Defining Rural and Urban

For the purposes of this data analysis, rural and urban are defined using A. Isserman’s method and 2010 county data:

- **Rural** counties have a
  - population density of less than 500 people per square mile, and
  - 90 percent of the county population is in rural areas or the county has no urban area with a population of 10,000 or more.

- **Urban** counties have a
  - population density of at least 500 people per square mile, and
  - 90 percent of the county population lives in urban areas, and
  - the population in urbanized areas is at least 50,000 or 90 percent of the county population.

If a county is neither urban nor rural, the county is **mixed-rural** if its population density is less than 320 people per square mile. It is **mixed-urban** if its population density is equal to or greater than 320 people per square mile.
Population Change, 1969-2017

Amarillo

Craft3

Land of Sky

Minnesota

Sacramento

Sustainable Northwest

San Joaquin Valley

US population increase in same period: 62%

Source: Bureau of Economic Analysis - Regional Economic Accounts
Amarillo - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
Craft3 - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
Land of Sky - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
Minnesota - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
Sacramento - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
Sustainable NW - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
San Joaquin Valley - Change in Age Group Population, 2013-2018

Source: U.S. Census Bureau, Population Division
Population Race and Ethnicity, 2018

Amarillo

Craft3

Land of Sky

Minnesota

United States

Sacramento

Sustainable Northwest

San Joaquin Valley

## Population Change by Race and Ethnicity, 2010-2018

<table>
<thead>
<tr>
<th>Region</th>
<th>Latinx, All Races</th>
<th></th>
<th></th>
<th>Not Latinx, Not White</th>
<th></th>
<th></th>
<th>Not Latinx, White</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
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<td></td>
<td>18%</td>
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<td></td>
<td></td>
<td>14%</td>
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<td></td>
</tr>
<tr>
<td>Amarillo</td>
<td>9%</td>
<td>17%</td>
<td></td>
<td></td>
<td>23%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craft3</td>
<td>20%</td>
<td>25%</td>
<td>40%</td>
<td>23%</td>
<td>18%</td>
<td>30%</td>
<td>24%</td>
<td>36%</td>
</tr>
<tr>
<td>Land of Sky</td>
<td>22%</td>
<td>19%</td>
<td></td>
<td></td>
<td>36%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
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<td>28%</td>
<td>37%</td>
<td>16%</td>
<td>23%</td>
<td>39%</td>
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<td>27%</td>
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<tr>
<td>Sacramento</td>
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<td>18%</td>
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<tr>
<td>Sustainable Northwest</td>
<td>20%</td>
<td>25%</td>
<td>40%</td>
<td>23%</td>
<td>17%</td>
<td>29%</td>
<td>24%</td>
<td>36%</td>
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<tr>
<td>San Joaquin Valley</td>
<td>15%</td>
<td>18%</td>
<td></td>
<td></td>
<td>10%</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Source: American Community Survey, U.S. Census Bureau.
<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Mixed Rural</th>
<th>Mixed Urban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>15%</td>
<td></td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Amarillo</td>
<td>15%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Craft3</td>
<td>17%</td>
<td>13%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Land of Sky</td>
<td>18%</td>
<td>11%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>11%</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Sacramiento</td>
<td>17%</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Sustainable Northwest</td>
<td>23%</td>
<td>14%</td>
<td>11%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, U.S. Census Bureau.

- **Amarillo**: Less than $10,000, $10,000 to $14,999, $15,000 to $24,999, $25,000 to $34,999, $35,000 to $49,999, $50,000 to $74,999, $75,000 to $99,999, $100,000 to $149,999, $150,000 to $199,999, $200,000 or more
- **Craft 3**: Same categories as Amarillo
- **Land of Sky**: Same categories as Amarillo
- **Minnesota**: Same categories as Amarillo
- **Sacramento**: Same categories as Amarillo
- **San Joaquin Valley**: Same categories as Amarillo

Source: American Community Survey, U.S. Census Bureau.
## Overrepresented Sectors by Employment

