

# Development Trends in Case Study Regions

Regional Solutions for Rural and Urban Challenges



**LOCUS**  
*local investing for impact*

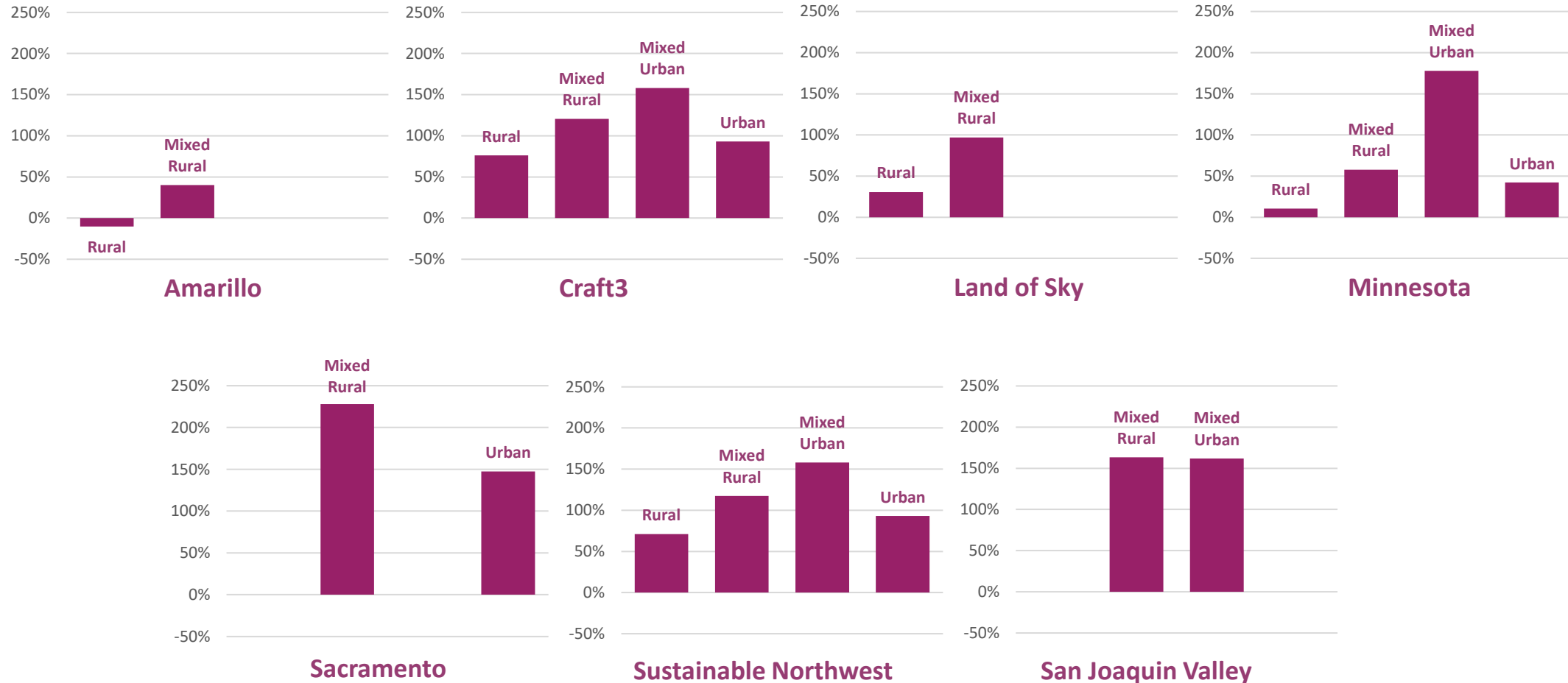
December 20, 2019

# Defining Rural and Urban

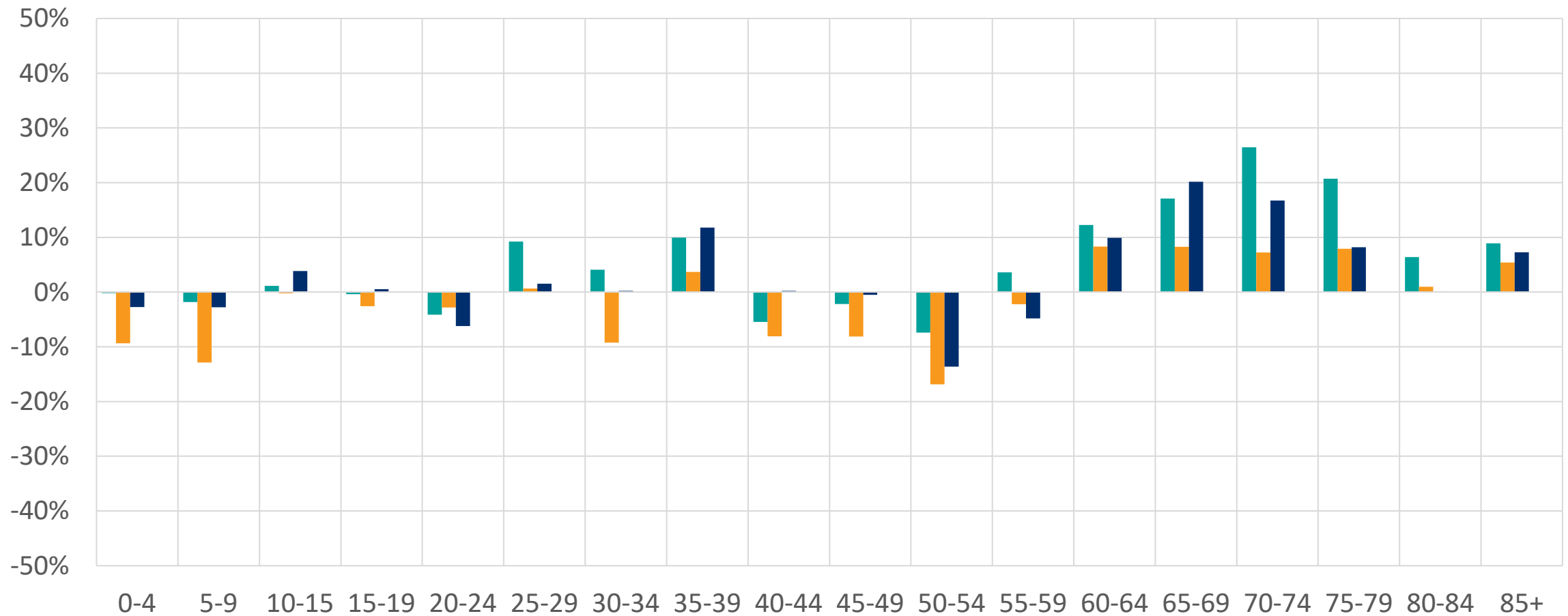
For the purposes of this data analysis, rural and urban are defined using [A. Isserman's method](#) and 2010 county data:

- **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.

