

Broadband Needs, Challenges, and Opportunities in Rural America

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Rural and Urban Definitions

- No definition adequately captures rural and urban population dynamics
 - Official Census Bureau definition of urban includes places from 2,500 to several million
 - OMB Core Based Statistical Areas include some very rural counties in metro areas, because of commuting patterns
- Neither categorical definition captures the continuum.

Urban and Rural Areas

- The U.S. Census Bureau defines urban areas:
 - Core blocks and block groups with population density of 1,000 people per square mile.
 - Surrounding blocks with overall density of 500 ppmi²
 - Range in size from 2,500 people to over 18 million people.
 - **Rural** is everything that is not urban.
- Based on the 2010 Decennial Census:
 - 59 million people live in rural areas (19%)
 - 249 million people live in urban areas (81%)

Urban is very diverse, however:



New York-Newark
Population 18 million

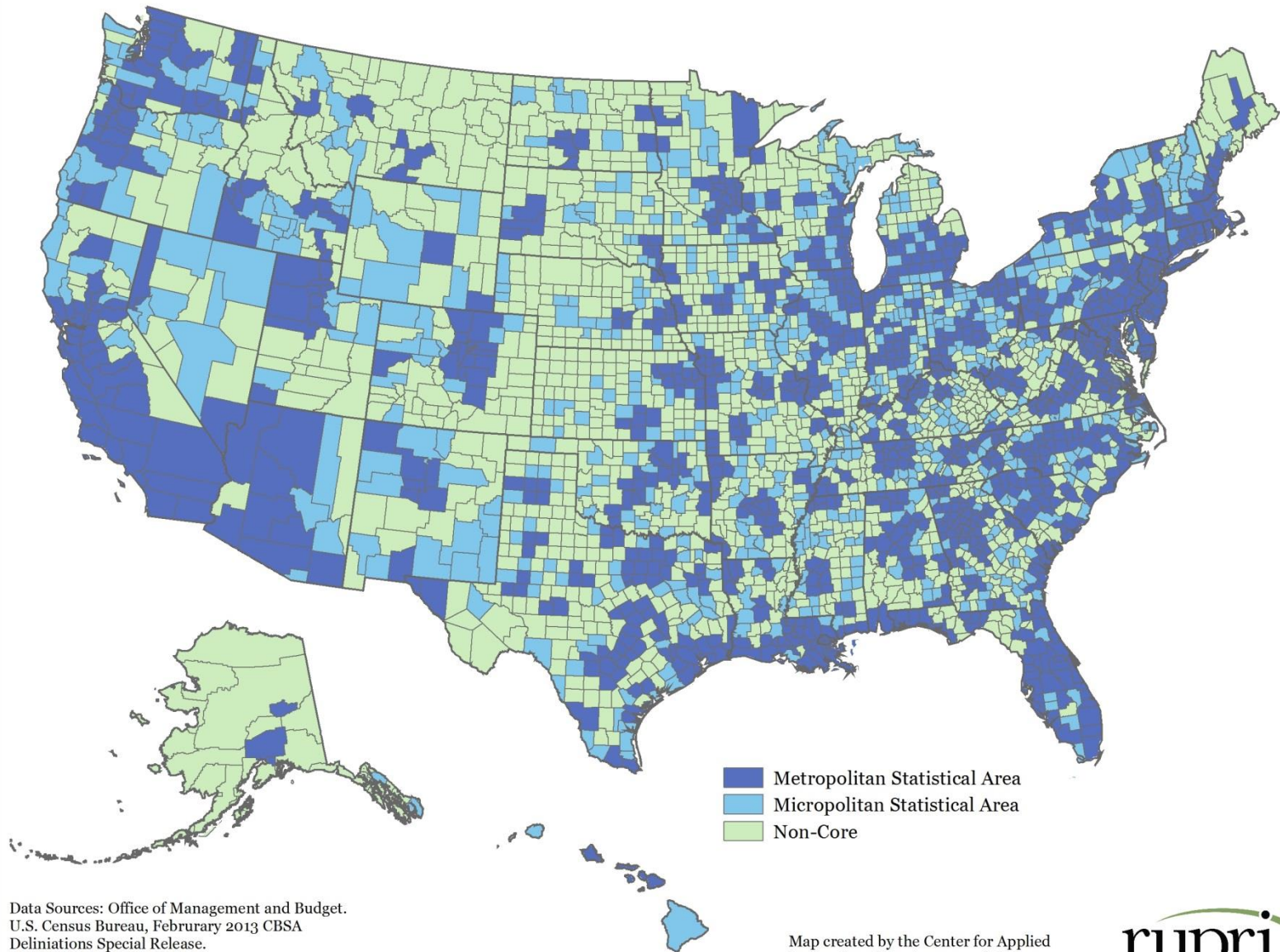


Bellevue, IA
Population 2,543

Core Based Statistical Areas

- Defined by the Office of Management and Budget.
- Designed as **functional regions** around urban centers.
- County classification:
 - **Metropolitan**
 - **Nonmetropolitan** counties are divided into two types:
 - **Micropolitan**
 - **Noncore**

Core Based Statistical Areas



Data Sources: Office of Management and Budget.
U.S. Census Bureau, February 2013 CBSA
Delininations Special Release.

Note: Alaska and Hawaii not shown to scale

Map created by the Center for Applied
Research and Environmental Systems,
August 2013.

**Usually, metropolitan is equated with
urban and nonmetropolitan with
rural.**

**But, if metropolitan is urban,
then...**

This is urban:



Los Angeles-Long Beach-Santa Ana, CA Metro Area
Population 12.8 million

And so is this:

Armstrong County, Texas
Population 1,901

Part of the Amarillo Texas
Metropolitan Area



**And if nonmetropolitan is rural,
then...**

This is rural:



Loving County, Texas
Population 82

But so is this:



Paducah, Kentucky
Population 48,791

Most Counties are Urban and Rural!



Coconino County, Arizona

Population 134,421

Flagstaff Metro Area

In fact...

**Over half of all rural people live in
metropolitan counties!**

Population Dynamics, 2010

Percent of U.S. Population by CBSA and Rural/Urban Status, 2010				
	Urbanized Area	Urban Cluster	Rural	Total
Metropolitan	99.9%	36.7%	53.8%	85.0%
Micropolitan	0.1%	47.2%	22.0%	8.8%
Noncore	0.0%	16.1%	24.2%	6.2%
	100.0%	100.0%	100.0%	100.0%
53.8 % of the rural population is in Metropolitan Areas				
Sources: U.S. Census Bureau and OMB				

