

Webinar: Rural America at a Glance, 2024 Edition
November 13, 2024
Transcript

1

00:00:33.370 --> 00:00:37.850

ERS Communications Team: Good afternoon, everyone. My name is Tegan, your host for today's webinar.

2

00:00:37.880 --> 00:00:43.430

ERS Communications Team: On behalf of USDA's Economic Research service, welcome and thank you for joining us

3

00:00:43.750 --> 00:00:50.210

ERS Communications Team: Today's webinar presents findings from our latest report, Rural America at a Glance, 2024 edition.

4

00:00:50.340 --> 00:00:54.759

ERS Communications Team: A copy of this annual report is available on our website at ers.usda.gov.

5

00:00:56.010 --> 00:00:56.700

ERS Communications Team: .

6

00:00:57.150 --> 00:01:03.880

ERS Communications Team: Before we begin, I'd like to note that this webinar is being recorded and will be available on our website at a later date.

7

00:01:04.530 --> 00:01:12.379

ERS Communications Team: Any questions you may have during today's presentation may be submitted using the Q and A feature at the bottom of your screen at any time.

8

00:01:12.710 --> 00:01:16.119

ERS Communications Team: We will not be using the chat or raised hand features today.

9

00:01:16.490 --> 00:01:20.870

ERS Communications Team: Now, I'd like to introduce Tracy Farrigan, our speaker for today

10

00:01:21.340 --> 00:01:30.280

ERS Communications Team: Tracy, is a geographer with the rural economy branch in the resource and rural Economics division of USDA's economic research service.

11

00:01:30.740 --> 00:01:39.759

ERS Communications Team: Tracy conducts research related to rural household well-being with a primary focus on economically distressed communities and vulnerable populations.

12

00:01:40.200 --> 00:02:00.100

ERS Communications Team: Tracy's current work includes research on poverty, area measurement and the intersection of persistent poverty with climate, resiliency, food, access and health outcomes, as well as research on the well-being of select segments of the rural population, such as indigenous peoples, military veterans, and older Americans.

13

00:02:00.320 --> 00:02:04.780

ERS Communications Team: Thank you so much for joining us today, Tracy, I'm going to turn it over to you now.

14

00:02:06.350 --> 00:02:15.940

Tracey Farrigan: Thank you, Tegan. I'm Tracy Farrigan, and I'm pleased to be presenting information from our newly released report. The 2024 edition of rural America at a glance.

15

00:02:16.850 --> 00:02:35.189

Tracey Farrigan: Rural America at a glance. 2024 was released yesterday [November 12, 2024]. It was written by me, Brandon, Genetin, Austin Sanders, Michelle Winkler, John Pender, Kelsey, Thomas and John Cromartie, all colleagues in the Rural Economy branch of the Resource and Rural Economics division at ERS.

16

00:02:35.720 --> 00:02:40.320

Tracey Farrigan: Austin, Brandon, and Richelle will be joining me at the end of the webinar for Q and A.

17

00:02:41.330 --> 00:02:52.430

Tracey Farrigan: The report is released annually and provides a summary of rural, demographic, and economic trends with additional topics each year that highlight opportunities and challenges facing rural America.

18

00:02:52.920 --> 00:03:01.270

Tracey Farrigan: The 2024 edition focuses on the age structure of the rural population and the implications of age-related demographic change.

19

00:03:03.000 --> 00:03:15.180

Tracey Farrigan: Specifically, the topics in this year's edition include information on population change and the components of change, such as migration and related trends in the age structure of the rural population.

20

00:03:15.330 --> 00:03:21.989

Tracey Farrigan: It also contains a discussion of recent labor market trends primarily focused on labor market participation

21

00:03:22.130 --> 00:03:26.130

Tracey Farrigan: and current poverty statistics by age and for the working population.

22

00:03:26.470 --> 00:03:37.240

Tracey Farrigan: Lastly, it provides information on rural service infrastructure, including high-level discussions of childcare establishments, the elder care industry, and broadband adoption and uses.

23

00:03:40.530 --> 00:03:47.499

Tracey Farrigan: Throughout the report, and in this webinar, the terms rural, non-metropolitan, and non-metro are used interchangeably.

24

00:03:47.680 --> 00:03:52.549

Tracey Farrigan: Similarly, urban metropolitan and metro are used interchangeably.

25

00:03:53.300 --> 00:03:58.110

Tracey Farrigan: Collectively, non-metro counties are those that are outside of metropolitan areas.

26

00:03:58.420 --> 00:04:11.049

Tracey Farrigan: However, in order to examine differences across a rural urban continuum, we further define non-metro counties as small city counties, which are those that have an urban population of at least 20,000.

27

00:04:11.110 --> 00:04:16.340

Tracey Farrigan: small town counties, which have an urban population between 5,000 20,000.

28

00:04:16.470 --> 00:04:28.389

Tracey Farrigan: Rural adjacent counties which have urban populations, less than 5,000 and remote rural counties, which also have populations less than 5,000, and are not adjacent to a metro area.

29

00:04:32.330 --> 00:04:41.369

Tracey Farrigan: This first figure represents annual population change and the components of change for 3 time periods spanning from 2020 to 2023.

30

00:04:42.230 --> 00:04:45.519

Tracey Farrigan: Information from metro areas is shown on the left

31

00:04:45.870 --> 00:04:48.959

Tracey Farrigan: and information for non-metro areas is on the right.

32

00:04:50.160 --> 00:04:54.319

Tracey Farrigan: The bar shown in green, such as the one furthest to the right

33

00:04:54.340 --> 00:05:02.089

Tracey Farrigan: represent net migration, which is the difference between those moving into an area and those moving out in a particular year.

34

00:05:03.080 --> 00:05:09.980

Tracey Farrigan: The bars shown in brown, such as the one that's second from the right represent natural change.

35

00:05:10.010 --> 00:05:14.219

Tracey Farrigan: Which is the difference between the number of births and deaths in a particular year.

36

00:05:14.520 --> 00:05:18.970

Tracey Farrigan: This is where we see the greatest differences between metro and non-metro areas.

37

00:05:19.060 --> 00:05:26.180

Tracey Farrigan: Natural change for non-metro areas was positive in all 3 time periods, whereas it was negative for non-metro areas.

38

00:05:27.560 --> 00:05:31.720

Tracey Farrigan: The lightest colored bars, such as the 1 3rd from the right

39

00:05:32.420 --> 00:05:33.240

Tracey Farrigan: .

40

00:05:35.960 --> 00:05:43.600

Tracey Farrigan: They represent the balance of net migration and natural change in a given year. This is labeled as total population change.

