

What is rural? -- and who should care?

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Joe Belden **belden1419@gmail.com**

Pop quiz -- homework

- Who were George McGovern, Henry Wallace, and Lynn Frazier?
- Who are Stacey Abrams, Beto O'Rourke, Tony Evers, and Laura Kelly?
- Remember Jim Abourezk, John Culver, Tom Daschle, Byron Dorgan, Tom Harkin ?

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How is rural defined? -- Too many ways

- Rural and urban
- Nonmetropolitan areas
- Metropolitan Statistical Areas – City and suburb – 50,000 +
- Micropolitan Statistical Areas – 10,000 – 49,999
- Outside core-based statistical areas Huh?
- Definitions in federal programs

How much of the population is rural?

From 2010 to 2020 –

- The US population grew by 22.7 million to 331.4 million – a 7.4 % increase.
- The rural and small-town population grew by only 164,000 – 0.3% -- to 60.6 million.
- The US urban population grew by nearly 5 million – a 5.0 % increase.
- The suburban-areas population grew by over 17 million people – an 11.8 % increase.

There are many rural Americas --

- E.g., agriculture in California, Florida, Iowa, and Vermont is very different.
- High poverty rural areas are in Appalachia, Indian country, the Mississippi Delta and Southeast, and the Southwest border region. All very different. (But there are also pockets of both poverty and affluence everywhere.)
- Some rural areas have become high amenity retirement and tourist destinations – e.g., Aspen and Hilton Head. Many such places are now unaffordable for police, firefighters, teachers, service workers.

What is rural?

- Metro and nonmetro areas (1,167 metro and 1,976 nonmetro counties)
- Urban and rural (rural is less than 2,500)
- Micropolitan areas (10,000 to 50,000) This is also part of the old nonmetro.
- Outside urbanized areas
- USDA program definitions
- AND – By one measure 54% of the rural population lives in metropolitan areas, in outlying suburban and exurban counties.

DOES YOUR HEAD HURT YET? MINE DOES.

“Are you from a rural area?”

“Well, I used to be. Now OMB says I’m from an outside-core-based statistical area.”

OMB has defined 927 core-based statistical areas (CBSAs) for the United States and 12 for Puerto Rico. A core-based statistical area has one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

The 939 Core Based Statistical Areas currently include 392 Metropolitan Statistical Areas (MSAs), which have an urban core population of at least 50,000, and 547 Micropolitan Statistical Areas, which have an urban core population of at least 10,000 but less than 50,000. 543 are in the continental US and 4 are in Puerto Rico.

The rest – less than 10,000 – are now classified as Outside Core-based Statistical Areas.

Micropolitan Areas

- The 547 Micropolitan Statistical Areas range in size from just over 12,000 to more than 221,000. 29 are over 100,000 in population; 211 are over 50,000; and the rest are under 50,000. 5 of the 7 smallest are in Texas.
- Between 2010 and 2020 –
 - 42 of the largest 100 micros and 8 of the top 25 lost population.
 - 70 of the smallest 100 and 16 of the smallest 25 lost population.

Where are the micro areas?

- Wyoming had the highest share of any state population living in micros — 44.2% — while Delaware, New Jersey and Rhode Island had zero micros.

Metropolitan Areas

The US has 392 Metropolitan Statistical Areas, up from 383 in 2010. Largest -- with 2020 populations -- are –

	Millions
○ NY-Newark-Jersey City (NY, NJ, CT)	20.1
○ LA-Long Beach-Anaheim (CA)	13.2
○ Chicago-Naperville-Elgin (IL, IN)	9.6
○ Dallas-Ft Worth-Arlington (TX)	7.6
○ Houston-Woodlands-Sugarland (TX)	7.1
○ Washington-Arl.-Alex. (DC, MD, VA, WV)	6.4