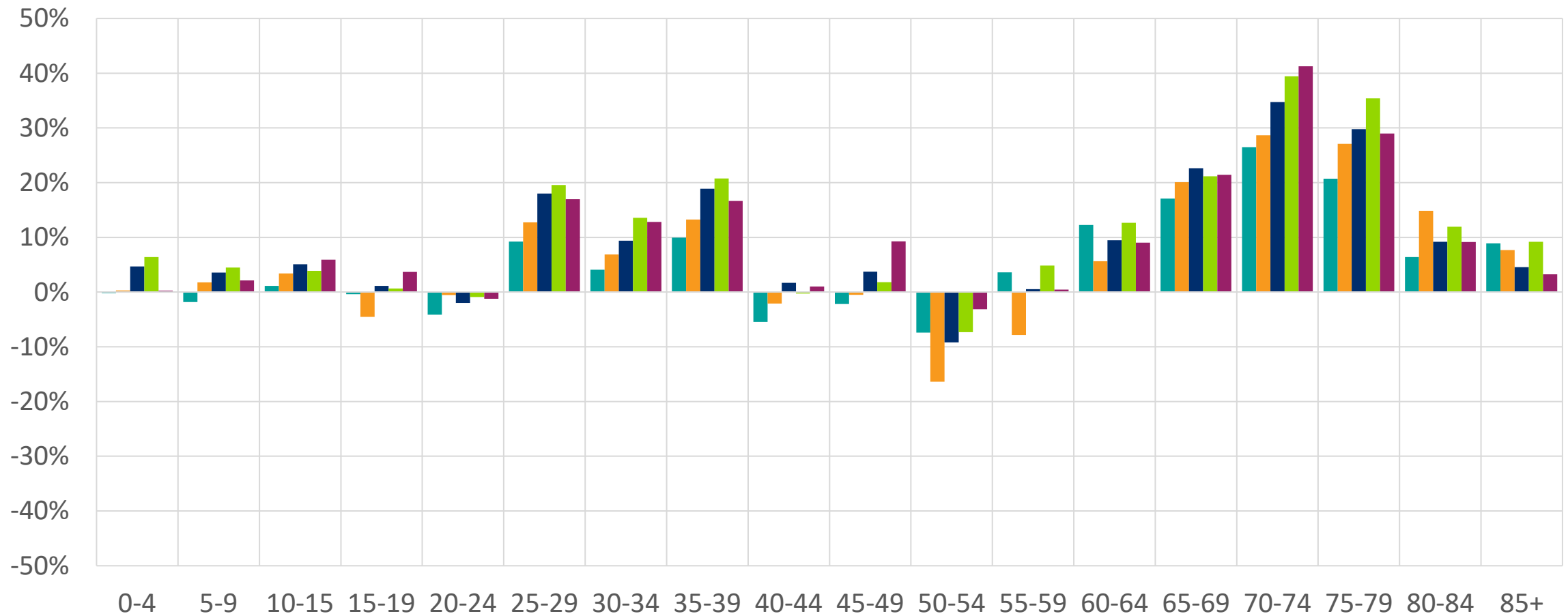
# Population Change, 1969-2017



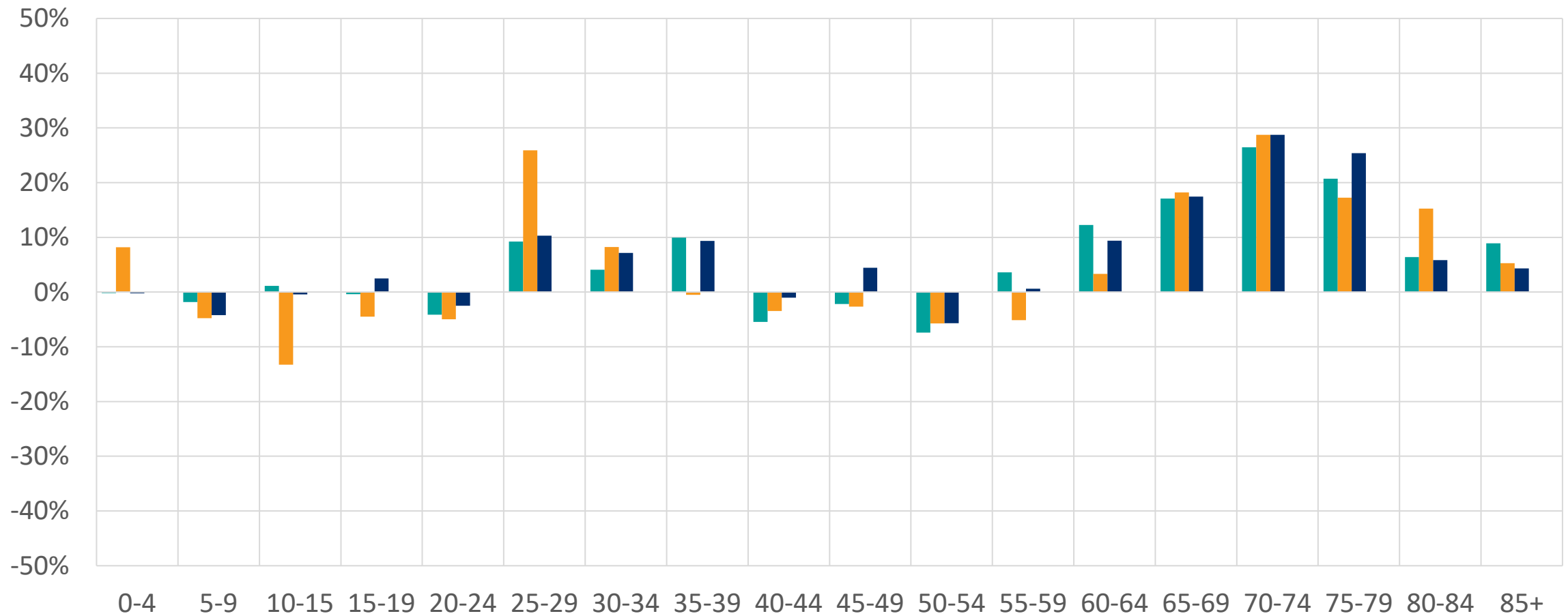