41

00:05:44.140 --> 00:06:00.239

Tracey Farrigan: Considering each of the years shown for non-metro areas on the right of the chart, we can see that rural America experienced increases in the total population with the largest annual increase for 2022 to 2023 at a rate of .24%.

42

00:06:00.450 --> 00:06:03.000

Tracey Farrigan: Which is about a hundred 12,000 people.

43

00:06:03.750 --> 00:06:08.910

Tracey Farrigan: Further, the total population growth each year was due to positive net migration.

44

00:06:09.120 --> 00:06:13.520

Tracey Farrigan: That is, given that it exceeded the population loss from natural change.

45

00:06:14.240 --> 00:06:22.930

Tracey Farrigan: In other words, since 2020 rural population growth has relied on net migration with more people moving into rural areas each year than moving out.

46

00:06:23.350 --> 00:06:34.469

Tracey Farrigan: This represents a reversal of what we saw in the decade prior to 2020, where non-metro areas experienced total population loss due to more people moving out of rural areas than moving in.

47

00:06:38.460 --> 00:06:44.200

Tracey Farrigan: However, overall population changes and the components of change were not uniform across rural areas.

48

00:06:44.640 --> 00:06:51.800

Tracey Farrigan: This chart shows the same information as the prior chart, but only for the most current year 2022 to 2023.

49

00:06:52.240 --> 00:07:00.300

Tracey Farrigan: Further, it shows non-metro total population change, natural change and net migration by the rural county categories that I defined earlier.

50

00:07:00.960 --> 00:07:08.119

Tracey Farrigan: That is, from the most populous areas on the left of the chart to the least populous and remote areas on the right of the chart.

51

00:07:09.210 --> 00:07:21.610

Tracey Farrigan: Looking across this rural urban continuum, we can see the population increase in all county types, except for remote rural counties, where net migration tended to be lower and did not make up for the natural decrease.

52

00:07:22.100 --> 00:07:35.149

Tracey Farrigan: In comparison, rural counties adjacent to metro areas had a similar level of natural decrease as remote rural counties, but more than double the rate of net migration leading to an overall population increase.

53

00:07:39.310 --> 00:07:44.090

Tracey Farrigan: This next chart shows the distribution of the metro and non-metro population by age.

54

00:07:44.220 --> 00:07:55.230

Tracey Farrigan: Specifically, it shows the population age structure as of 2023 by median five-year age increments for non-metro counties, which are the darker bars on the chart

55

00:07:55.310 --> 00:07:58.500

Tracey Farrigan: and Metro counties, which are the lighter bars on the chart.

56

00:07:59.030 --> 00:08:04.260

Tracey Farrigan: The youngest age groups are to the left, and the oldest age groups are to the right.

57

00:08:06.200 --> 00:08:17.530

Tracey Farrigan: In the middle of the chart we highlight the population that are of prime working age, which includes ages 25 to 54, and are the age group that are most likely to be fully engaged in labor market.

58

00:08:18.010 --> 00:08:24.220

Tracey Farrigan: The bars within this group are distinctly different with higher shares for metro counties than for non-metro counties.

59

00:08:24.500 --> 00:08:33.689

Tracey Farrigan: This indicates that the overall share of the rural population of prime working age in 2023 was relatively low compared to the urban population.

60

00:08:34.830 --> 00:08:37.809

Tracey Farrigan: Further, looking to the bars on the right of the chart

61

00:08:38.120 --> 00:08:42.589

Tracey Farrigan: we see an opposite pattern with higher bars for non-metro than for Metro.

62

00:08:42.919 --> 00:08:49.679

Tracey Farrigan: This indicates that the age of the rural population was relatively older than the urban population in 2023,

63

00:08:50.200 --> 00:08:57.859

Tracey Farrigan: whereas the bars on the far left of the chart suggest that the shares of the population below age 15, were similar for urban and rural.

64

00:08:59.340 --> 00:09:13.949

Tracey Farrigan: Rural population changes over the last decade. Help to explain what we see on this chart. For instance, from 2010 to 2023, the number of working age people defined more broadly than prime working age to include ages 15 to 64,

65

00:09:14.130 --> 00:09:16.059

Tracey Farrigan: decreased by 2 million

66

00:09:16.240 --> 00:09:22.230

Tracey Farrigan: in comparison. The number of people, ages 65, or older, increased by 2.3 million.

67

00:09:22.530 --> 00:09:36.589

Tracey Farrigan: In other words, rural population growth over the last decade plus was characterized by growth within the older population, which is largely tied to the aging of the baby boomer cohort, past the age of 65, beginning in 2011.

68

00:09:40.220 --> 00:09:53.629

Tracey Farrigan: This chart shows 2023 population dependency ratios by rural urban continuum county categories, with the most populated areas shown on the bottom and the least populated remote areas on the top.

69

00:09:54.100 --> 00:10:06.429

Tracey Farrigan: Dependency ratios compare population below age 15 and ages 65, or more to the population at working ages, broadly defined again as ages 15 to 64.

70

00:10:07.400 --> 00:10:12.580

Tracey Farrigan: Dependency ratios are commonly used to understand the implication of an area's age structure.

71

00:10:12.680 --> 00:10:21.829

Tracey Farrigan: For instance, high dependency ratio values can indicate potential challenges with meeting the caregiving and economic needs of younger and older populations.

72

00:10:21.990 --> 00:10:32.200

Tracey Farrigan: Whereas economic development opportunities tend to be greater in communities with low dependency ratios which reflect greater concentrations of working age populations in those areas.

73

00:10:33.240 --> 00:10:42.100

Tracey Farrigan: The chart includes 3 different versions of dependency, ratios, including child dependency, older age dependency, and total dependency ratios.

74

00:10:42.540 --> 00:10:50.559

Tracey Farrigan: Child dependency ratio is considered just the population of age 15, I'm sorry, under age 15, relative to working age.

75

00:10:51.000 --> 00:10:57.249

Tracey Farrigan: This is indicated by the lightest color bars on the chart and are similar across the rural urban continuum.

76

00:10:59.340 --> 00:11:08.399

Tracey Farrigan: Older age dependency shown in brown, or the second darkest color, considers just the older population compared to those at working age.

77

00:11:08.770 --> 00:11:15.790

Tracey Farrigan: Older age dependency is higher for non-metro counties than it is for metro counties across the rural urban continuum.

78

00:11:16.200 --> 00:11:23.799

Tracey Farrigan: It is especially high in remote rural counties at a ratio of 40% compared to 29% for metro counties.

79

00:11:25.200 --> 00:11:35.319

Tracey Farrigan: Total dependency ratios shown in green or the darkest color bars in the chart include the combination of younger and older populations relative to those of working age.