One example --

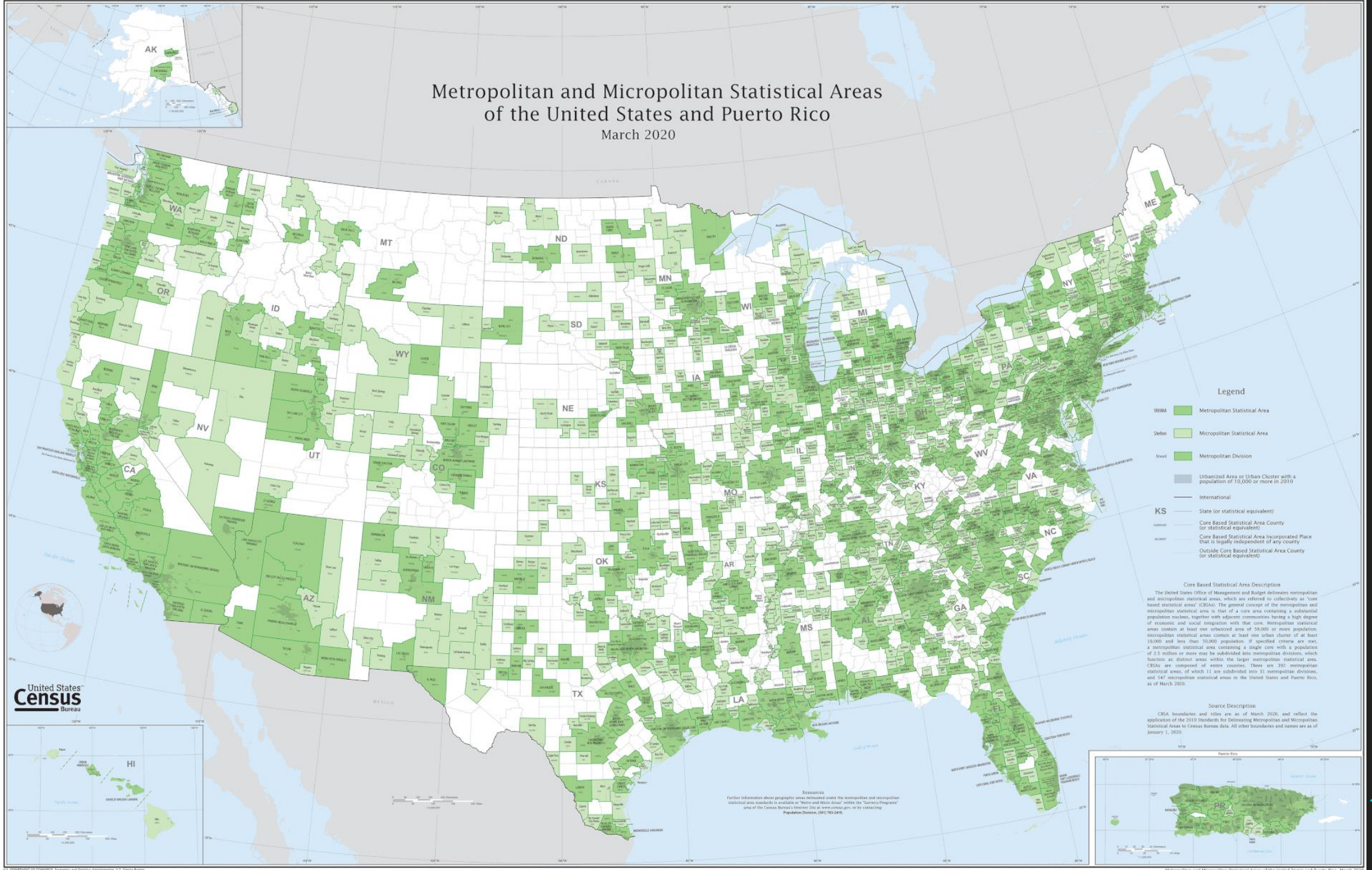
- Washington, DC metro area includes 12 counties in Virginia, 5 in Maryland, and 1 in West Virginia – plus several Virginia cities. DC-MD-VA-WV
- Growing all the time!