# Amarillo - Change in Age Group Population, 2013-2018



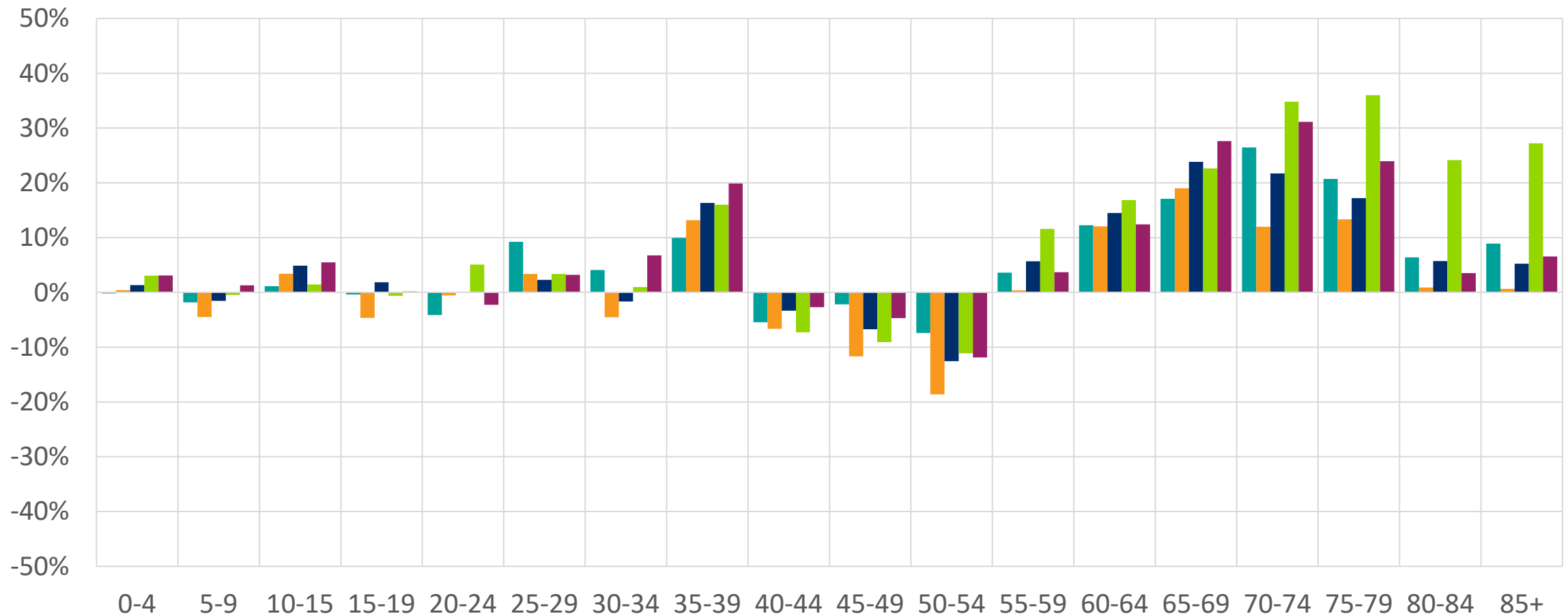
# Craft3 - Change in Age Group Population, 2013-2018