80

00:11:35.720 --> 00:11:44.749

Tracey Farrigan: Total dependency ratios are higher for all types of non-metro counties than for metro counties, and this is due to the greater older age dependency that I just described.

81

00:11:45.250 --> 00:11:55.850

Tracey Farrigan: Further, the ratios increase when moving from the larger population, rural counties, second from the bottom to the smaller population, remote rural counties shown at the top of the chart.

82

00:11:56.370 --> 00:12:04.360

Tracey Farrigan: This suggests that remote rural counties in particular may face challenges and opportunities unique to a predominantly older population.

83

00:12:07.800 --> 00:12:14.319

Tracey Farrigan: Another indicator of older age concentrations within the rural population is older age, county status.

84

00:12:14.660 --> 00:12:23.099

Tracey Farrigan: Older age counties are defined as those where the population ages 65 or greater make up 20% or more of the total population.

85

00:12:24.360 --> 00:12:30.769

Tracey Farrigan: This map shows the number and spatial distribution of non-metro older age counties as of 2023.

86

00:12:32.130 --> 00:12:37.679

Tracey Farrigan: The areas in white are metro counties, and all of the colored areas are non-metro counties.

87

00:12:38.200 --> 00:12:43.419

Tracey Farrigan: The non-metro counties shown in gray are those that are not older age counties.

88

00:12:44.010 --> 00:12:49.850

Tracey Farrigan: The ones shown in dark green are those that became older age counties since 2010.

89

00:12:50.340 --> 00:12:54.660

Tracey Farrigan: The ones shown in light green were older age counties prior to 2010.

90

00:12:55.170 --> 00:13:05.020

Tracey Farrigan: The ones prior to 2010 include 439 counties while those that became older age counties since 2010 include 855 counties.

91

00:13:06.080 --> 00:13:15.079

Tracey Farrigan: As previously noted, the aging of the baby boom generation contributed to an increase in the rural older population during the 2010s and early 2020s.

92

00:13:15.710 --> 00:13:20.070

Tracey Farrigan: As a result, the number of non-metro older age counties nearly tripled

93

00:13:20.120 --> 00:13:23.920

Tracey Farrigan: Again, going from 439 in 2010

94

00:13:23.980 --> 00:13:28.420

Tracey Farrigan: to a total of 1,294 in 2023.

95

00:13:29.180 --> 00:13:36.370

Tracey Farrigan: The latter represents about 66% of all, 1,958 non-metro counties in 2023.

96

00:13:36.750 --> 00:13:45.140

Tracey Farrigan: In other words, according to the most current population data, 2 out of every 3 non-metro counties are characterized by older age status.

97

00:13:48.760 --> 00:13:55.589

Tracey Farrigan: However, growth in older age county status was not uniform across non-metro counties, nor were the drivers of that growth.

98

00:13:56.110 --> 00:14:01.780

Tracey Farrigan: This chart shows the distribution of older age counties in 2023 by county economic type.

99

00:14:01.900 --> 00:14:06.119

Tracey Farrigan: as defined in ERS's county typology, code data product.

100

00:14:07.300 --> 00:14:14.589

Tracey Farrigan: The largest shares are among recreation, population loss, farming and retirement destination counties,

101

00:14:14.600 --> 00:14:17.250

Tracey Farrigan: all of which are shown at the top of the chart.

102

00:14:19.110 --> 00:14:28.779

Tracey Farrigan: However, older age status for recreation and retirement destination counties was mostly due to above average rates of in-migration among older adults.

103

00:14:29.120 --> 00:14:36.759

Tracey Farrigan: Whereas older age status for population loss in farming counties was mostly due to long-term outmigration of young adults.

104

00:14:37.190 --> 00:14:43.689

Tracey Farrigan: These differing patterns of migration may lead to different demands for services such as housing and health care.

105

00:14:47.760 --> 00:14:54.880

Tracey Farrigan: Turning now to indicators of economic well-being, recent trends suggest economic recovery following the covid-nineteen pandemic.

106

00:14:56.360 --> 00:15:06.850

Tracey Farrigan: This chart shows changes in labor force participation rates by age group from 2015 to 2023 for metro areas on the left and non-metro areas on the right.

107

00:15:07.380 --> 00:15:10.840

Tracey Farrigan: The percentage point change is shown on the left axis

108

00:15:10.890 --> 00:15:14.040

Tracey Farrigan: and the bars provide a visualization of those amounts.

109

00:15:14.430 --> 00:15:20.879

Tracey Farrigan: At the top of the bars there is a box that indicates the resultant labor force participation rate for 2023.

110

00:15:23.260 --> 00:15:29.020

Tracey Farrigan: The total rural labor force participation labeled in the chart as ages 16 and over

111

00:15:29.170 --> 00:15:38.249

Tracey Farrigan: was 57% in 2023, and has been relatively stable at that amount since 2015, as indicated by the small size of the bar.

112

00:15:38.730 --> 00:15:43.230

Tracey Farrigan: However, this masks differences in labor force participation rates by age group.

113

00:15:43.760 --> 00:15:50.409

Tracey Farrigan: That is, while the overall rural labor force participation rate was relatively flat from 2015 to 2023,

114

00:15:50.710 --> 00:15:57.199

Tracey Farrigan: labor force participation rates increased for prime age, late career and retirement age workers.

115

00:15:57.830 --> 00:16:02.859

Tracey Farrigan: This indicates that rural prime working age, which are ages 25 to 54,

116

00:16:03.060 --> 00:16:10.230

Tracey Farrigan: late career, ages 55 to 64, and retirement age, ages, 65, or older

117

00:16:10.510 --> 00:16:19.799

Tracey Farrigan: individuals were all more likely to be employed or looking for employment in 2023 than those age groups were in 2015.

118

00:16:21.480 --> 00:16:39.650

Tracey Farrigan: Further, the larger concentration of older age populations in rural than in urban areas, as discussed earlier in the webinar, contributed to a wider rural urban gap in labor force participation rates for those late career and retirement age cohorts than for those of prime working age in 2023.

119

00:16:40.070 --> 00:16:49.239

Tracey Farrigan: For instance, the gap for the late career group was about 9 percentage points, while the gap for the Prime Working Age group was about 6 percentage points.

120

00:16:50.960 --> 00:16:57.650

Tracey Farrigan: Other indicators of rural economic health in the report include current total employment and rural unemployment over time.

121

00:16:57.990 --> 00:17:06.190

Tracey Farrigan: We found that rural total employment increased by .9% from 2022 to 2023, nearly recovering to pre-pandemic level

122

00:17:06.500 --> 00:17:12.620

Tracey Farrigan: and that this was accompanied by a record low unemployment rate of about 4% in 2023.