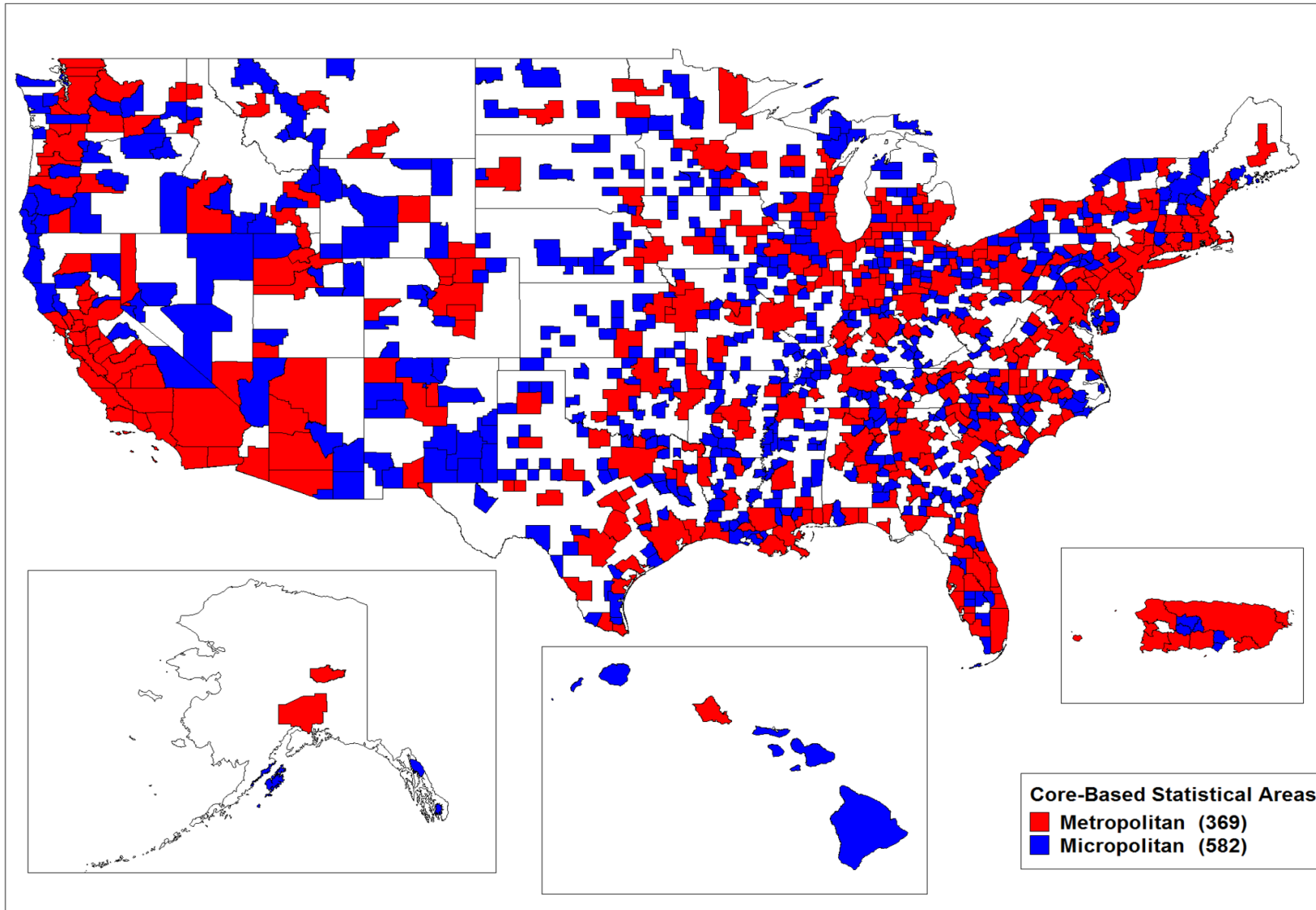
Smallest metro areas --

<u>2020 population</u>	<u>2020 pop.</u>	<u>% change 2010-2020</u>
○ Carson City, NV	58,600	+ 6.1
○ Walla Walla, WA	62,600	+ 6.5
○ Enid, OK	62,800	+ 3.7
○ Lewiston, ID-WA	64,400	+ 5.7
○ Danville, IL	74,200	- 9.1

Metropolitan and Micropolitan Statistical Areas of the United States and Puerto Rico

March 2020





Largest micros --

	<u>2020 population</u>	<u>Percent change from 2010</u>
Lebanon NH-VT	221,211	+ 1.3
Hilo, HI	200,629	+ 8.4
Torrington, CT	185,186	- 2.5
Tupelo, MS	163,398	+ 1.2
Concord, NH	153,808	+ 5.0

Smallest micros --

	<u>2020 population</u>	<u>Percent change from 2010</u>
Ketchikan, AK	13,948	+ 3.5
Zapata, TX	13,889	- 0.9
Craig, CO	13,292	- 3.7
Vernon, TX	12,887	- 4.8
Lamesa, TX	12,454	- 10.0

Headache update --

- In January 2021, OMB proposed to increase the metro-areas population threshold from 50,000 to 100,000. An analysis by the Housing Assistance Council found that this would mean that more than 140 small metro areas, over 750 counties, and 17.3 million people would lose their classification as Metropolitan Statistical Areas.
- OMB withdrew the proposal in July 2021.

See https://ruralhome.org/wpcontent/uploads/2021/07/HAC_OMB_Metro_Reclassification_FINAL.pdf

A question --

- What are the most rural states? ???

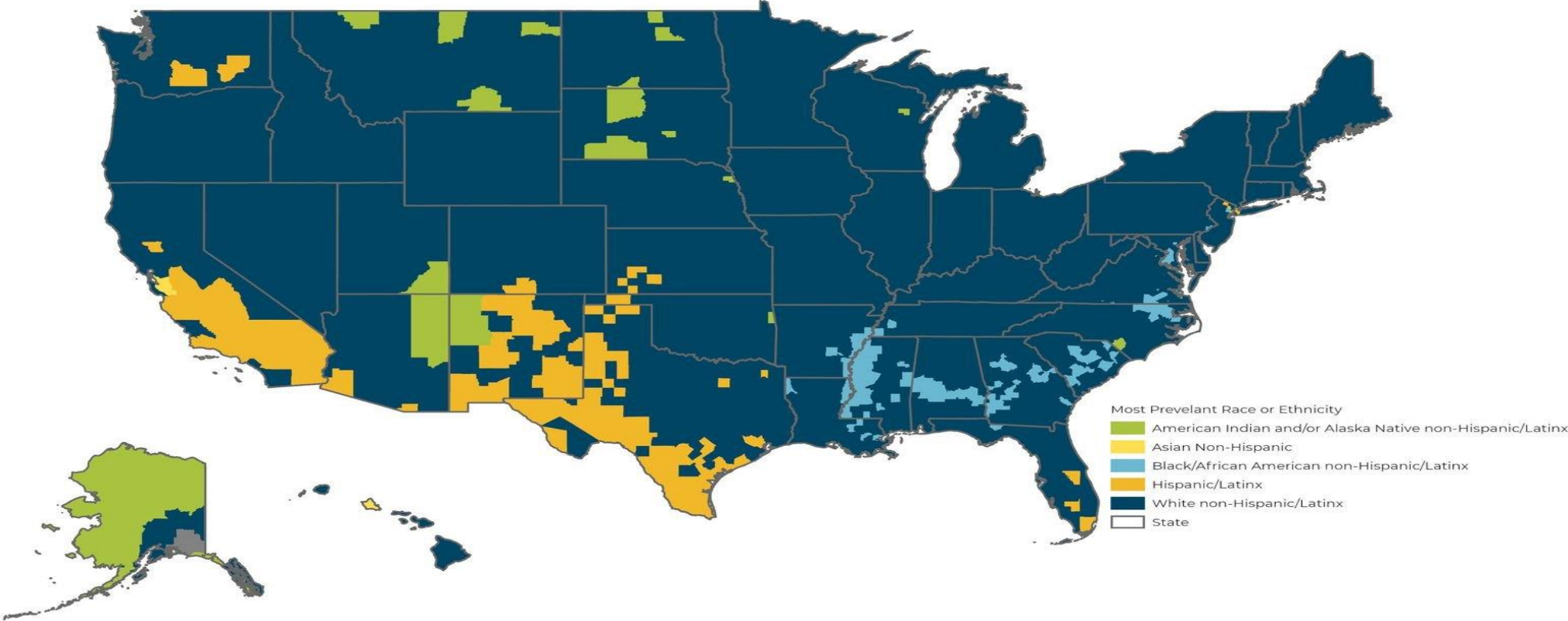
- Percentage rural is very different from population.