Changes in Population Dynamics

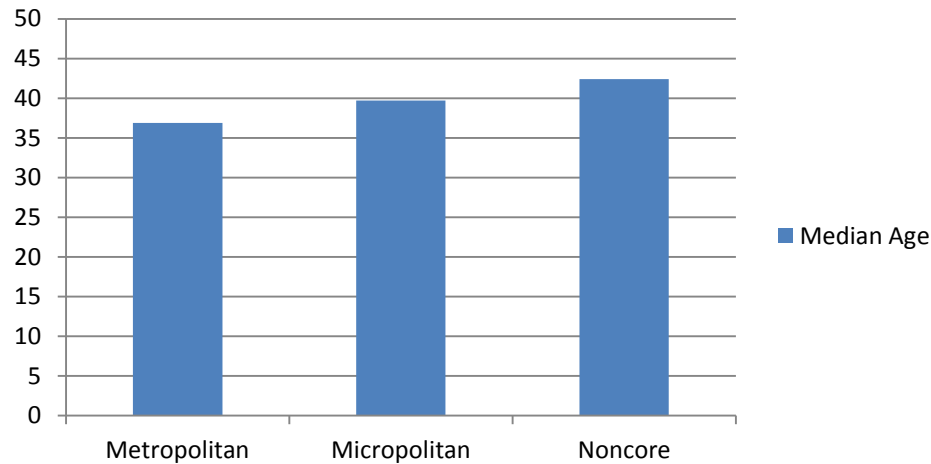
<i>U.S.</i>	Metro Central 2013	Micro Central 2013	Outlying or Noncore 2013
Metro Central 2009	658	4	10
Micro Central 2009	34	511	44
Outlying or Noncore 2009	37	34	1811

58 counties
became relatively
less urban

105 counties became
relatively more urban

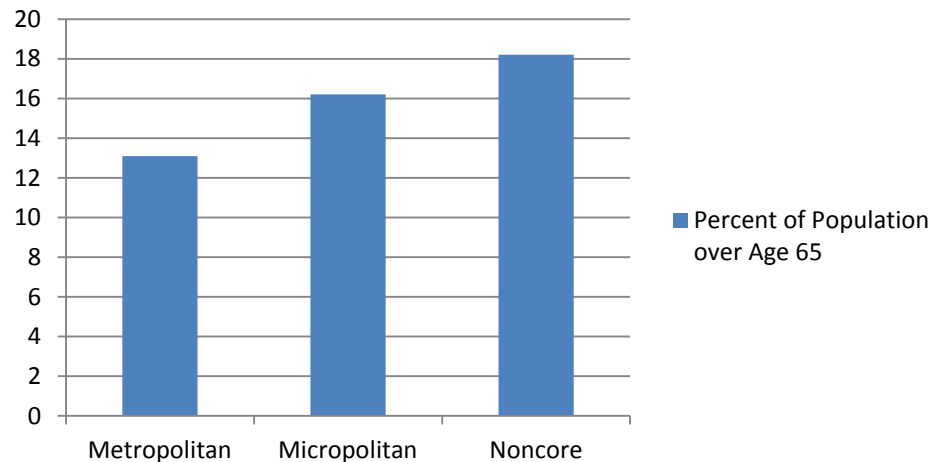
Rural Americans Are Older

Median Age



- The median age in noncore counties is over 40.