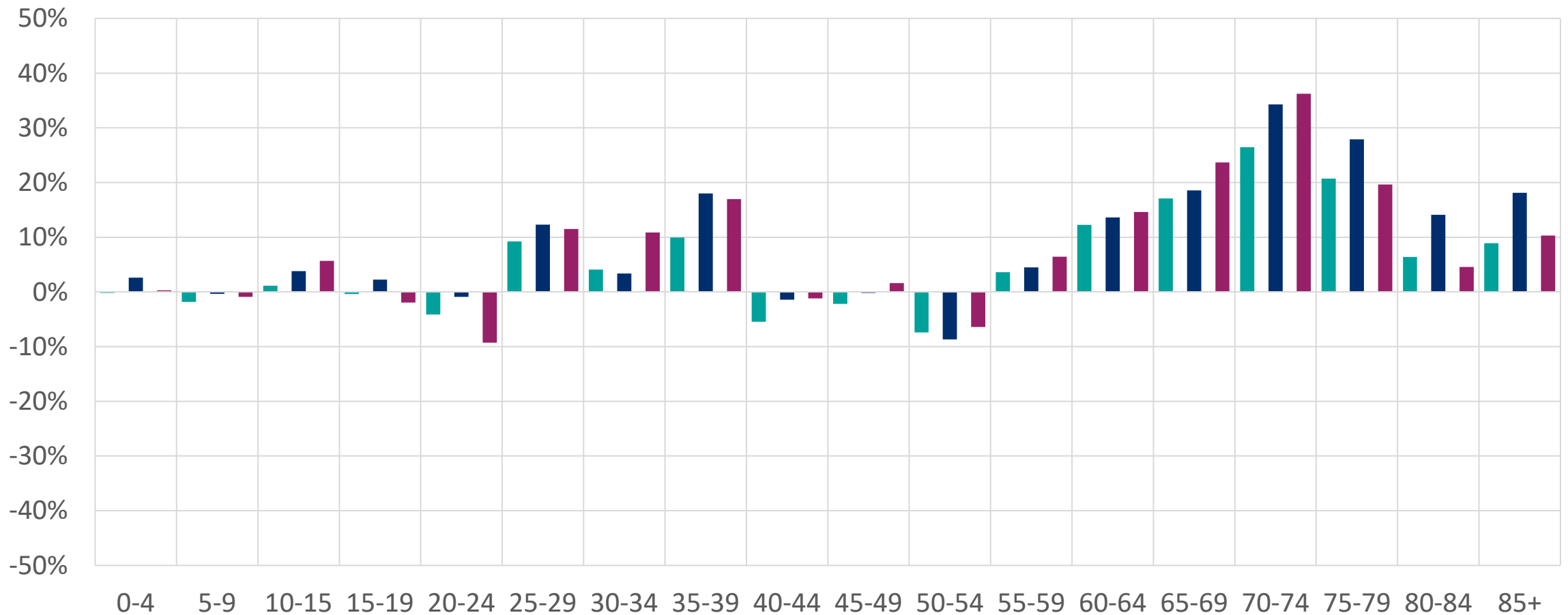
# Land of Sky - Change in Age Group Population, 2013-2018