Largest by population --

Largest rural & small town by population (millions)

TX	4.3	KY	2.2
CA	3.0	NY	2.1
NC	2.9	IL	2.0
OH	2.6	TN	2.0
PA	2.4	MI	1.9
GA	2.4	WI	1.9

MOST PREVALENT RACE OR ETHNICITY BY COUNTY, 2020



Source: Housing Assistance Council Tabulations of the U.S Census Bureau's 2020 Census of Population and Housing



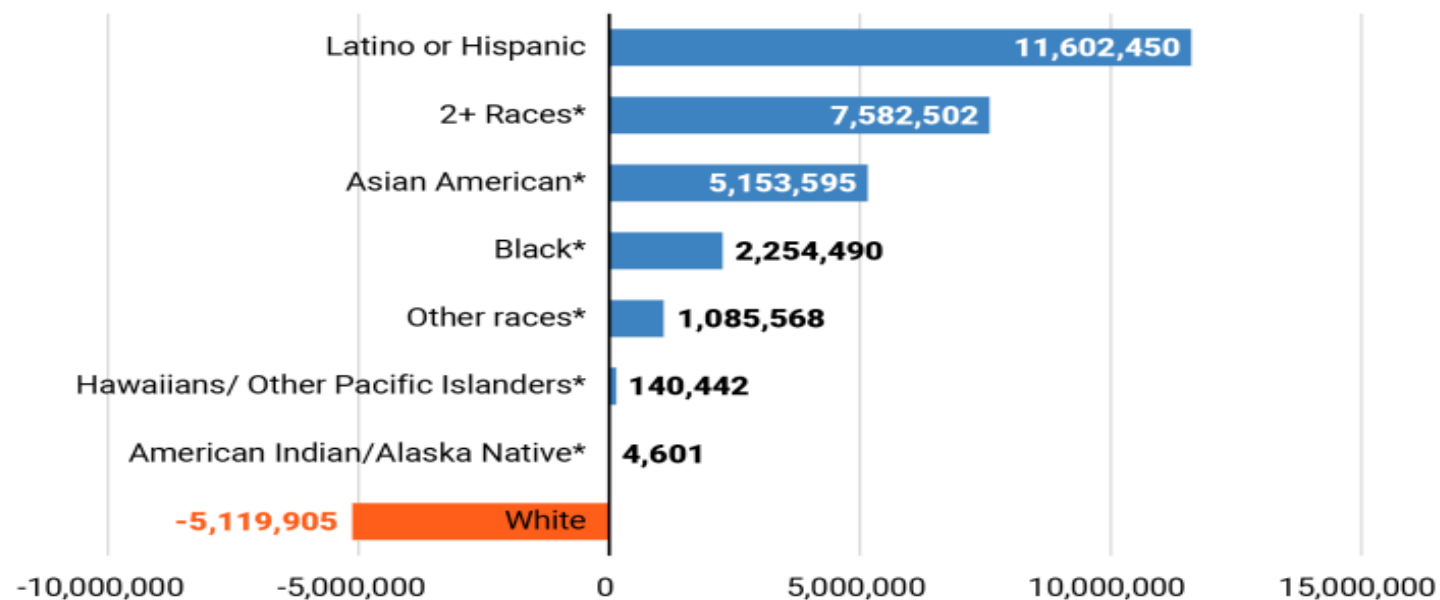
A dramatic change --

- Between 2010 and 2020 the rural non-Hispanic population declined by 4.7% and the rural Black non-Hispanic population declined by 6.4% -- but the rural Hispanic population grew by 19.7%.

See <https://ruralhome.org/united-states-becoming-more-racially-diverse-so-is-rural-america/>

William Frey, *New Census Results Show Increased Diversity Countering Decade-Long Declines in America's White & Youth Population*, Brookings Institution, 13 August 2021

Figure 2. Change in US population for race and ethnic groups, 2010-2020



* non-Latino or Hispanic members of racial group

Source: William H. Frey analysis of 2010 and 2020 U.S. decennial censuses.

B Metropolitan Policy Program
at BROOKINGS

Status threat or economic hardship?

- (1) Growing domestic racial diversity and a declining white share of the national population.
- (2) Globalization and increasing interdependence of the US on other nations.

-- Diana Mutz, *Status Threat, Not Economic Hardship, Explains the 2016 Presidential Vote*, PNAS, 23 April 2018.

What was the post-3 Nov. 2020 attempt to overturn the result in certain states?

	<u>Population</u>	<u>Percent Black</u>	<u>Percent Hispanic</u>
○ Atlanta --	506,000	51	5
○ Detroit --	670,000	83	7
○ Milwaukee --	590,000	40	17
○ Philadelphia --	1,584,000	43	14
○ Phoenix --	1,681,000	7	41
○ Pittsburgh --	306,000	26	2

Greg Sparks et al., *COVID-19 Vaccine Monitor: Differences in Vaccine Attitudes Between Rural, Suburban, and Urban Areas*, KFF, 22 Dec. 2021

<https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-vaccine-attitudes-rural-suburban-urban/>

<u>Definitely won't get vac.</u>		<u>Already gotten vac.</u>	
Rural	21 %	67 %	
Suburban	16	70	
Urban	8	79	
<u>Vac., already got booster</u>		<u>Vac., definitely get booster</u>	<u>Total</u>
Rural	14	29	43
Suburban	14	23	37
Urban	18	25	43

**Anya Slepyan et al., “January 6 Arrestees Aren’t More Likely to be from Rural Areas,”
Daily Yonder, 5 January 2022**

Shows proportion of the population & Jan. 6 arrestees by geography. Only 12% of the arrestees are from nonmetro areas. Proportionately arrestees were more likely to come from medium metro and small metro areas – and less likely to come from major metro core areas and nonmetro areas.