**Average Annual Location Quotient (x Nat Average) (2000-2017)**

<table>
<thead>
<tr>
<th>Area</th>
<th>Rural</th>
<th>Mixed Rural</th>
<th>Mixed Urban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amarillo</td>
<td>Farm (11.09); Mining (10.20); Forestry (4.10)</td>
<td>Mining (6.42); Farm (1.32); Utilities (1.27)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craft3</td>
<td>Farm (6.48); Forestry (5.36); Government (1.37)</td>
<td>Forestry (2.79); Farm (2.68); Manufacturing (1.17)</td>
<td>Government (1.68); Construction (1.19); Real estate (1.10)</td>
<td>Information (2.30); Management (1.75); Professional (1.35)</td>
</tr>
<tr>
<td>Land of Sky</td>
<td>Farm (6.26); Forestry (2.44); Arts &amp; Entertainment (1.74)</td>
<td>Arts &amp; Ent (1.36); Accommodation &amp; Food (1.29); Construction (1.27)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
<td>Farm (6.42); Manufacturing (1.40); Government (1.17)</td>
<td>Farm (2.19); Manufacturing (1.48); Health Care (1.26)</td>
<td>Manufacturing (1.65); Arts &amp; Ent (1.37); Retail Trade (1.27)</td>
<td>Management (3.12); Finance (1.49); Wholesale Trade (1.37)</td>
</tr>
<tr>
<td>Sacramento</td>
<td></td>
<td>Forestry (2.51); Farm (1.48); Construction (1.34)</td>
<td></td>
<td>Government (1.71); Administrative Services (1.11); Finance (1.09)</td>
</tr>
<tr>
<td>Sustainable Northwest</td>
<td>Farm (6.23); Forestry (4.86); Government (1.38)</td>
<td>Forestry (2.73); Farm (2.64); Manufacturing (1.15)</td>
<td>Government (1.68); Construction (1.19); Real estate (1.10)</td>
<td>Information (2.30); Management (1.75); Professional (1.35)</td>
</tr>
<tr>
<td>San Joaquin Valley</td>
<td>Forestry (13.70); Farm (3.98); Mining (1.39)</td>
<td></td>
<td>Forestry (5.81); Farm (2.47); Transportation (1.98)</td>
<td></td>
</tr>
</tbody>
</table>

Source: ENTER SOURCE

- Amarillo
- Craft 3
- Land of Sky
- Minnesota
- United States
- Sacramento
- Sustainable Northwest
- San Joaquin Valley

Legend:
- Purple: Less than 10 minutes
- Sea green: 10 to 19 minutes
- Orange: 20 to 29 minutes
- Teal: 30 to 39 minutes
- Pink: 40 to 59 minutes
- Light green: 60 to 89 minutes
- Brown: 90 or more minutes

Source: American Community Survey, U.S. Census Bureau.
Takeaways

• Other than in the Pacific Northwest, the rural parts of the study regions were not keeping pace with U.S. population growth.

• Population growth was most significant in mixed-rural and mixed-urban counties.

• Like the U.S. as a whole, the study regions are experiencing a demographic shift towards more 35-40-year-olds, 65+ year-olds, and a decline in other age groups. This is likely a reflection of the relative sizes of the Baby Boomer and Millennial generations.

• Comparatively, this trend is less pronounced for Millennials in the rural parts of our study regions.

• Commute times are longer in urban and mixed-urban parts of Minnesota, the Pacific Northwest, and San Joaquin Valley. Commute times are longer in rural parts of the Land of Sky region.
• For most of the study regions, urban counties tend to be more diverse than mixed-urban counties, mixed-urban counties are more diverse than mixed-rural counties, and mixed-rural counties are more diverse than rural counties.

• The Latinx population, however, skews towards more rural counties. They make up a larger proportion of the rural and mixed rural counties in the Amarillo, Pacific Northwest, and San Joaquin Valley regions.

• In the last five years, the Latinx and Non-White populations in the study region increased significantly. The White population changed marginally.
Takeaways *contd.*

- For the study regions, urban counties tend to be more educated and have higher incomes than mixed-urban counties, mixed-urban counties are more educated and have higher incomes than mixed-rural counties, and mixed-rural counties are more educated and have higher incomes than rural counties. The Sacramento region is an exception, and in Minnesota, mixed-urban counties have slightly higher incomes than urban counties despite having less education.

- Poverty is the lowest in mixed-urban (suburban) counties and higher in mixed-rural, rural and urban counties. The relative rurality of a county seems to have significant relationship with poverty rates.

- Unsurprisingly, rural and mixed-rural counties have higher densities of agricultural, forestry and energy related employment.