# Minnesota - Change in Age Group Population, 2013-2018

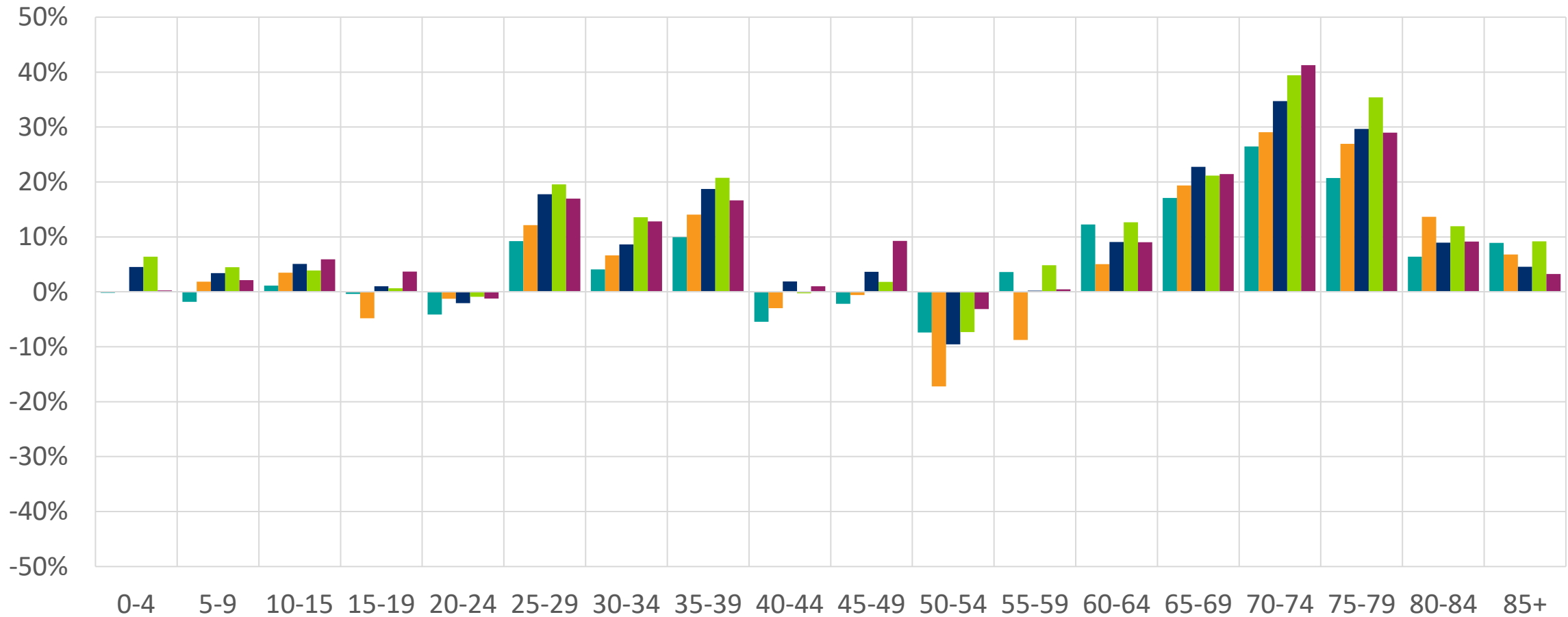


# Sacramento - Change in Age Group Population, 2013-2018