An overview --

Ruralities

www.ruralhome.org

The Farm Bill -- every five years

- 2018 bill is projected to cost \$428 billion over 2019-2023 –
 - \$326 billion to nutrition programs such as SNAP
 - \$39 billion to crop insurance
 - \$30 billion to commodity programs
 - \$30 billion to conservation programs
 - \$4 billion to everything else

Very large authorizing bill --

- First was in 1933 – Agricultural Adjustment Act.
- Today combining SNAP with farm programs provides political strength – urban and rural interests

The Farm Bill – cont. 12 titles --

Title 1: Commodities. Title covers price and income support for the farmers who raise widely-produced and traded non-perishable crops, like corn, soybeans, wheat, and rice – as well as dairy and sugar. Also includes agricultural disaster assistance.

Title 2: Conservation. Covers programs that help farmers implement natural resource conservation efforts on working lands like pasture and cropland as well as land retirement and easement programs.

Title 3: Trade. The Trade title covers food export subsidy programs and international food aid programs.

Title 4: Nutrition. Covers the Supplemental Nutrition Assistance Program [SNAP] (formerly known as food stamps) and a variety of smaller nutrition programs to help low-income Americans afford food for their families.

Title 5: Credit. The Credit title covers federal loan programs designed to help farmers access the financial credit (via direct loans as well as loan guarantees and other tools) they need to grow and sustain their farming operations.

, and veteran farmers and ranchers, agricultural labor safety and workforce development, and livestock health.

Farm Bill – cont.

- **Title 6: Rural Development.** The Rural Development title covers programs that help foster rural economic growth through rural business and community development (including farm businesses) as well as rural housing, and infrastructure.
Title 7: Research, Extension, and Related Matters. The Research title covers farm and food research, education, and extension programs designed to support innovation, from federal labs and state university-affiliated research to vital training for the next generation of farmers and ranchers.
Title 8: Forestry. The Forestry title covers forest-specific conservation programs that help farmers and rural communities to be stewards of forest resources.
Title 9: Energy. The Energy title covers programs that encourage growing and processing crops for biofuel, help farmers, ranchers and business owners install renewable energy systems, and support research related to energy.

Farm bill – cont.

- **Title 10: Horticulture.** The Horticulture title covers farmers market and local food programs, funding for research and infrastructure for fruits, vegetables and other horticultural crops, and organic farming and certification programs.

Title 11: Crop Insurance. The Crop Insurance title provides premium subsidies to farmers and subsidies to the private crop insurance companies who provide federal crop insurance to farmers to protect against losses in yield, crop revenue, or whole farm revenue. The title also provides USDA's Risk Management Agency (RMA) with the authority to research, develop, and modify insurance policies.

Title 12: Miscellaneous. The Miscellaneous title is a bit of a catch-all. The current title brings together six advocacy and outreach areas, including beginning, socially disadvantaged

A national food policy --- ??



What is USDA -- ?

- We provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.
- We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation's natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.
- The U.S. Department of Agriculture (USDA) is made up of 29 agencies and offices with nearly 100,000 employees who serve the American people at more than 4,500 locations across the country and abroad.

USDA mission areas -- each with subagencies

- Farm production and conservation
- Food, nutrition and consumer services
- Food safety
- Marketing and regulatory programs
- Natural resources and environment
- Research, education and economics
- Rural development
- Trade and foreign agricultural affairs (e.g., FAS)

Trump won rural voters. Clinton won urban.

<i>PERCENT OF VOTE</i>	<i>RURAL</i>	<i>SUBURBAN</i>	<i>URBAN</i>
○ Trump	62	50	35
○ Clinton	34	45	59

Source: Rich Morin, “Behind Trump’s win in rural white America: Women joined men in backing him,” Pew Research Center, 17 Nov. 2016

BUT NOTE: Some suburban and exurban areas are rural. “Rural” has too many definitions -- metro/nonmetro counties, micropolitan small cities, rural/urban, federal programs, etc.

Trump won white voters, men and women

PERCENT OF VOTE		WHITE RURAL	WHITE ALL	ALL VOTERS
○ Trump --	Women	62	53	43
	Men	72	63	53
○ Clinton --	Women	34	43	54
	Men	24	31	42

West Virginia – an example

- One of only 2 states with Trump winning in all counties.
- Used to be a mostly Democratic state. In 13 Presidential elections in WV from 1932 through 1996, the Democrat won 10. The Republican won 3 times in 2nd term landslides – 1956, 1972, and 1984. Even Dukakis in 1988 and Humphrey in 1968 won the state.
- But then in 2000 and thereafter, the Republican presidential candidate won with increasing margins. Trump's total was almost 70%.
- HUH? WHAT HAS HAPPENED?

November 2018 results

Statewide Democratic candidates in red or purple states won if they got 40% or more of the rural vote. E.g., Dem governors in KS and WI got **52% and 41%** of the rural vote – and won. Losing Dem gubernatorial candidates in FL and GA got **15% and 28%** of the rural vote.

One indicator of being left behind and pissed off

Philanthropic grant making

Per capita grant making 2010-2014

Mississippi Delta & AL Black Belt	\$ 41
Coal & Low Country	\$ 43
Rio Grande Valley	\$ 92
United States	\$ 451
New York State	\$ 995
New York City	\$ 1,966
San Francisco	\$ 4,066

Source: National Comm. for Responsive Philanthropy & Grantmakers for Southern Progress, *As the South Grows*, April 2017

Military service and sacrifice gap is wide

- Since 2003 US military combat deaths have been 18.6 per million population in metro areas, but 28.2 per million in micropolitan small cities, & 27.7 per million people in rural areas. -- Bill Bishop, "Soldiers' Death Rates Reveal Two Americas," *Daily Yonder*
- Military recruits are more likely to come from and return to rural areas and small towns. The reserves, Guard, & veterans' organizations are more part of small-town life.
- Veterans are 11% of the rural, 9% of the suburban, & 7% of the urban population.