123

00:17:16.700 --> 00:17:27.790

Tracey Farrigan: Continuing with the topic of labor force, participation by age. Here we look specifically at the population beyond prime working age, which includes persons ages 55 and older.

124

00:17:29.340 --> 00:17:37.690

Tracey Farrigan: This map shows labor force participation rates in non-metro counties for that population. Over the five-year period, 2018 to 2022.

125

00:17:38.480 --> 00:17:41.260

Tracey Farrigan: The areas in light blue are metro counties.

126

00:17:41.630 --> 00:17:44.899

Tracey Farrigan: The rest of the colored areas are non-metro counties.

127

00:17:45.660 --> 00:17:56.510

Tracey Farrigan: The lowest rates appear in the lightest tannish color, which include age 55 and older labor force participation rates of 11% to 27%.

128

00:17:57.710 --> 00:18:06.429

Tracey Farrigan: The rates increase as the colors move from light green to the darkest green. Where labor force participation rates are 43 to 72%.

129

00:18:07.080 --> 00:18:10.230

Tracey Farrigan: And we can see this in particular in the middle of the country

130

00:18:11.630 --> 00:18:21.360

Tracey Farrigan: Counties in the higher ranges indicated by the 2 darkest colors represent those with above average rates where the average is 35%.

131

00:18:21.700 --> 00:18:26.310

Tracey Farrigan: They tended to be counties with high shares of earnings and employment in agriculture

132

00:18:26.330 --> 00:18:29.740

Tracey Farrigan: largely concentrated in the great plains and corn belt.

133

00:18:30.860 --> 00:18:41.390

Tracey Farrigan: Counties with below average, 55 plus labor force participation rates tended to be in the Pacific Northwest, and in regions of the South, such as Appalachia and the Southwest.

134

00:18:41.990 --> 00:18:50.489

Tracey Farrigan: In other words, there is distinct regional variations in terms of where older populations tend to be more or less active in the labor market.

135

00:18:54.390 --> 00:19:00.090

Tracey Farrigan: In terms of other indicators of economic well-being, our report also includes information on rural poverty.

136

00:19:00.590 --> 00:19:06.819

Tracey Farrigan: The chart on this slide provides a breakdown of rural and urban poverty by select age groups for 2023.

137

00:19:07.240 --> 00:19:12.240

Tracey Farrigan: Poverty rates for the non-metro population are indicated by the darkest colored bars

138

00:19:12.310 --> 00:19:15.989

Tracey Farrigan: while the metro population is shown with the lighter colored bars.

139

00:19:17.030 --> 00:19:25.070

Tracey Farrigan: The youngest ages are on the left, with the ages increasing to the right, ending with the poverty rate for the total population on the far right.

140

00:19:25.820 --> 00:19:31.530

Tracey Farrigan: The rate for each group is provided on the left axis, as well as by the number at the top of each bar.

141

00:19:34.340 --> 00:19:49.540

Tracey Farrigan: In total, about 6 million individuals or 13.6% of the rural population live below the official poverty level in 2023, compared with 10.7% for the urban population as indicated by the bars on the far right of the chart.

142

00:19:50.540 --> 00:19:55.350

Tracey Farrigan: By age group, the poverty rate for rural children under the age of 5 years old.

143

00:19:55.550 --> 00:19:58.390

Tracey Farrigan: The furthest bar on the left, in the dark color

144

00:19:58.580 --> 00:20:04.380

Tracey Farrigan: was higher than that of other age groups in both rural and urban areas at 20.9%.

145

00:20:05.210 --> 00:20:10.439

Tracey Farrigan: About one out of every 5 among this youngest rural cohort was poor in 2023

146

00:20:10.640 --> 00:20:19.400

Tracey Farrigan: Compared to about one in 10, among the oldest rural cohort, ages 75, or older, who had a poverty rate of 11.6%.

147

00:20:20.730 --> 00:20:27.539

Tracey Farrigan: The high poverty rate among the youngest rural population is largely tied to the work status of their parents or guardians.

148

00:20:27.890 --> 00:20:36.009

Tracey Farrigan: The former tend to be younger adults who may find it difficult to earn enough to support their families, due to factors such as school enrollment or early career status.

149

00:20:36.560 --> 00:20:47.529

Tracey Farrigan: Also in rural areas there tends to be fewer opportunities for employment and for services that support, labor, force participation than there is in urban areas such as childcare.

150

00:20:47.750 --> 00:20:52.980

Tracey Farrigan: This can contribute to higher poverty rates for the under 5 cohort in rural than in urban areas.

151

00:20:53.910 --> 00:21:01.089

Tracey Farrigan: We consider some of these factors in the report by examining characteristics of the working poor and changes in childcare establishments.

152

00:21:05.240 --> 00:21:11.870

Tracey Farrigan: About 14% of the total world, poor population in 2023 consisted of the working poor.

153

00:21:12.120 --> 00:21:19.739

Tracey Farrigan: That is comprised of persons 16 years of age or older, who has spent at least 27 weeks out of the year in the labor force.

154

00:21:20.180 --> 00:21:26.309

Tracey Farrigan: They worked either full-time part-time or were looking for work, but their incomes fell below the official poverty level.

155

00:21:26.850 --> 00:21:32.819

Tracey Farrigan: This group included nearly 1 million rural labor force participants out of about 20 million in 2023.

156

00:21:34.300 --> 00:21:37.170

Tracey Farrigan: The chart in this slide shows the working poor rate

157

00:21:37.230 --> 00:21:44.490

Tracey Farrigan: which is the ratio of the working poor to all individuals, ages 16 or older, in the labor force for at least 27 weeks.

158

00:21:45.190 --> 00:21:50.370

Tracey Farrigan: Information on the non-metro working poor is shown on the left, and Metro on the right.

159

00:21:51.090 --> 00:21:56.090

Tracey Farrigan: Working poor rates are shown for 4 time periods from 2020 to 2023,

160

00:21:56.350 --> 00:22:02.269

Tracey Farrigan: and for 3 groups the total working population, which is on the far left for non-metro,

161

00:22:03.610 --> 00:22:07.340

Tracey Farrigan: followed by the rates for full-time workers and part-time workers.

162

00:22:07.710 --> 00:22:11.960

Tracey Farrigan: Part time is defined here as those who worked less than 35 hours per week.

163

00:22:13.460 --> 00:22:21.010

Tracey Farrigan: This chart indicates that working poor rates fluctuate from year to year, but have been consistently highest among rural part-time workers.