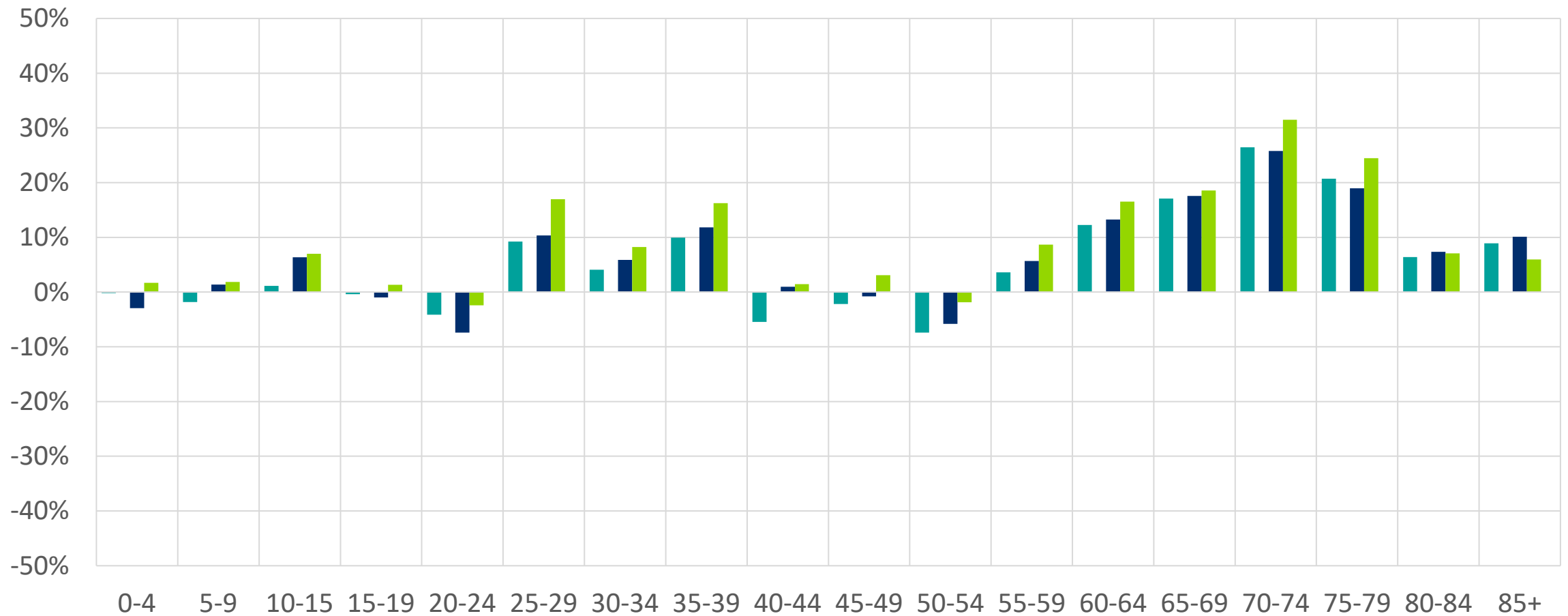




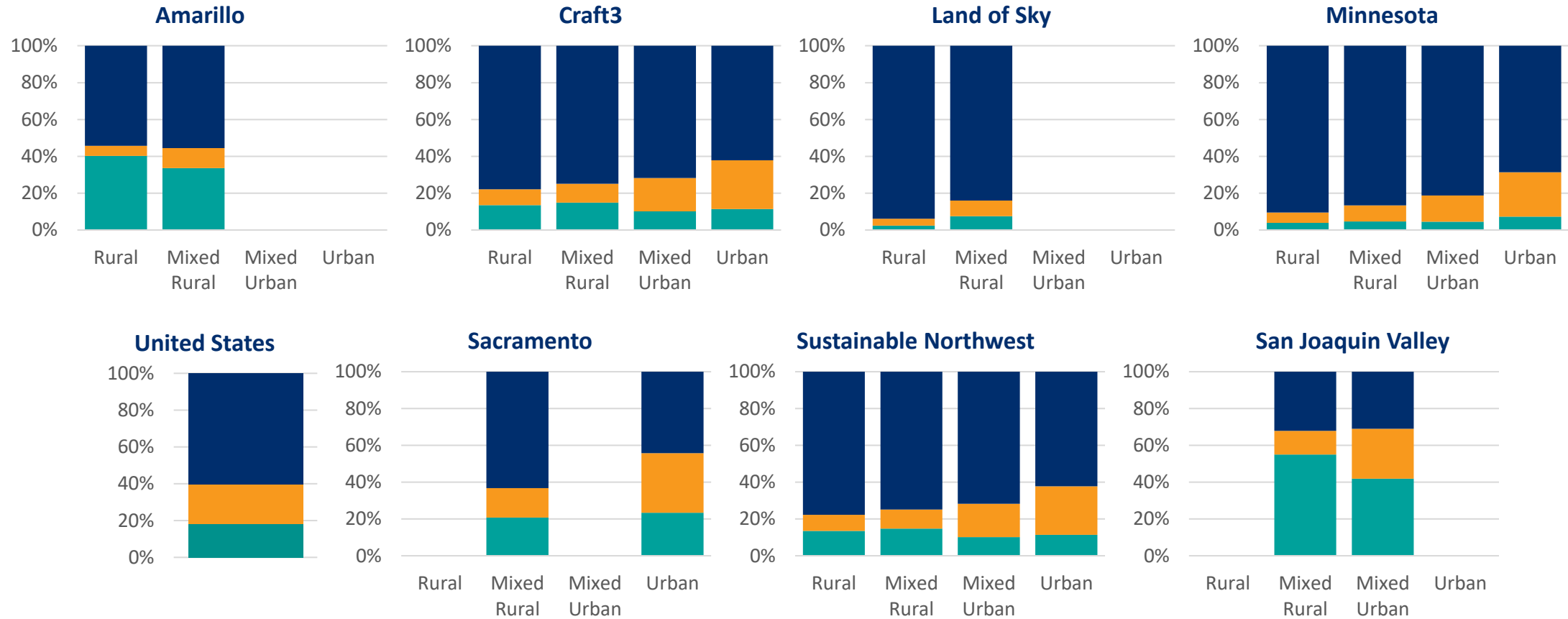
# Sustainable NW - Change in Age Group Population, 2013-2018