More on rural veterans --

- There are 18.2 million veterans in the US, 7.3 percent of the national population.
- 3.1 million of this total live in nonmetro areas, 8.7 percent of the nonmetro population.
- 15.1 million vets live in metro areas, 7.1 percent of the metro areas population.

Elites of left and right

- One theory is that Democrats have become the cultural elite and Republicans have become the business and economic elite. (E.g., Clintons/Hollywood/media and Bushes/Romneys/Wall Street/etc.)
- Working- and middle-class folks – especially whites with less than a college education – are disgusted with both these elites. Trump steps in as the champion of the disaffected.

News deserts

- 171 US counties have no local newspaper.
1,449 have only one, mostly a local weekly.
1/5 of US newspapers have closed since 2004, with close to 1/3 of those in rural areas.
-- *Daily Yonder*, 22 October 2018

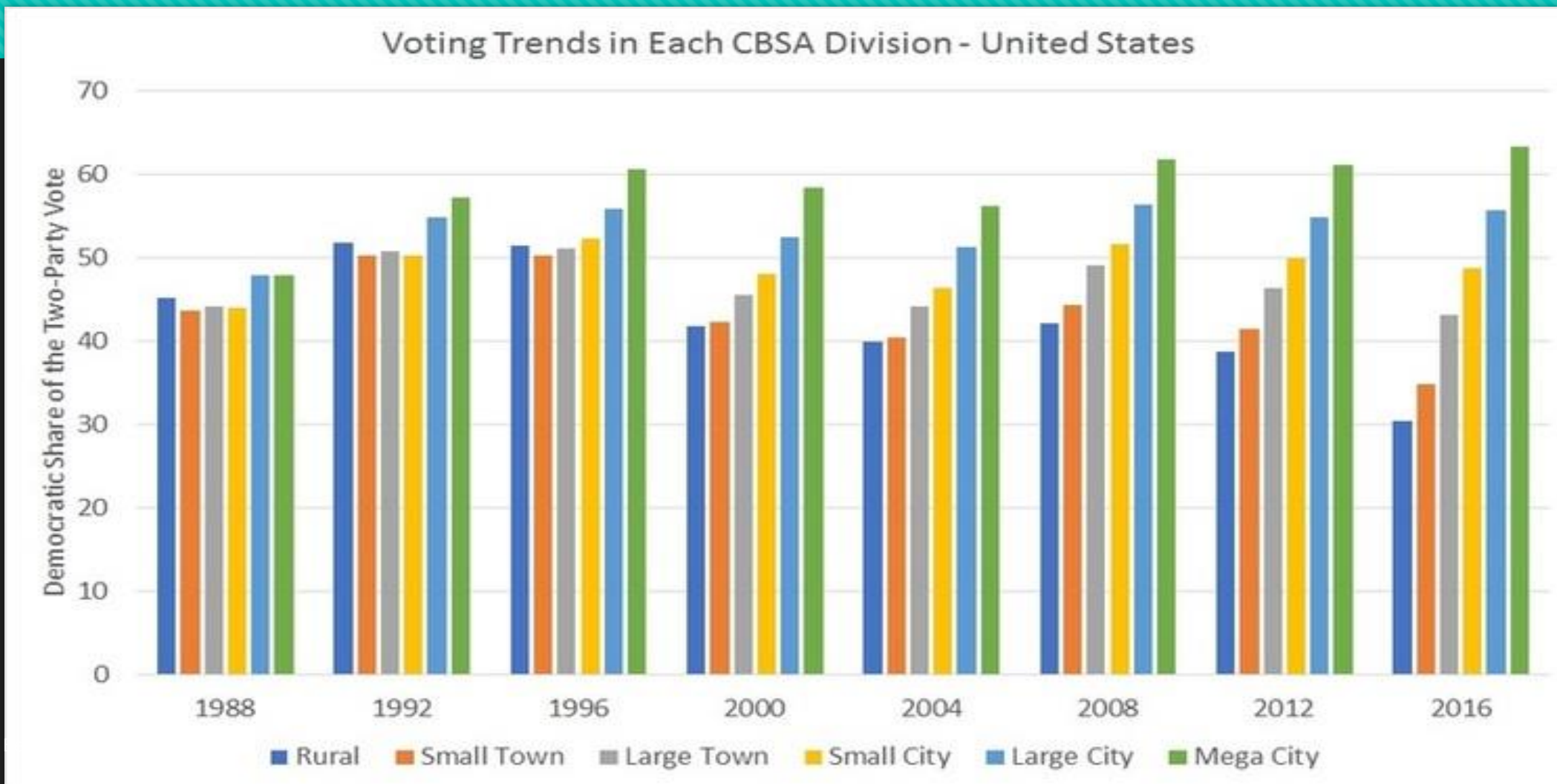
Declining Democratic strength in rural areas

- Democratic Presidential candidates have become progressively stronger in large cities – & progressively weaker in small towns & rural areas. Dems have become the urban & Repubs the rural party. Republicans have surged in rural areas & declined in cities.
- Bill Clinton in 1992 & 1996 won over 50% of rural & small-town votes. Hillary Clinton in 2016 won only 30% in rural & 34% in small towns.

