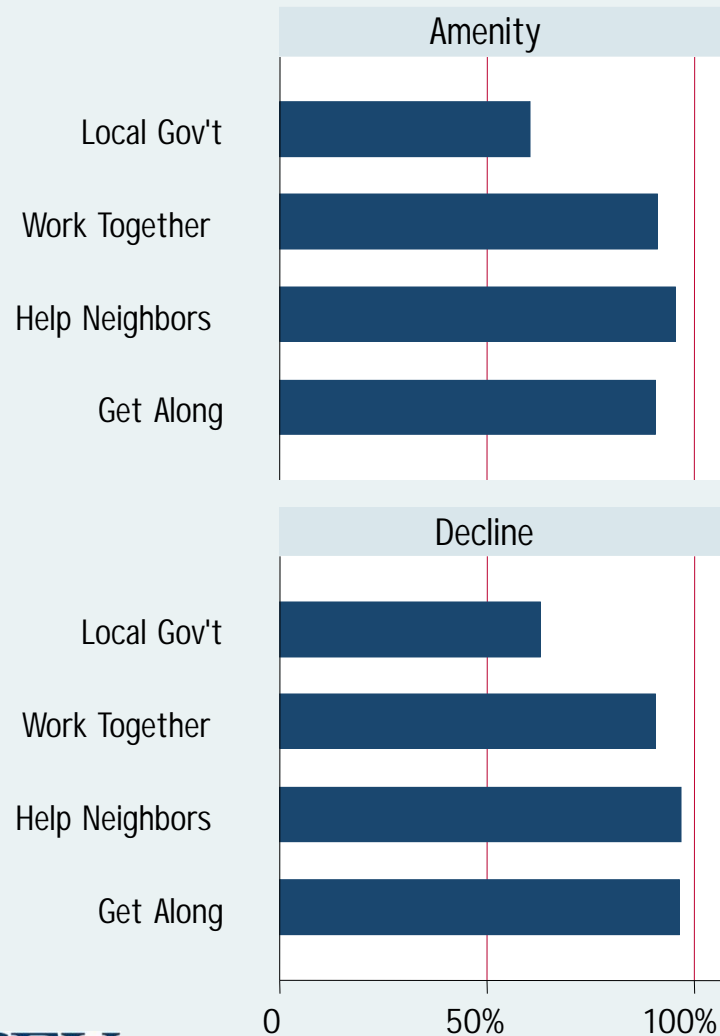
How important are the following when you think about staying or leaving in the future?