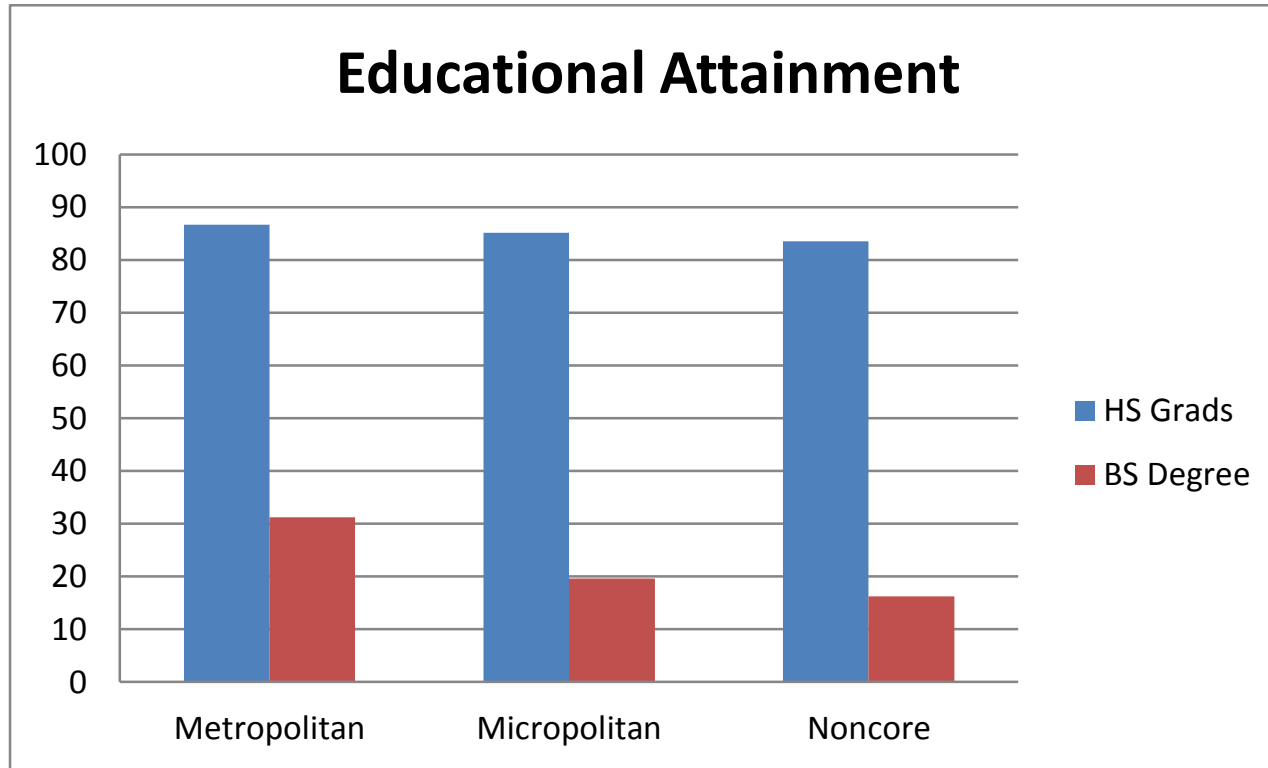
Percent of Population over Age 65



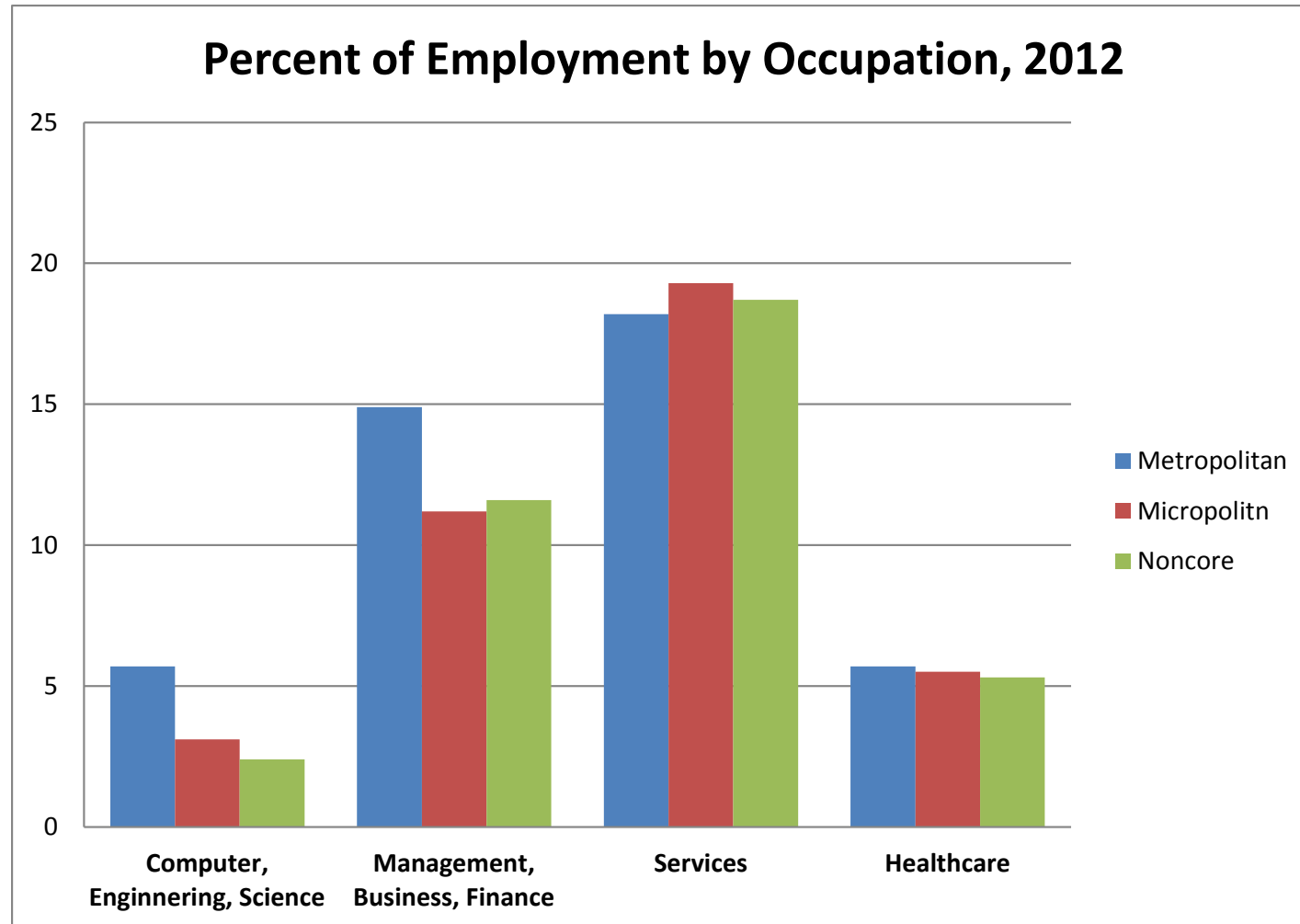
- In noncore counties, 18% of the population is over 65, compared to 13% in metropolitan counties.

Data: U.S. Census Bureau, American Community Survey, 2012 Annual Estimates

Rural Americans Are Less Educated

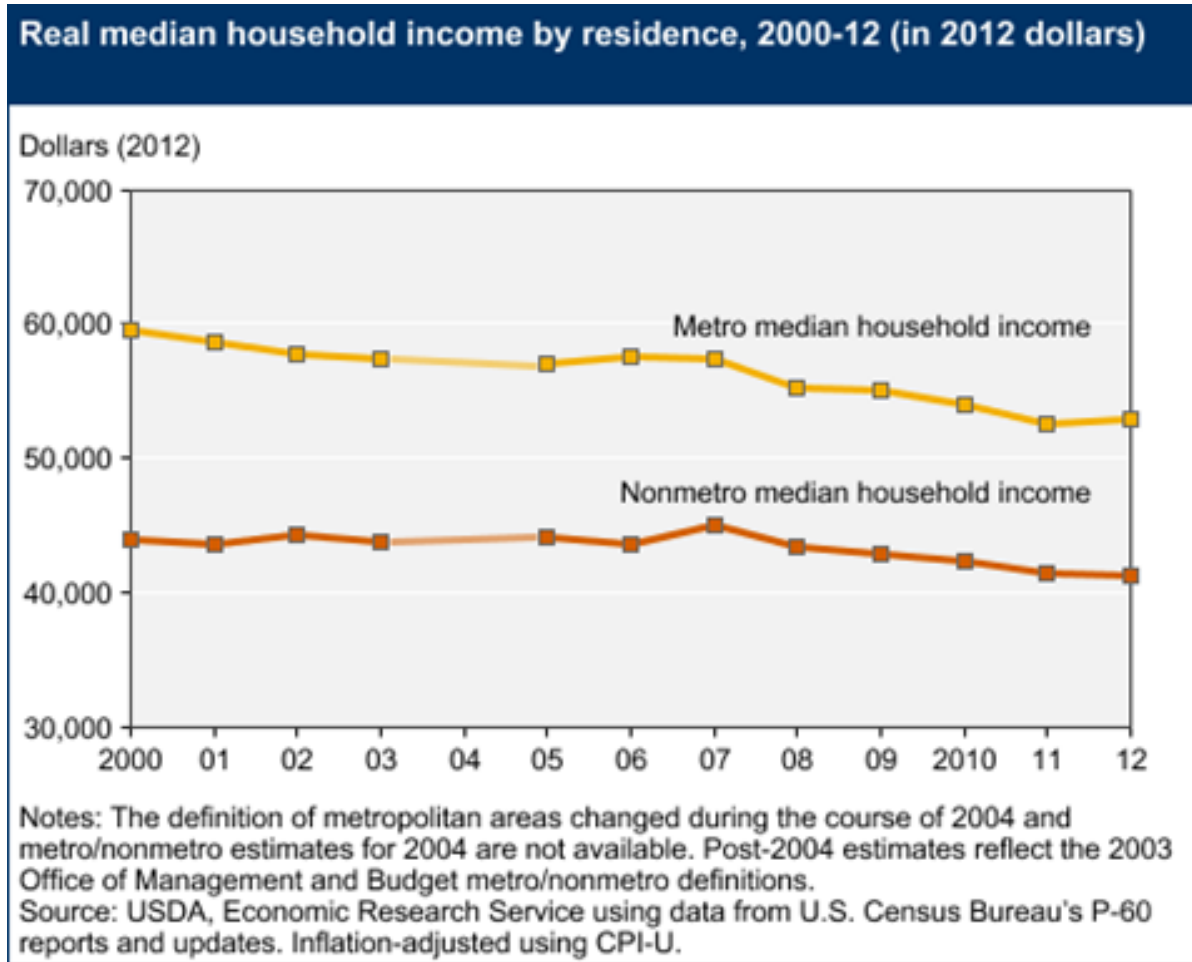


Therefore, Non-Metropolitan Workers Are Far Less Likely to Work in Technical and Management Occupations