Presidential Voting Trends, 1998-2016

Source: Sean Trende

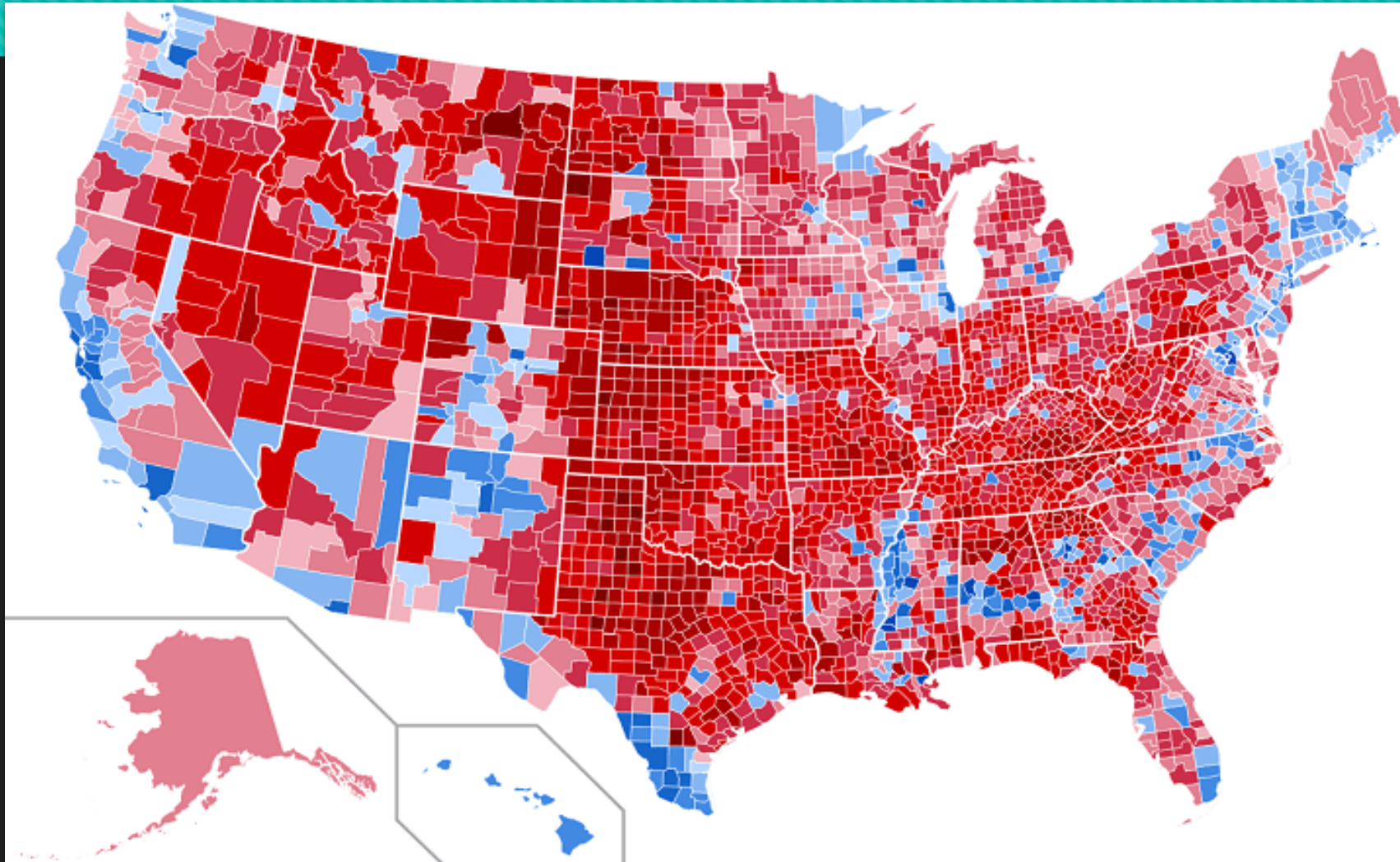
& David Byler, "How Trump Won - Conclusions," *Real Clear Politics*, January 20, 2017.



Red everywhere ??

- Some rural areas in many places – those with large populations of people of color – voted and have almost always voted Democratic.
- Journalists' and politicians' cliché that rural areas are a sea of red is not true.
- Map on next slide shows blue Dem-voting and red Republican-voting counties. Many of the blue counties are in rural places with large minority populations.
- 17 counties in US voted 80% or higher for Clinton – DC, NYC -- and rest are rural Black and Native American counties in SD, MS, AL and GA.

2016 election results by county



TV and film today

- Why does Hollywood seem to think rural America is either ridiculous or evil? In the 1960s and early 1970s, television shows like *The Beverly Hillbillies*; *Gomer Pyle, USMC*; and *Green Acres* portrayed rural places and people as comic, slapstick, and often frankly ridiculous.
- *The Waltons* and *Little House on the Prairie* later were sympathetic. Dating from the 1930s and 40s, very popular comic strips like *Lil' Abner* and *Pogo* satirized rural locales and characters but also had social and political comment.

More meaner turn

- But today small towns on TV and in film – with the exception of the Hallmark Channel -- seem to be scary places of crime and danger. Examples include *Ozark*, *Sharp Objects*, *Rectify*, *Three Billboards*, and *No Country for Old Men*. And of course *Deliverance* from a few years earlier.

The hillbilly Clampetts arriving in Beverly Hills -- from show's opening credits. Condescending but at least not murderous.



One view --

- The 2016 election “was fundamentally about ... who is America – and American. It was a debate about whether ... Barack Obama was an American ... [And] about:
 - how many immigrants to admit to the country ...
 - how much of a threat was posed by Muslims [in] the United States ...

Sides et al. continued

--whether innocent blacks were being systematically victimized by police forces [and]

--whether white Americans were being unfairly left behind in an increasingly diverse country.”