164

00:22:21.480 --> 00:22:26.599

Tracey Farrigan: For instance, in 2023, their working poor rate was 12.4%

165

00:22:26.680 --> 00:22:30.320

Tracey Farrigan: compared with 8.1% for urban part-time workers

166

00:22:30.630 --> 00:22:33.290

Tracey Farrigan: represented by the furthest bar on the right

167

00:22:33.930 --> 00:22:40.470

Tracey Farrigan: and 2.7% for role full-time workers, as shown in the middle group of the bars for non-metro.

168

00:22:46.180 --> 00:22:55.529

Tracey Farrigan: However, part-time work status among the rural working poor, varied by age in 2023, as did their reasons for working part-time, as is shown in this chart.

169

00:22:56.080 --> 00:23:01.560

Tracey Farrigan: Once again, information for the non-metro working poor are shown on the left and Metro on the right.

170

00:23:01.660 --> 00:23:06.249

Tracey Farrigan: but here the working poor population for each are broken out by age, group

171

00:23:07.190 --> 00:23:11.329

Tracey Farrigan: from left to right. This includes ages 16 to 24,

172

00:23:11.480 --> 00:23:13.459

Tracey Farrigan: 25 to 54,

173

00:23:13.610 --> 00:23:17.369

Tracey Farrigan: 55 to 64, and 65, or older.

174

00:23:18.180 --> 00:23:25.199

Tracey Farrigan: The lightest color on the bottom of each bar represents the working poor, who worked full time in 2023.

175

00:23:25.810 --> 00:23:31.720

Tracey Farrigan: The 2 other colors on the bars represent the working poor who worked part-time in 2023.

176

00:23:32.630 --> 00:23:37.669

Tracey Farrigan: The part-timers are broken out into 2 groups to indicate whether their part-time status

177

00:23:38.030 --> 00:23:47.220

Tracey Farrigan: was primarily due to non-economic reasons indicated by the darkest color or economic reasons, as shown at the top of each bar in gray.

178

00:23:47.930 --> 00:23:57.799

Tracey Farrigan: Non-economic reasons, might include the inability to work more than part-time, due to having to care for younger or older family members or due to the worker's own health condition.

179

00:23:58.230 --> 00:24:09.660

Tracey Farrigan: Economic reasons might include labor market conditions, such as limited job opportunities or slack work due to seasonal fluctuations, or even something like workplace renovations.

180

00:24:12.650 --> 00:24:17.249

Tracey Farrigan: The highest share of part-time workers by age group, for both rural and urban working poor

181

00:24:17.400 --> 00:24:22.079

Tracey Farrigan: was among the oldest rural population group, aged 65, and older.

182

00:24:22.620 --> 00:24:32.350

Tracey Farrigan: Nearly 75% of the rural working poor for this age group worked part-time, and the majority about 64% did so for non-economic reasons

183

00:24:32.630 --> 00:24:37.970

Tracey Farrigan: such as to not exceed social security program income limits or for health reasons

184

00:24:38.410 --> 00:24:48.299

Tracey Farrigan: In comparison, just 47% of the urban working poor ages 65, or older, were part-time workers, but similarly, for not primarily for non-economic reasons.

185

00:24:49.540 --> 00:24:59.340

Tracey Farrigan: Overall non-economic factors were the primary reasons provided by the working poor for working part-time across all age groups, rural or urban.

186

00:24:59.740 --> 00:25:04.299

Tracey Farrigan: That is, while the specific reasons for working part-time, varied by age, group

187

00:25:04.400 --> 00:25:10.159

Tracey Farrigan: non-economic factors, such as child care problems or other family or personal obligations

188

00:25:10.260 --> 00:25:20.899

Tracey Farrigan: rather than economic factors, such as rural business conditions, were predominantly given as reasons for part-time work status among the rural working poor in 2023.

189

00:25:21.810 --> 00:25:28.560

Tracey Farrigan: This information may be useful for rural development and other means of support toward the economic well-being of the rural population.

190

00:25:32.520 --> 00:25:38.149

Tracey Farrigan: The remainder of the webinar and of the report focuses on select areas of rural service infrastructure.

191

00:25:38.790 --> 00:25:48.980

Tracey Farrigan: This chart shows the percent change in the number of private childcare establishments and the population of children under 5 years old along the rural urban continuum

192

00:25:49.350 --> 00:25:54.210

Tracey Farrigan: moving from the from the least populated remote rural areas on the left

193

00:25:54.390 --> 00:25:58.449

Tracey Farrigan: to the most populated rural and metro areas to the right

194

00:25:59.290 --> 00:26:02.419

Tracey Farrigan: Percent change which is shown on the left axis

195

00:26:02.760 --> 00:26:13.139

Tracey Farrigan: is based on a comparison of establishment and population counts for 2 five-year periods, 2013 to 17 and 2018 to 2022.

196

00:26:14.540 --> 00:26:24.640

Tracey Farrigan: The information in this chart indicates that the number of childcare establishments in rural areas and the population that those establishments serve decreased in recent years.

197

00:26:25.050 --> 00:26:28.869

Tracey Farrigan: This was the case for all types of rural areas along the continuum

198

00:26:28.930 --> 00:26:32.769

Tracey Farrigan: but there is variation in terms of where the greatest decreases occurred.

199

00:26:32.910 --> 00:26:43.559

Tracey Farrigan: For instance, remote rural areas shown on the far left experience, the largest decrease in the population under 5 years old, with negative 6.2%.

200

00:26:44.410 --> 00:26:50.240

Tracey Farrigan: At the same time, those areas experienced a 2.4% decrease in childcare establishments.

201

00:26:51.240 --> 00:27:03.580

Tracey Farrigan: Metro areas shown on the far right, on the other hand, had a 6.8% increase in establishments alongside a 4.1% decrease in the number of children under 5 years old.

202

00:27:04.060 --> 00:27:10.390

Tracey Farrigan: While not definitive, this potentially indicates better childcare coverage in urban compared to rural areas.

203

00:27:14.490 --> 00:27:17.449

Tracey Farrigan: This next chart looks at elder care establishments.

204

00:27:17.780 --> 00:27:26.970

Tracey Farrigan: Elder care is an umbrella term for an array of services aimed at helping the older population to live comfortably and independently as they continue to age.

205

00:27:27.560 --> 00:27:35.430

Tracey Farrigan: In this report we focus on changing the number of establishments for 3 major service categories within the rural elder care industry.

206

00:27:35.520 --> 00:27:38.210

Tracey Farrigan: including home health care services.

207

00:27:38.430 --> 00:27:44.270

Tracey Farrigan: continuing care and assisted living facilities and nursing care facilities and skilled nursing.

208

00:27:45.480 --> 00:27:53.539

Tracey Farrigan: This chart shows growth in these 3 types of establishments and non-metro areas from a 2010 baseline to 2023.