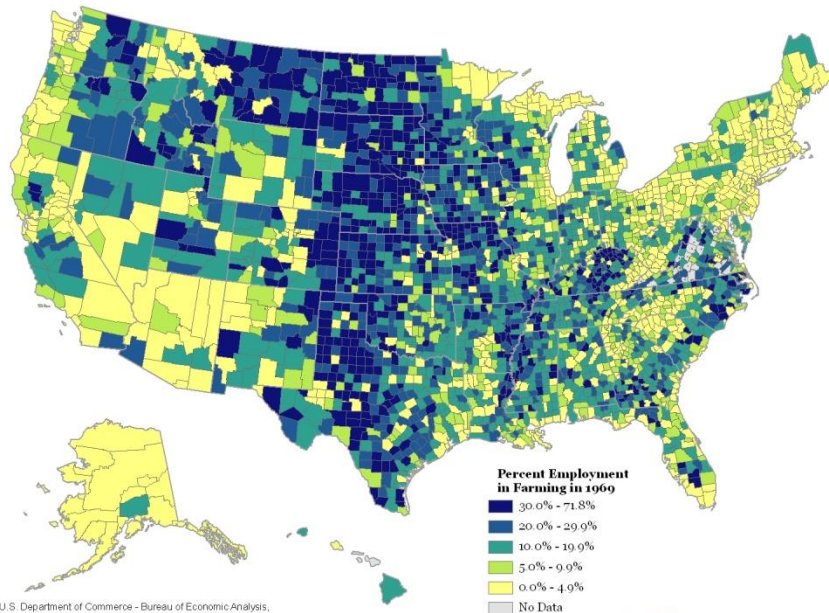
Data: U.S. Census Bureau, American
Community Survey, 2012 Annual
Estimates

So, Rural Americans Earn Less



Farming's Importance to Rural Employment Is Declining

Percent of County Employment in Farming, 1969



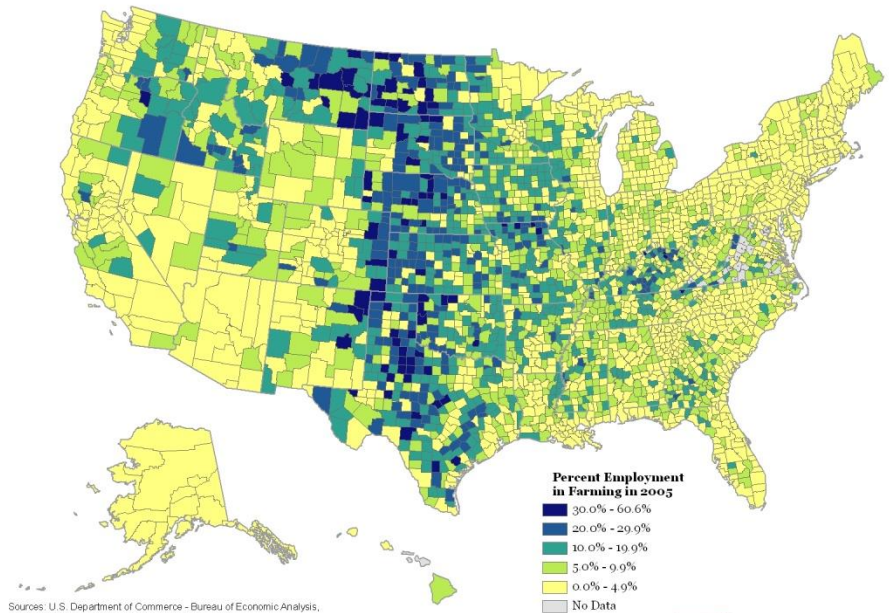
Sources: U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Information System. April, 2007.

RUPRI's Community Information Resource Center. August, 2007.



Rural Policy Research Institute's
Community Information Resource Center

Percent of County Employment in Farming, 2005



Sources: U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Information System. April, 2007.

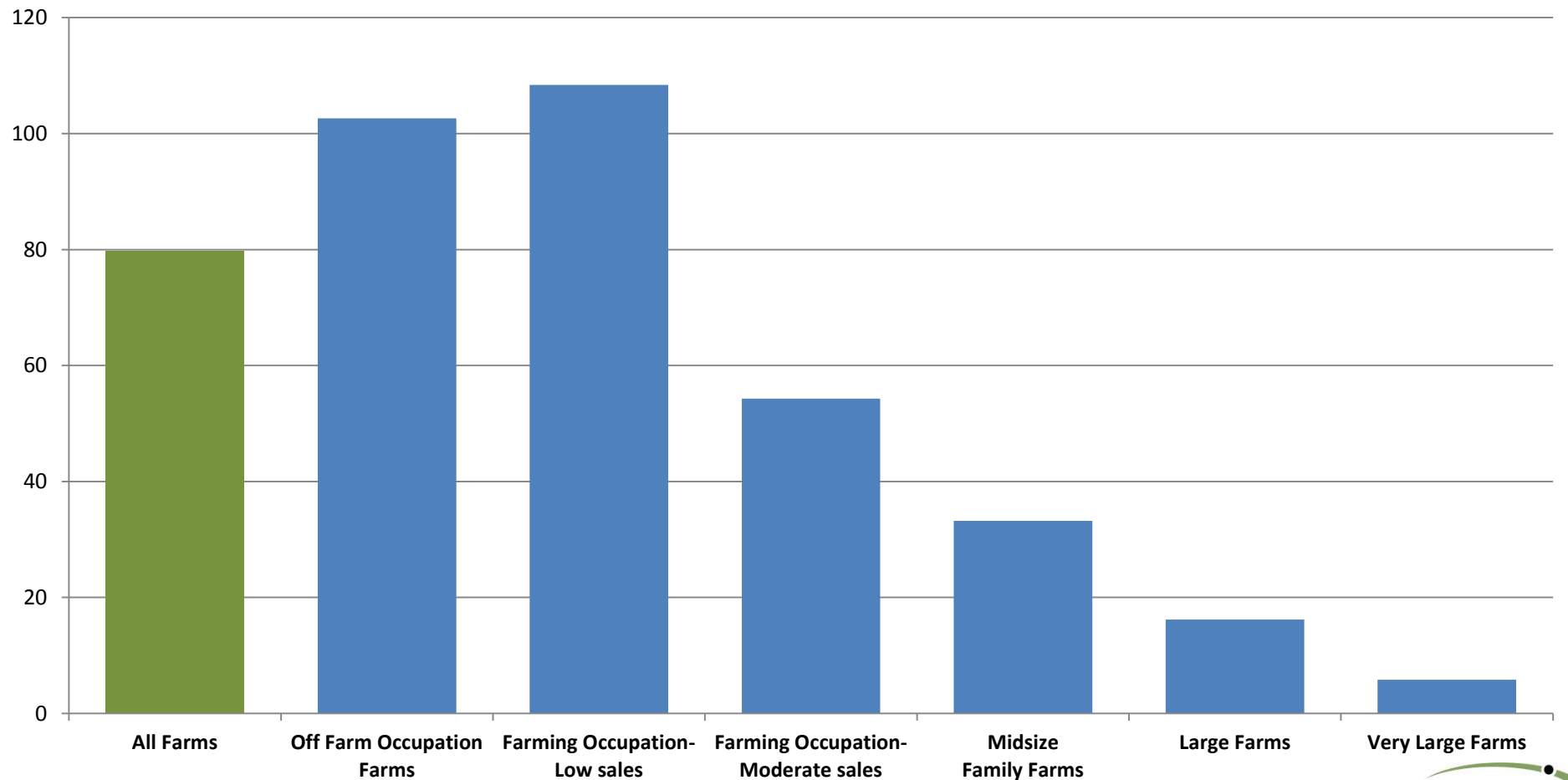
RUPRI's Community Information Resource Center. August, 2007.