-- John Sides et al., *Identity Crisis: The 2016 Campaign and the Battle for the Meaning of America* (Princeton, NJ: Princeton University Press, 2018)

Trump won key swing states and thus won the electoral college --

	MICHIGAN	PENNSYLVANIA	WISCONSIN
○ Clinton	2,268,839	2,926,441	1,382,536
○ Trump	2,279,543	2,970,733	1,405,284
○ Others	250,902	218,228	188,330
Electoral votes	16	20	10
Trump's rural vote margin (%) --	<u>57-38</u>	<u>71-26</u>	<u>63-34</u>

Trump wins these 3 states by total of 78,000 votes. Clinton wins California by 4.3 million and New York by 1.7 million. 403 counties nationwide voted for Obama in 2012 and switched to Trump in 2016. 93 of these were in MI, WI, and PA. 206 "pivot counties" voted for Obama twice and then Trump. 38 of these were in MI, WI, and PA. 29 were in Iowa.

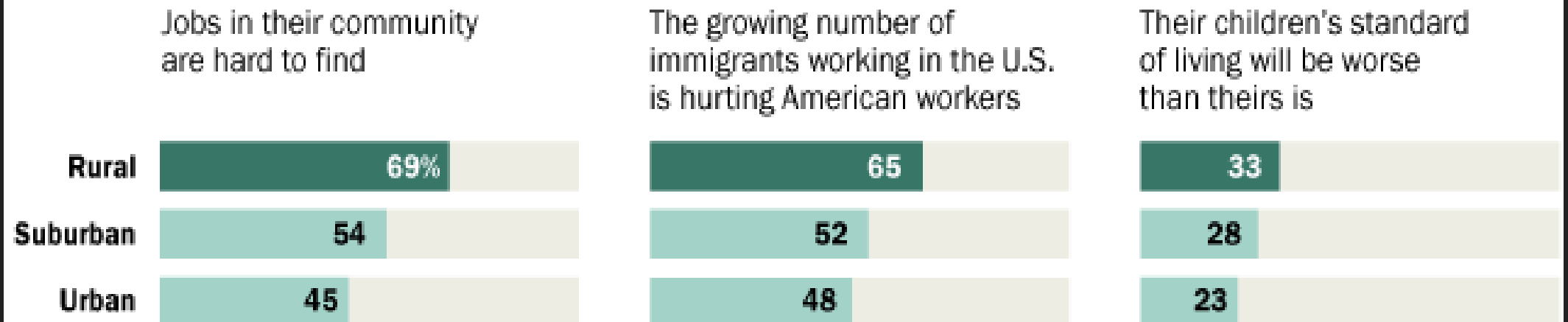
Rural drug abuse is higher

Individuals in counties outside metropolitan areas have higher rates of drug poisoning deaths, including deaths from opioids, and opioid poisonings in nonmetropolitan counties have increased at a rate greater than threefold the increase in metropolitan counties.

Source: K. Keyes et al., "Understanding the Rural-Urban Differences in Nonmedical Prescription Opioid Use and Abuse in the United States," *American Journal of Public Health*, Feb. 2014

Rural whites more concerned about jobs, working immigrants and children's economic future than other whites

% of whites in each group saying ...



Source: Survey of U.S. adults conducted May 25-June 29, 2016.

PEW RESEARCH CENTER

Cultural gaps

Rural America has long been the butt of condescending jokes repeated by urban folks:

- “Flyover country” (except when we visit a national park)
- “Pennsylvania is Philadelphia and Pittsburg separated by Alabama.”
- “I didn’t just fall off a turnip truck.”
- Rural people are yokels, rubes, hicks, rednecks, hillbillies.
- “The Beverly Hillbillies” -- hit TV show from 1962 to 1971 about a newly oil-rich family of rural innocents moving to Hollywood
- “Lil’ Abner” – popular comic strip from 1934 to 1977 about fictional clan of hillbillies in impoverished rural “Dogpatch”

Will rural still be left behind?

- Will urban liberals simply say, “Rural is hopeless, not worth the effort?”
- Will left-leaning Democrats be unwilling to support policies that appeal to potential rural supporters?
- Will progressives say rural and all Trump supporters deserve Trump’s program cuts?
- Is “basket of deplorables” unfortunately a true description of some?
- Tom Perez, former Secretary of Labor and Democratic party chair, says of his party’s 2016 failures, “We didn’t make house calls.” Is this a condescending statement?

One opinion

- "I hate these people. Truly the worst of humanity. To hell with every one of them."

-- A reader's tweet to NYT columnist Nicholas Kristoff, 6 April 2017, after his prior appeal to "be nice to Trump voters."

Marc Hetherington & Jonathan Weiler, *Prius or Pickup: How the Answers to Four Simple Questions Explain America's Great Divide* (New York: Houghton Mifflin Harcourt, 2018)

"I am going to read you pairs of desirable qualities for children. Please tell me which one you think is more important for a child to have.

- *1. Independence versus respect for elders*
- *2. Obedience versus self-reliance*
- *3. Curiosity versus good manners*
- *4. Being considerate versus being well-behaved"*

Those picking respect for elders, obedience, manners, & well-behaved were more likely to be Trump voters. Those picking the other 4 were likely to be Clinton voters.

What to do --

- Move to rural areas, get involved, run for office
- Read The Daily Yonder -- dailyyonder.com
- Stop condescending
- Nominate moderate Southerners and Midwesterners
- Stop, temper, or offer alternatives to the Hollywood depictions
- Carry out campaign rural agendas
- Recognize that the bowl of red soup has lots of blue dots – and build on that
- Practice politics rather than just obsess on it