209

00:27:54.600 --> 00:28:00.630

Tracey Farrigan: In combination rural areas experienced an increase by more than 1,600 establishments.

210

00:28:00.870 --> 00:28:10.059

Tracey Farrigan: But that growth was concentrated in the home health Care Services Category, which grew by 36.3% between 2010 and 2023.

211

00:28:10.120 --> 00:28:14.230

Tracey Farrigan: Whereas the other 2 categories were nearly unchanged.

212

00:28:20.030 --> 00:28:26.540

Tracey Farrigan: Looking more closely at home. Health care establishments, we found the change was uneven across non-metro areas.

213

00:28:27.510 --> 00:28:37.520

Tracey Farrigan: This map shows non-metro changes at the county level. The areas colored in gray are metro counties or non-metro counties for which the establishment data were not available.

214

00:28:38.180 --> 00:28:50.530

Tracey Farrigan: Among the remaining counties the lightest color are non-metro counties that experienced no change or decline in the number of home health care establishments from 2010 to 2023.

215

00:28:51.380 --> 00:29:00.360

Tracey Farrigan: The rest of the counties experienced an increase of varying degrees with the counties shown in the darkest color, having experienced the largest increases

216

00:29:01.810 --> 00:29:03.320

Tracey Farrigan: Taken together,

217

00:29:03.330 --> 00:29:06.190

Tracey Farrigan: while rural counties overall saw growth,

218

00:29:06.310 --> 00:29:17.049

Tracey Farrigan: 53% of rural counties had either experienced no change or recent declines in home health care establishments in the 2010s and early 2020s.

219

00:29:17.120 --> 00:29:20.879

Tracey Farrigan: Again, those are the counties shown in the light color.

220

00:29:21.710 --> 00:29:32.809

Tracey Farrigan: The counties that did experience growth were geographically variable, that is, in specific states across different regions, such as Idaho, Arkansas, Michigan, Ohio, and South Carolina.

221

00:29:37.390 --> 00:29:41.059

Tracey Farrigan: The next and final topic for today's webinar is world broadband.

222

00:29:41.740 --> 00:29:49.930

Tracey Farrigan: This chart shows the percent of the population in a household with a computer and broadband subscription by age and Metro status

223

00:29:50.100 --> 00:29:56.960

Tracey Farrigan: for the 5 year periods, 2013 to 2017 and 2018 to 2022

224

00:29:58.100 --> 00:30:05.839

Tracey Farrigan: Rates for the rural population in the earlier period 2013 to 17 are shown by the bars with the lightest colors

225

00:30:06.130 --> 00:30:12.569

Tracey Farrigan: and the later period 2018 to 2022 is shown directly next to them in brown.

226

00:30:13.090 --> 00:30:25.390

Tracey Farrigan: For example, on the far left we see that the subscription rate for the total non-metro population was 74% in the earlier period and grew to 86% in the later period.

227

00:30:25.980 --> 00:30:33.440

Tracey Farrigan: In comparison, the rates for the Metro population are shown in dark green for the early period, and gray for the later period.

228

00:30:33.820 --> 00:30:37.020

Tracey Farrigan: Looking at changes for the total population once again

229

00:30:37.180 --> 00:30:41.120

Tracey Farrigan: the Metro rates went from 83% to 92%.

230

00:30:42.810 --> 00:30:47.280

Tracey Farrigan: Looking across age groups with the youngest to the oldest, from the left to right,

231

00:30:47.590 --> 00:30:58.029

Tracey Farrigan: we can see that rural Americans of all ages lag urban people in home broadband subscriptions but are catching up by closing the gap somewhat across the time periods examined.

232

00:30:58.680 --> 00:31:02.060

Tracey Farrigan: This was particularly true for the older rural population.

233

00:31:02.090 --> 00:31:14.939

Tracey Farrigan: which experienced the greatest growth from 58% in 2013 to 17 to 73% in 2018 to 22, as shown in the set of bars to the far right of the chart.

234

00:31:20.100 --> 00:31:25.100

Tracey Farrigan: Lastly, we look at changes in Internet use specifically economic uses.

235

00:31:25.720 --> 00:31:37.979

Tracey Farrigan: This chart captures the various economic uses of the Internet by people ages 15 and over, who reported having Internet service in November 2019, and in November of 2023.

236

00:31:39.450 --> 00:31:44.540

Tracey Farrigan: The colored bars on the chart are ordered in the following way, from bottom to top.

237

00:31:45.260 --> 00:31:49.689

Tracey Farrigan: The non-metro population is shown in the tannish color for 2019

238

00:31:49.760 --> 00:31:52.530

Tracey Farrigan: and a darker brown for 2023,

239

00:31:52.850 --> 00:31:56.189

Tracey Farrigan: while Metro is shown in green for 2019

240

00:31:56.210 --> 00:31:58.560

Tracey Farrigan: and gray for 2023.

241

00:32:00.810 --> 00:32:17.300

Tracey Farrigan: The chart indicates that the most common economic uses of the Internet include uses for online shopping, travel, reservations and other consumer services as well as online banking and paying bills and participation in online video voice calls or conferences.

242

00:32:18.660 --> 00:32:28.080

Tracey Farrigan: Considering change between 2019 and 2023, there was growth in almost all economic use categories for both non-metro and metro areas.

243

00:32:28.330 --> 00:32:33.170

Tracey Farrigan: Participation in online video voice calls or conferences increased the most.

244

00:32:33.850 --> 00:32:42.300

Tracey Farrigan: Yet, despite overall growth, non-metro areas continue to lag behind Metro in almost all economic use categories in 2023.

245

00:32:45.000 --> 00:32:51.289

Tracey Farrigan: This concludes the presentation and findings from the report. I'll now turn it back over to Tegan to lead the Q and A.

246

00:32:54.190 --> 00:32:55.360

ERS Communications Team: Thanks, Tracy.

247

00:32:55.410 --> 00:33:04.190

ERS Communications Team: Let's go ahead and take some questions from our participants. As a reminder. Questions may be submitted through the Q and A feature on the bottom of your screen.

248

00:33:04.580 --> 00:33:11.089

ERS Communications Team: Before we begin. I'd like to introduce our panelists. Brandon Genetin, Austin Sanders, and Richelle Winkler.

249

00:33:11.710 --> 00:33:16.920

ERS Communications Team: Brandon is a research agricultural economist in our rural economy branch

250

00:33:17.020 --> 00:33:32.359

ERS Communications Team: his research focuses on labor and education economics in the rural United States and the implications of occupational mismatches or the discrepancies between worker skills and those required by the job at the individual and regional levels.

251

00:33:32.570 --> 00:33:47.699

ERS Communications Team: Brandon's current work includes research on the changes in supply and demand of college labor, educational achievement in elementary and secondary schooling and the childcare landscape in non-metro counties with a focus on childcare capacity.