Rural Policy Research Institute's
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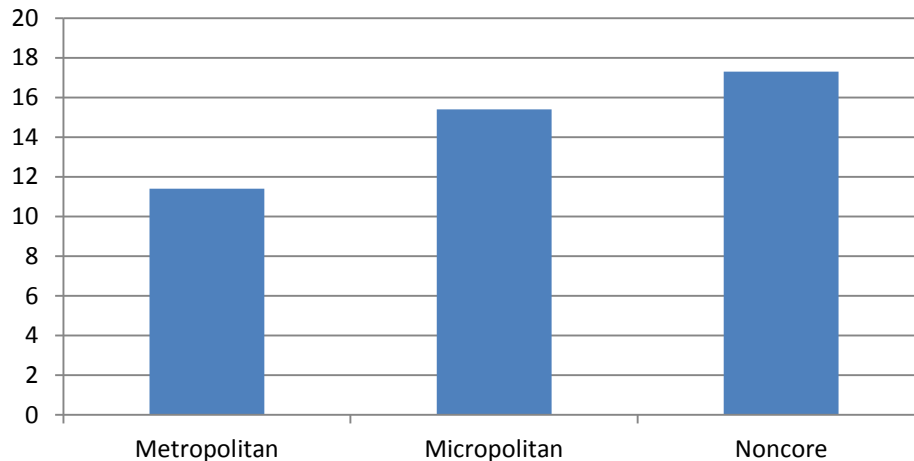
But the Broader Rural Economy Is Now Very Important to Farm Household Income

Percent of Income from Off-Farm Sources, 2012



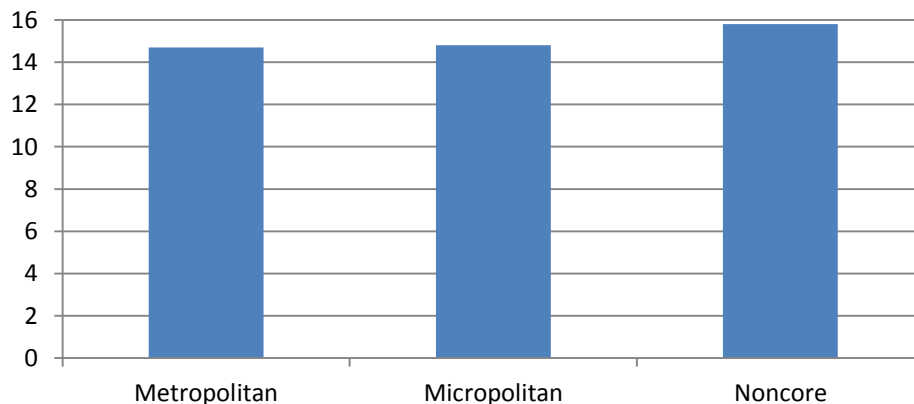
Rural Americans Face Challenges in Health Care

Percent of People with a Disability



- In noncore counties, nearly 18% of the population has a disability, compared to only 11% of the metro population.
- A higher percentage of the noncore population lacks health insurance.

Percent of People without Health Insurance



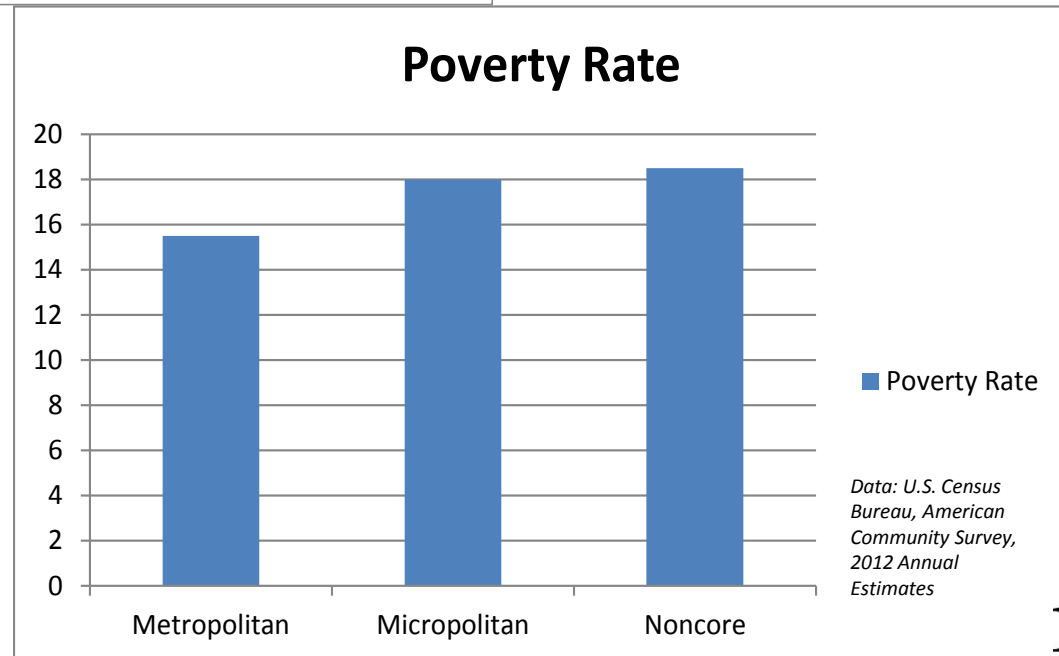
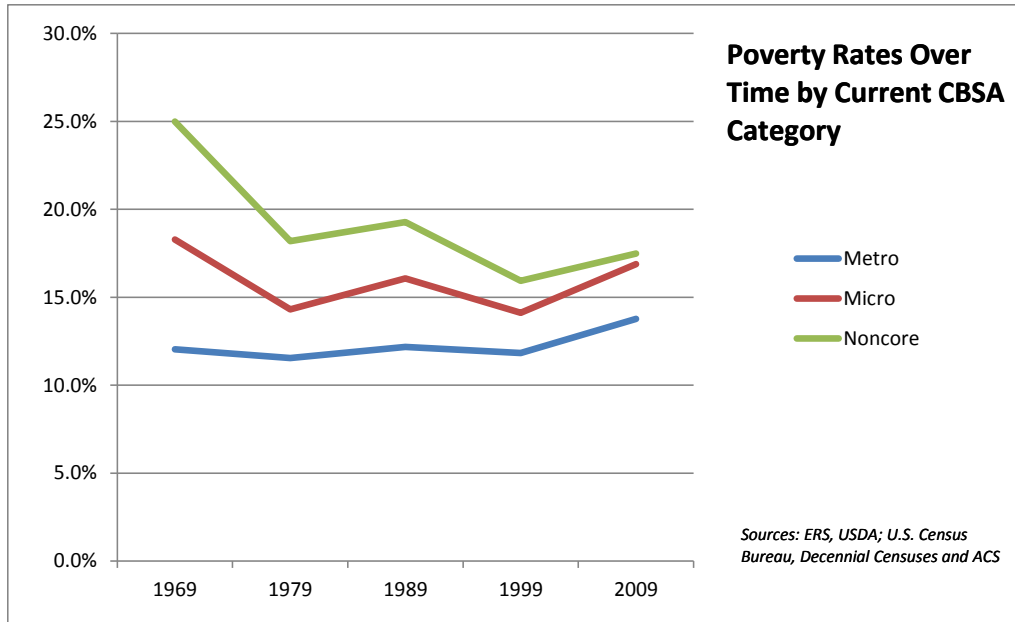
Data: U.S. Census Bureau, American Community Survey, 2012 Annual Estimates

Rural Health Care Challenges

- Rural America contains 20 percent of the population, but only 10 percent of physicians.
- Rural residents have greater transportation difficulties reaching health care providers, often travelling great distances to reach a doctor or hospital.
- Two-thirds of deaths due to vehicular accidents occur in rural areas.
- The suicide rate among rural men is significantly higher than in urban areas.
- Alcohol abuse and smokeless tobacco use is a significant problem among rural youth.