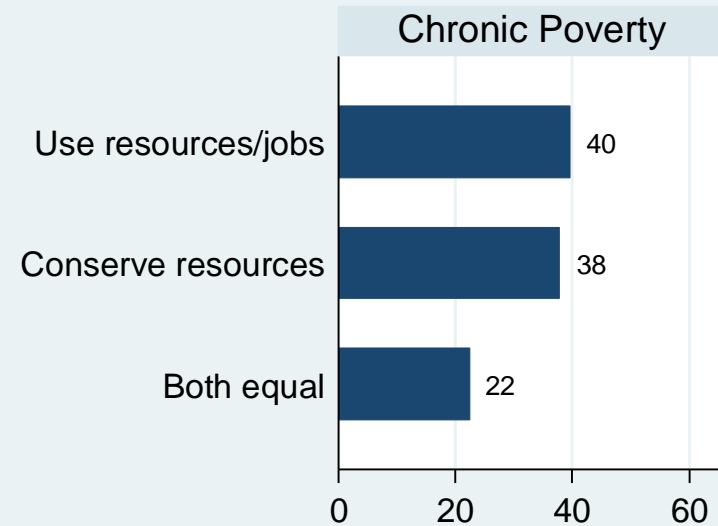
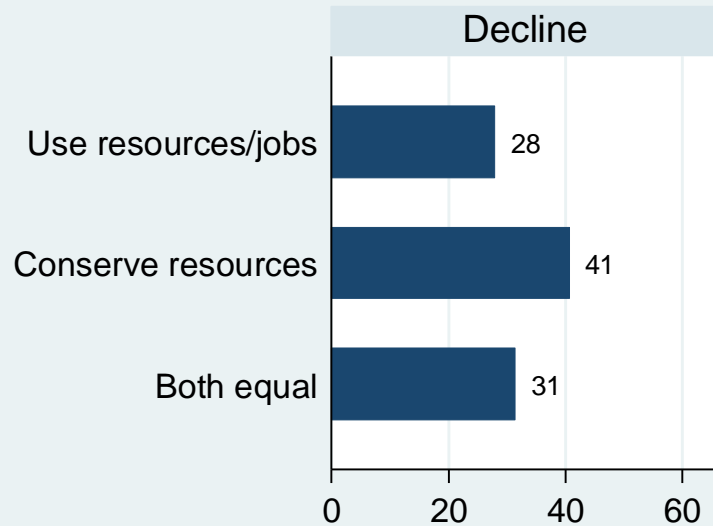
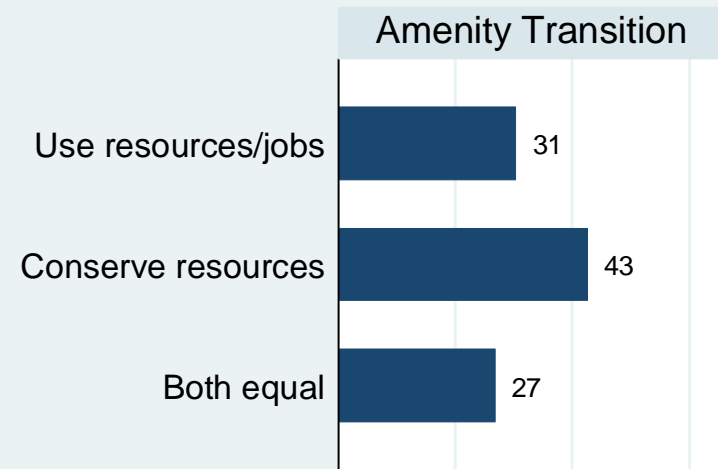
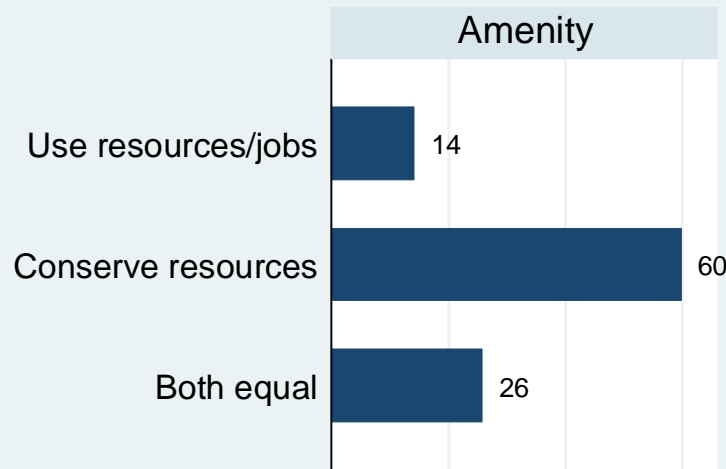
Are the following IMPORTANT PROBLEMS facing your community today?



Trust in Community?



Use Natural Resources for Jobs or Conservation?



Weighted Percent

Summary

- Amenity areas are growing more, with baby boomers and others moving in to enjoy the natural beauty and small town quality of life.
- Urban and rural places are more intertwined with second homes, laptop professionals, sprawl on the urban edge, and recreation or tourism activities by urban residents in amenity areas.
- Rural America is growing more diverse; Hispanics contribute the most to net migration and population growth

Summary

- Rural America is growing more diverse; Hispanic contribute the most to net migration and population growth.
- Transitioning areas with amenities are at an interesting crossroad—their old economies, perhaps forestry and paper mills or manufacturing, are not growing, but they have educated workforces and those amenities.
- Poor areas are like inner cities, with a legacy of underinvestment, broken education systems, lack of hope, but a commitment to family and place.

Challenges

- Amenity areas need manage growth, and avoid a two tiered community
- Transitioning amenity areas move mind sets and political and fiscal infrastructure in a new direction
- Declining areas “accept decline”? Or can food and ag policy work to provide more jobs?
- Chronic poverty areas education deficit, broken infrastructure, forgotten youth... invest in youth.