252

00:33:49.210 --> 00:33:54.310

ERS Communications Team: Austin is an agricultural economic economist in our rural economy branch.

253

00:33:54.420 --> 00:34:01.020

ERS Communications Team: He conducts research and develops data products related to rural employment, rural classifications and poverty.

254

00:34:01.260 --> 00:34:07.649

ERS Communications Team: Austin's current work includes research on the economic concentration of export industries in rural counties.

255

00:34:07.670 --> 00:34:16.729

ERS Communications Team: The change in geography, of high poverty areas over time and updating Ers's suite of rural to urban classifications.

256

00:34:17.739 --> 00:34:21.499

ERS Communications Team: Richelle is a sociologist in our rural economy branch.

257

00:34:21.510 --> 00:34:34.019

ERS Communications Team: She conducts research related to rural demographics with a focus on population, change migration and relationships with socioeconomic and environmental well-being and vulnerable populations.

258

00:34:34.300 --> 00:34:39.500

ERS Communications Team: Richelle's current work includes research on population aging and wildfire risk,

259

00:34:39.699 --> 00:34:49.139

ERS Communications Team: how migration is changing the age structure of rural communities and migration between counties among American, Indian and Alaska native populations.

260

00:34:49.460 --> 00:34:52.269

ERS Communications Team: We're going to go ahead and start with our questions.

261

00:34:52.570 --> 00:34:54.119

ERS Communications Team: Our 1st question.

262

00:34:54.600 --> 00:34:56.970

ERS Communications Team: This one is for Richelle.

263

00:34:57.300 --> 00:35:03.120

ERS Communications Team: The population of rural America has been aging for a while. What is the difference now?

264

00:35:04.810 --> 00:35:10.109

Richelle Winkler: Thanks, Tegan. Yes, the population has been growing older for some time.

265

00:35:10.130 --> 00:35:19.199

Richelle Winkler: But what is interesting right now is that we're entering that period of time when the whole baby boom generation is in their retirement years.

266

00:35:19.240 --> 00:35:25.299

Richelle Winkler: So the youngest of the baby boomers will turn 65 just next year in 2025.

267

00:35:25.370 --> 00:35:30.700

Richelle Winkler: And so we'll be in this situation for about the next 15 to 20 years.

268

00:35:30.950 --> 00:35:39.749

Richelle Winkler: This impacts the whole country, but especially rural areas, because baby boomers disproportionately live in rural counties.

269

00:35:40.090 --> 00:36:04.239

Richelle Winkler: and at the same time the share of the population who are at prime working ages. So those ages between 25 and 54 is relatively low in rural areas right now and declining. So this kind of an age structure poses challenges for meeting the service needs of both the older population and of children with a small and shrinking labor force.

270

00:36:06.800 --> 00:36:07.900

ERS Communications Team: Thanks, Rochelle.

271

00:36:08.020 --> 00:36:18.139

ERS Communications Team: We have another question submitted. How do the changes in the elder care, industry, and non-metro counties compare to Metro counties? I believe this one's for you, Brandon.

272

00:36:19.310 --> 00:36:38.419

Brandon Genetin: Awesome. Thank you so much, Tegan, and that's a great question. Non-metropolitan counties saw an increase in elder care. Establishments of 1,600, which is a 12.9% increase from 2010 to the 1st quarter of 2023.

273

00:36:38.560 --> 00:36:52.309

Brandon Genetin: This lagged behind the growth of Metro counties, which saw an increase of 29,000 establishments, or a 57% increase in the same period.

274

00:36:52.470 --> 00:37:09.160

Brandon Genetin: The growth in eldercare establishments in non-metro counties also lagged the growing older population, which saw a 28% increase in the rural population, 65, and older during the same period.

275

00:37:12.280 --> 00:37:17.949

ERS Communications Team: Thank you so much. We have a next question here, Tracy, I believe this one will be for you.

276

00:37:18.050 --> 00:37:30.860

ERS Communications Team: Given that many places within metro areas are rural and many places not in metro areas are urban. Are there other ways to identify and compare urban versus rural areas.

277

00:37:31.880 --> 00:37:46.360

Tracey Farrigan: Yes, there's many ways to identify it. And our rural classifications and typology codes at Ers are very useful for that. And I'm going to just turn this over to Austin, since he's the one who does a lot of work on those products.

278

00:37:53.480 --> 00:37:55.200

Tracey Farrigan: Austin, are you with us?

279

00:37:55.200 --> 00:37:57.550

Austin Sanders: Yes, I'm with you. I'm sorry. Can you repeat the question?

280

00:37:58.360 --> 00:38:00.690

Tracey Farrigan: Tegan, would you please repeat it for Austin? Thank you.

281

00:38:00.690 --> 00:38:12.810

ERS Communications Team: I sure can. Given that many places within metro areas are rural and many places not in metro areas are urban. Are there other ways to identify and compare Urban versus rural areas.

282

00:38:13.540 --> 00:38:16.119

Austin Sanders: Yeah, so that is a great question. And that's something that

283

00:38:16.210 --> 00:38:27.880

Austin Sanders: rural researchers are always dealing with. There obviously are very rural areas that are in metropolitan counties. And there are small cities that exist within the non metropolitan counties.

284

00:38:28.332 --> 00:38:33.960

Austin Sanders: Oftentimes, whenever we're doing these kinds of analysis with multiple data sources, the smallest

285

00:38:34.080 --> 00:38:40.620

Austin Sanders: geography that we're able to create comparable statistics for our the county at county level.

286

00:38:41.130 --> 00:38:47.779

Austin Sanders: And so that's why we often rely on the metro and non metro designations along with our ERS

287

00:38:47.820 --> 00:38:49.650

Austin Sanders: rule urban continuum codes.

288

00:38:51.700 --> 00:38:58.509

ERS Communications Team: Great. Thank you. We had a question come in. If the Powerpoint will be distributed at all. This webinar

289

00:38:58.950 --> 00:39:09.479

ERS Communications Team: be available on our website shortly. We will also be sending out an email. And you can watch for our social media channels for a link to the recording as well.

290

00:39:09.880 --> 00:39:21.350

ERS Communications Team: So our next question we have is the data on broadband access and use primarily survey data? Or are there different data types presented for this portion.

291

00:39:24.580 --> 00:39:42.340

Tracey Farrigan: Yes, I will take a stab at answering that question. Tegan, our co-author, John Pender, is the one who works in this area, and contributed this information to our report, I believe, thinking back on the report which I don't have in front of me, we have use of

292

00:39:42.340 --> 00:40:02.660

Tracey Farrigan: data that is specifically on broadband that comes at a household level from a source that John typically uses. We also have information that is at the survey level, that is, from the American Community Survey, and I'm pretty sure that that's correct. But I would have to double check the report to make sure.