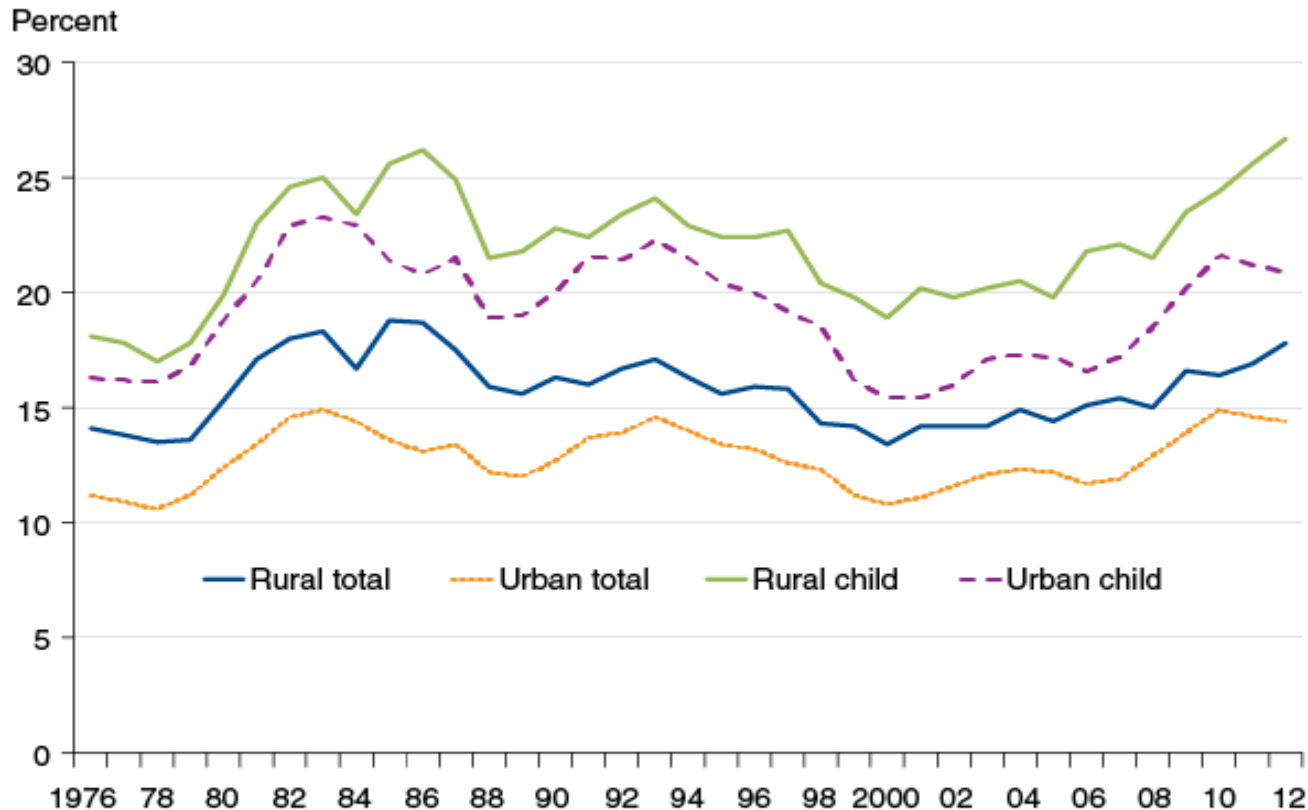
Source: National Rural Health Association, "What's Different About Rural Health Care?" <http://www.ruralhealthweb.org/go/left/about-rural-health/what-s-different-about-rural-health-care/what-s-different-about-rural-health-care>

Rural Americans Are Poorer



Rural Children Are Far More Likely to Live In Poverty

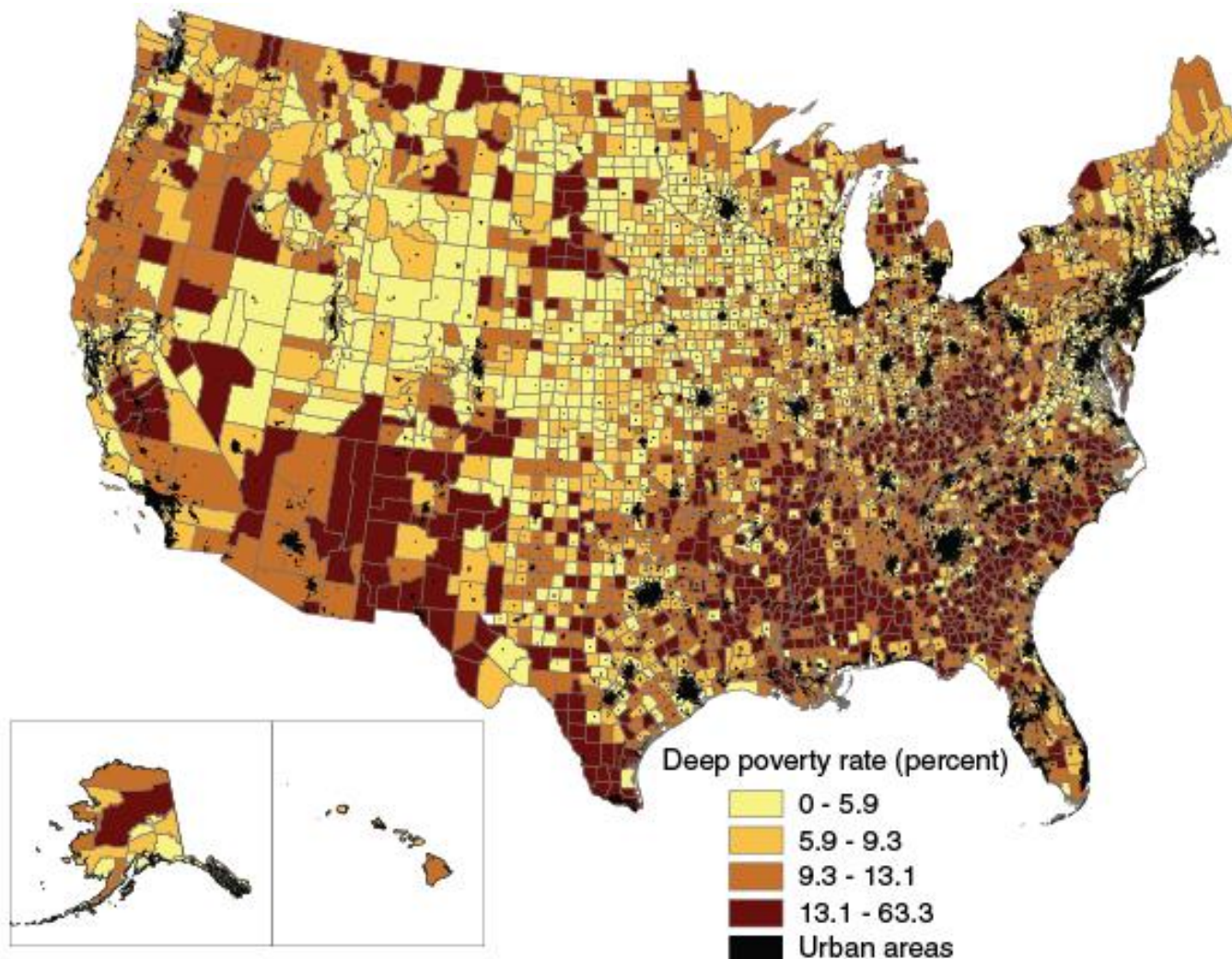
Rural child poverty has increased the most since 2008