# San Joaquin Valley - Change in Age Group Population, 2013-2018



# Population Race and Ethnicity, 2018

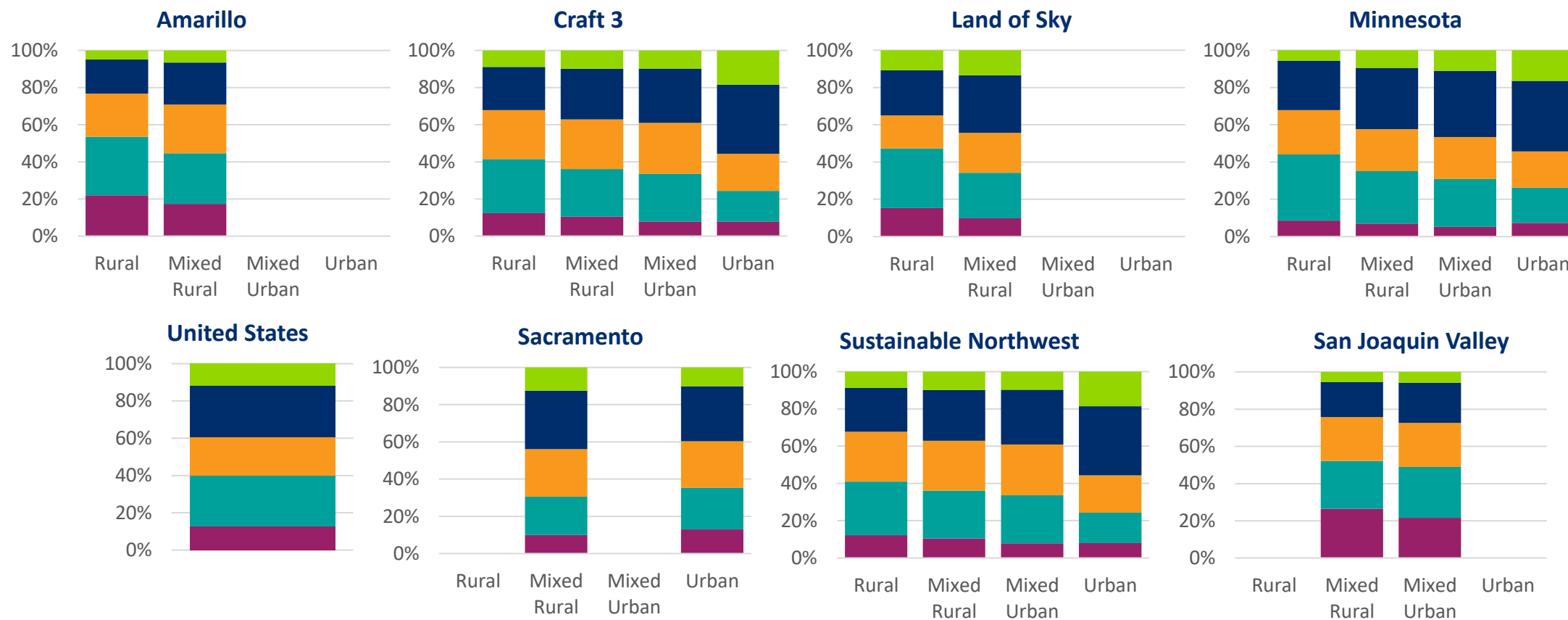


# Population Change by Race and Ethnicity, 2010-2018

Region	Latinx, All Races				Not Latinx, Not White				Not Latinx, White			
	Rural	Mixed Rural	Mixed Urban	Urban	Rural	Mixed Rural	Mixed Urban	Urban	Rural	Mixed Rural	Mixed Urban	Urban
<i>United States</i>	18%				14%				0%			
Amarillo	9%	17%			23%	20%			-11%	-6%		
Craft3	20%	25%	40%	23%	18%	30%	24%	36%	1%	5%	6%	5%
Land of Sky	22%	19%			36%	14%			3%	7%		
Minnesota	36%	28%	37%	16%	23%	39%	39%	27%	-3%	1%	2%	2%
Sacramento		17%		18%		27%		17%		3%		-1%
Sustainable Northwest	20%	25%	40%	23%	17%	29%	24%	36%	0%	4%	6%	5%
San Joaquin Valley		15%	18%			10%	18%			-7%	-5%	

Source: U.S. Census Bureau, Population Division, June 2019.

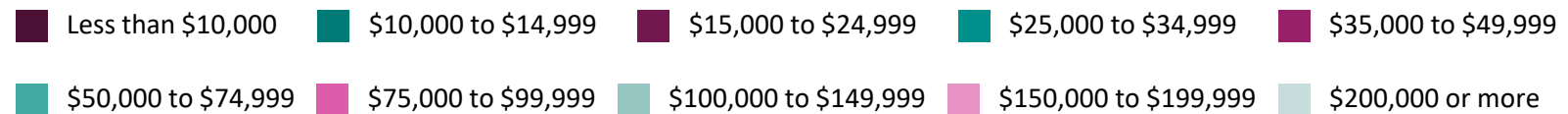
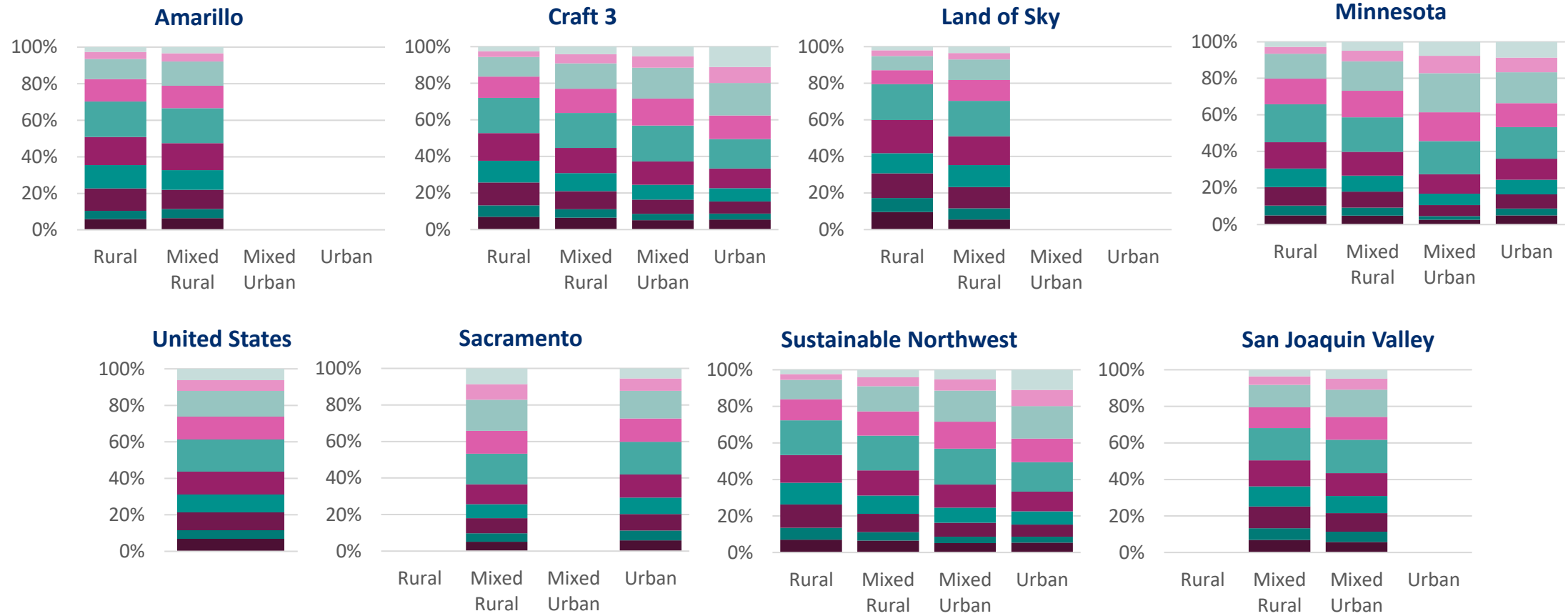
# Educational Attainment, 5-Year Estimates (2013-2017)