Note: Rural and urban are defined by metropolitan area definitions.

Source: USDA, Economic Research Service using Current Population Survey Data.

Deep poverty* for children, 2008-2012

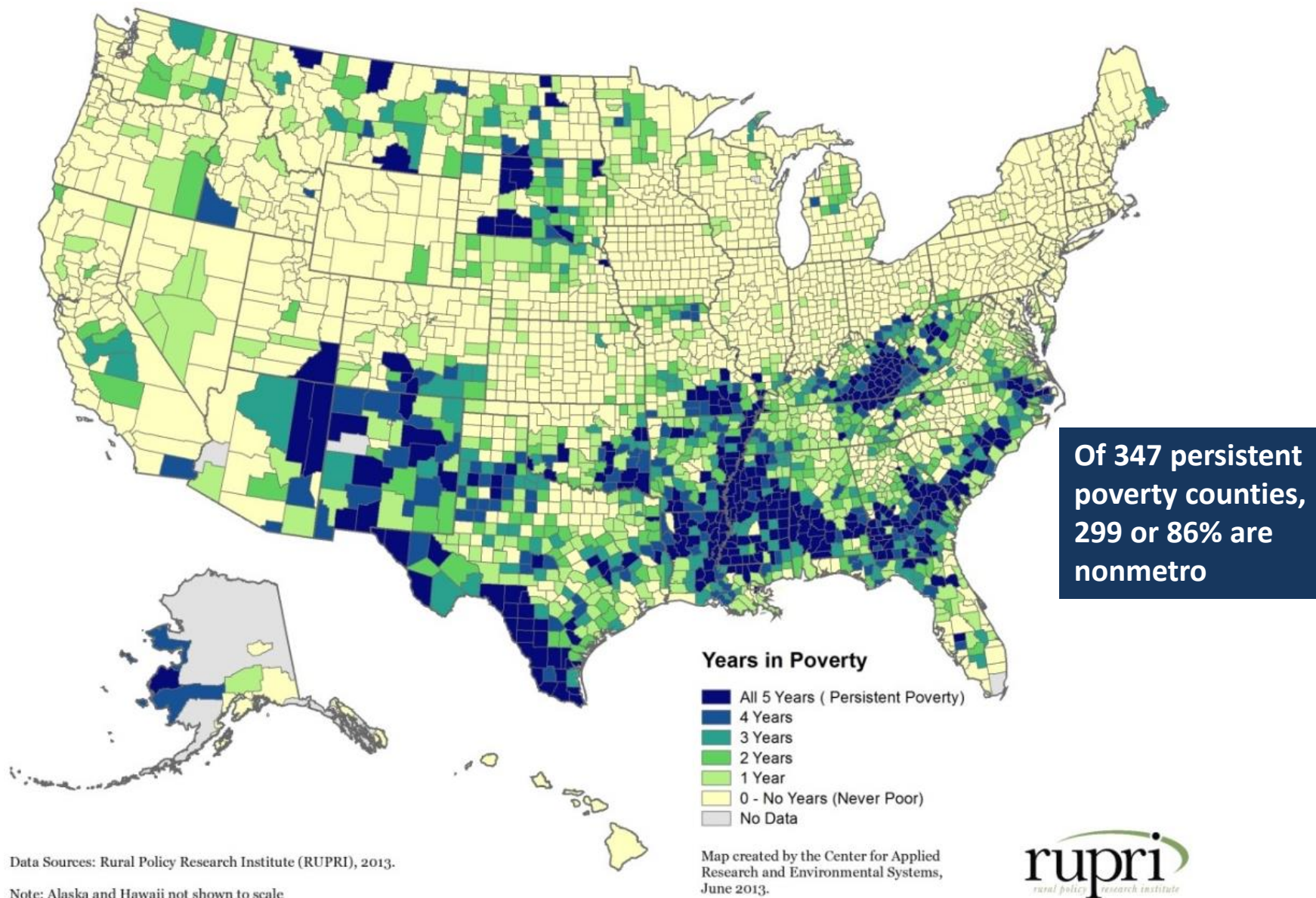


*Deep poverty is defined by income below 50 percent of the Federal poverty level.

Source: USDA, Economic Research Service using data from the U.S. Census Bureau, American Community Survey 5-yr estimates, 2008-2012.

Rural Poverty Is Persistent

Number of Measurement Years High Poverty, 1969-2009



Poor Rural Americans Face Multiple Challenges

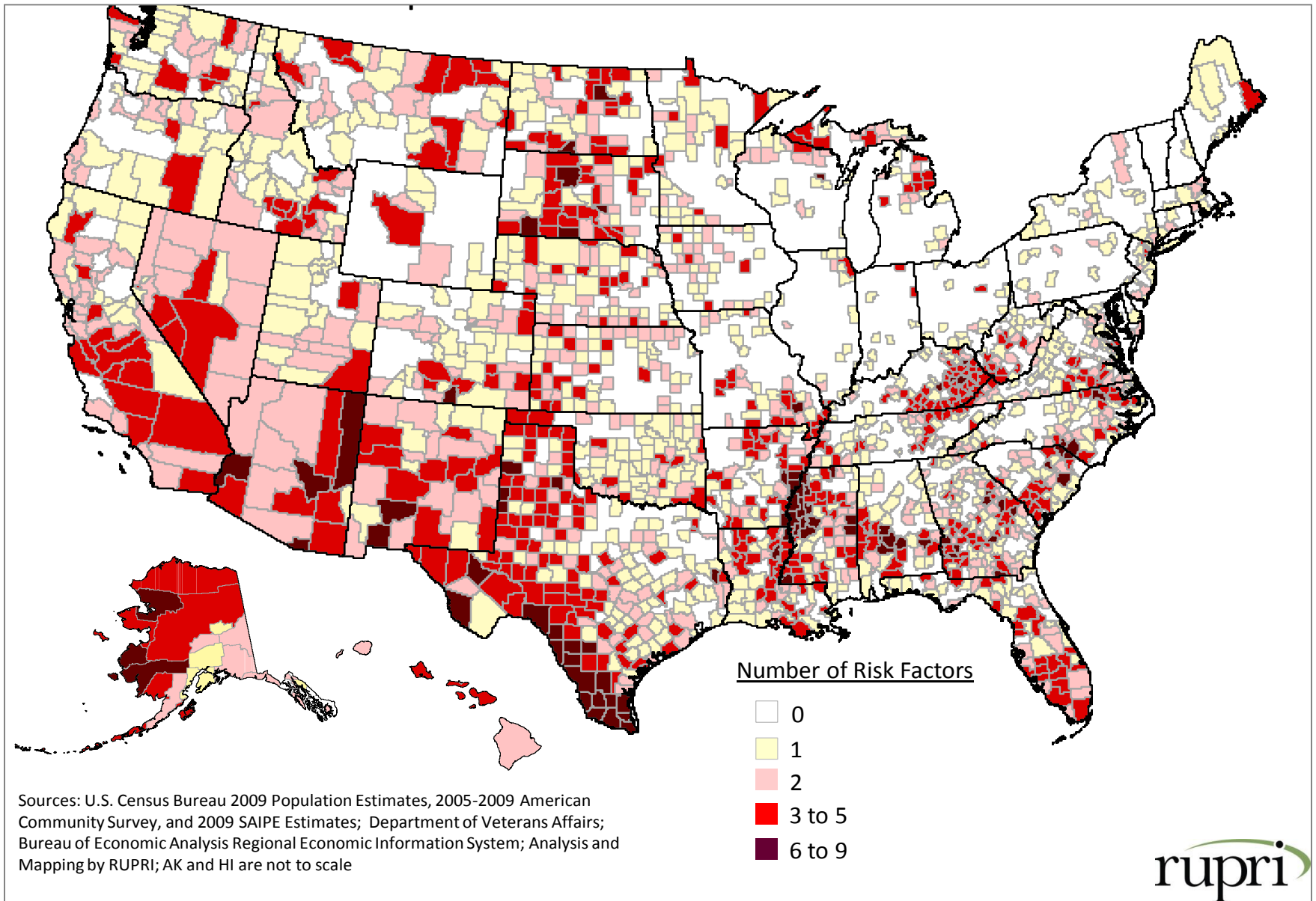
The Geography of Need

- An examination of human services needs across the country (8 demographic and 4 economic needs indicators)
- Nearly one-third of noncore counties experience three or more risk factors, compared to only 9% of metro counties
- 10% of noncore counties experience five or more risk factors, compared to only 2 percent of metro counties.

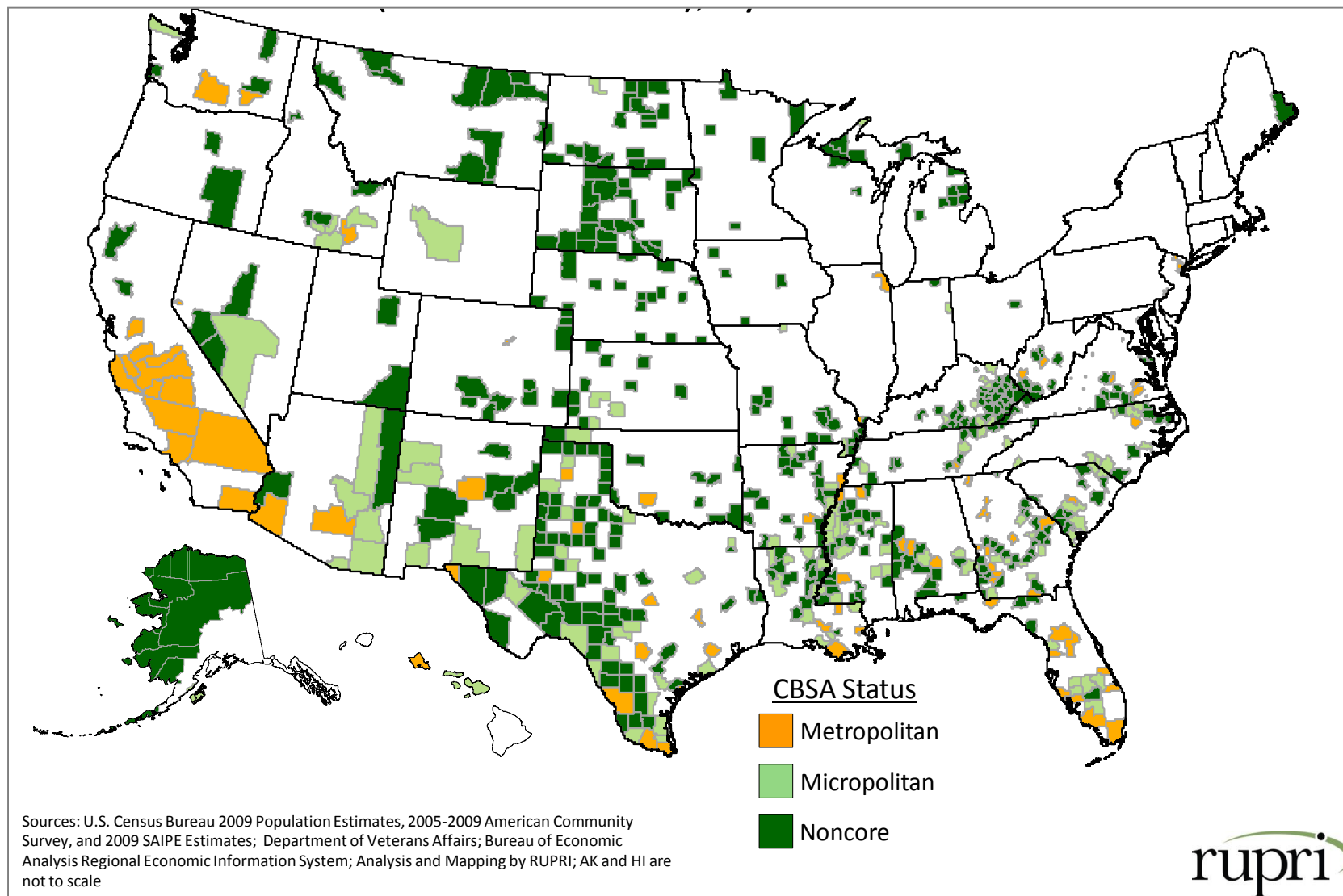
Demographic and Economic Indicators

- Percent of population age 65 and over
- Percent of population that are racial or ethnic minorities
- Percent of the population living in subfamilies
- Ratio of the working age population to the non working age population
- High fertility areas
- Veterans as a percent of total population
- Areas with low educational attainment
- Percent of population that is foreign born
- Percent of population in poverty
- Percent of households without a vehicle
- Percent of households receiving SNAP benefits
- Percent of county income from transfer payments

Combined Risk Factor Index



Counties with Three or More Risk Factors (Combined Index), by CBSA Status





Promoting Growth in All Regions



The Framework for Regional Rural Innovation



Critical Internal Considerations

- Wealth Creation and Intergenerational Wealth Retention
- Youth Engagement and Retention
- Social Inclusion and Social Equity



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