## Experienced Poverty in Last 12 Months, 5-Year Estimates (2013-2017)

	Rural	Mixed Rural	Mixed Urban	Urban
<i>United States</i>	15%			
Amarillo	15%	16%		
Craft3	17%	14%	11%	12%
Land of Sky	18%	13%		
Minnesota	11%	11%	6%	11%
Sacramento		13%		17%
Sustainable Northwest	17%	15%	11%	12%
San Joaquin Valley		23%	17%	

# Household Income, 5-Year Estimates (2013-2017)



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

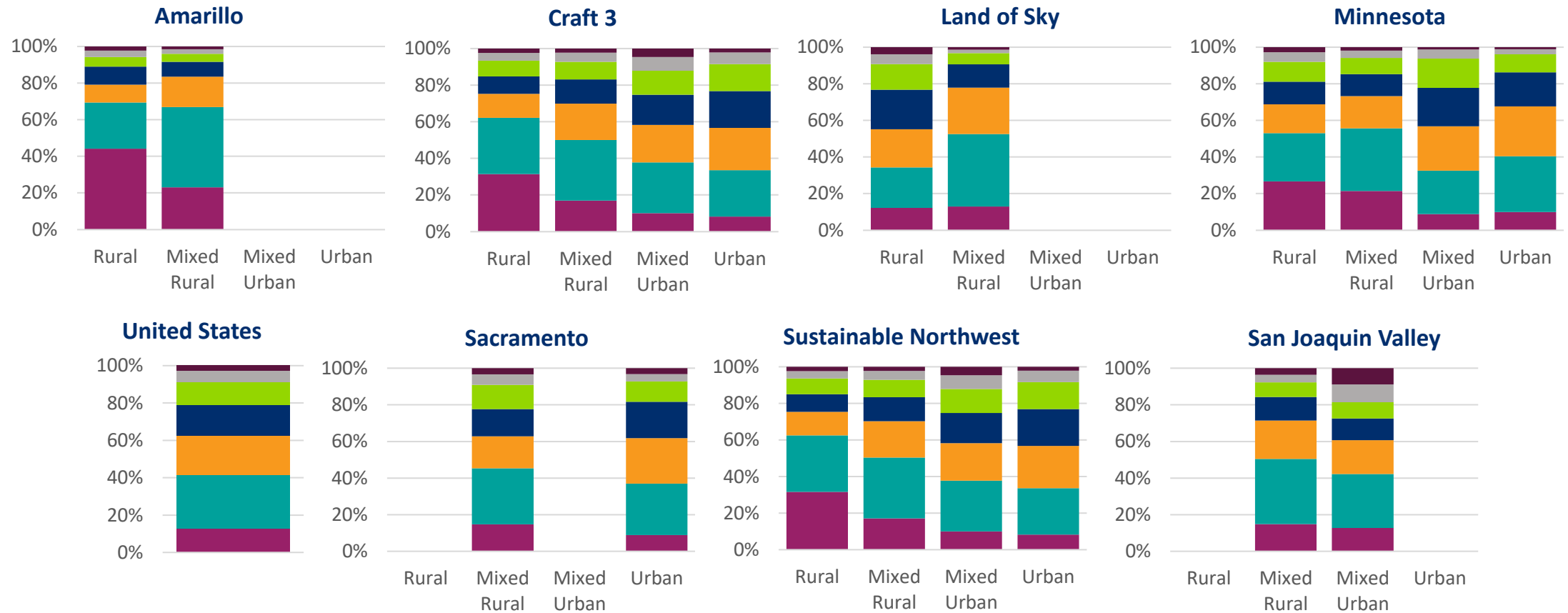
# Overrepresented Sectors by Employment

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

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



# Commute Time, 5-Year Estimates (2013-2017)



# 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.

# Takeaways *contd.*

- 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.