293

00:40:04.180 --> 00:40:12.369

ERS Communications Team: Sure. Thank you, Tracy. And as a reminder, the 2024 edition is available on our website ers.usda.gov.

294

00:40:12.670 --> 00:40:23.730

ERS Communications Team: We have another question that came through here. This could be, for any of you were tribal or native American lands, considered in the stats used for broadband usage.

295

00:40:29.920 --> 00:40:55.589

Tracey Farrigan: I will try to answer that by just stating. I'm not sure what is included. We do know that the data are full coverage in terms of if it came from the American Community Survey. If the American Community Survey collects data for those tribal lands and it is included, so it would be but the level of coverage for populations, and those geographies can vary.

296

00:40:58.070 --> 00:40:59.750

ERS Communications Team: Okay, thank you, Tracy.

297

00:41:00.747 --> 00:41:04.409

ERS Communications Team: That's good to know. Our next question is.

298

00:41:04.530 --> 00:41:10.359

ERS Communications Team: What if anything, did the research reveal about changes in rural occupations?

299

00:41:10.400 --> 00:41:16.960

ERS Communications Team: A viewer is particularly interested in changes in farm ownership and labor changes.

300

00:41:18.630 --> 00:41:29.799

Tracey Farrigan: Yeah, I'll start with that. And saying that we didn't look specifically at that, a change in occupation, and in this year's report, but maybe Austin has something he might like to add.

301

00:41:31.570 --> 00:41:52.619

Austin Sanders: Yeah, you're exactly right, Tracy. We didn't look at that in depth in this edition of rural America at a glance. But I believe in the 2022 edition of rural America. At a glance there was a much more in depth, examination of industries in rural areas, and the changes in those industries. So if you're interested in that, I suggest going back to the 2022 version.

302

00:41:54.670 --> 00:41:58.459

ERS Communications Team: Great. Thank you both so much. We have another question here.

303

00:41:58.913 --> 00:42:06.899

ERS Communications Team: Do you have data on 4G and 5G coverage in rural areas and or other types of cell phone services?

304

00:42:11.500 --> 00:42:25.509

Tracey Farrigan: I'm going to pass this to Austin again. John Pender, who unfortunately, is not part of the panel today, would probably be able to best answer this question, but, given that, Austin is very knowledgeable about our data, he might have something to contribute.

305

00:42:28.130 --> 00:42:30.740

Austin Sanders: Not to my knowledge, we don't have this in

306

00:42:31.130 --> 00:42:38.110

Austin Sanders: the publicly available data that I'm most familiar with, which would be the American community survey.

307

00:42:38.270 --> 00:42:41.700

Austin Sanders: But yeah, I think John Pender may have

308

00:42:43.010 --> 00:42:47.430

Austin Sanders: some suggestions, or maybe able to respond to that better. If you reach out.

309

00:42:48.860 --> 00:43:04.359

ERS Communications Team: Okay. So anybody who has any questions that we're not exactly getting answered here today, we do have the ers.press@usda.gov email address listed. Please feel free to submit any follow ups you may have to that email address.

310

00:43:04.580 --> 00:43:17.100

ERS Communications Team: Tracy, speaking of Broadband, we have a question for you that you showed that, despite increasing broadband use over time, rural areas still lag behind urban in terms of broadband access.

311

00:43:17.190 --> 00:43:21.150

ERS Communications Team: What is the Federal Government doing to address the digital divide?

312

00:43:21.980 --> 00:43:32.650

Tracey Farrigan: Yeah, thanks for this question, Tegan. Actually, there are many federal programs that promote broadband deployment and use in rural areas. And among other underserved populations.

313

00:43:32.650 --> 00:43:59.689

Tracey Farrigan: and many of those programs have been established even since the beginning of the COVID-19 pandemic USDA has several that promote broadband deployment in underserved rural areas, the largest of which is the ReConnect grant and Loan program and ERS, has a recent report on the areas and populations served by reconnect as well as 2 other USDA Broadband programs. And that report can be found on the ERS website.

314

00:44:02.180 --> 00:44:06.600

ERS Communications Team: Great. Thank you so much, Tracy. Just a reminder for folks who are tuning

315

00:44:06.980 --> 00:44:11.400

ERS Communications Team: Q. And a feature at the bottom of your screen feel free to submit your questions there

316

00:44:11.470 --> 00:44:21.850

ERS Communications Team: For our team, we have a question here for the team, Tracy. I'll let you assign it. Do we have any information on remote workers in rural areas?

317

00:44:24.612 --> 00:44:30.659

Tracey Farrigan: Again. I think I'm gonna have to lean on Austin to see if he, if he has an answer for that question.

318

00:44:32.422 --> 00:44:33.420

Austin Sanders: So there is.

319

00:44:33.610 --> 00:44:44.024

Austin Sanders: There are some questions asked in the Census Bureau's American Community Survey that can be used to look at remote work. But this is definitely an area of interest for

320

00:44:45.310 --> 00:44:47.960

Austin Sanders: for the branch. And we're always looking for

321

00:44:48.060 --> 00:45:01.030

Austin Sanders: new and more extensive data sources that are going to highlight rural and remote work. And since this is an issue that has really gained a lot of attention the last few years, I think we're kind of waiting for the data to catch up.

322

00:45:03.430 --> 00:45:03.970

ERS Communications Team: Okay.

323

00:45:04.210 --> 00:45:05.570

ERS Communications Team: thank you, Austin.

324

00:45:05.900 --> 00:45:17.900

ERS Communications Team: Switching over a little bit. We have a question submitted here for the team. Is there ERS research on rural housing needs, particularly as rural populations have increased?

325

00:45:22.710 --> 00:45:34.792

Tracey Farrigan: I think that's an area that we're building a research program around, but we don't have us any recent specific reports on that. If there's anyone else on the team who

326

00:45:35.430 --> 00:45:37.780

Tracey Farrigan: can answer that differently, please jump in.

327

00:45:40.760 --> 00:45:41.540

Tracey Farrigan: Okay.

328

00:45:42.380 --> 00:45:53.509

ERS Communications Team: Okay, we'll be moving on to another submitted question here, what are the most interesting or significant learnings from the data in this report?

329

00:45:55.884 --> 00:46:00.360

Tracey Farrigan: Yeah, I think it's more of a a summary statement in terms of

330

00:46:00.540 --> 00:46:19.349

Tracey Farrigan: just the need to highlight this change in the age structure and what it might mean for rural America. Given that this is an at a glance report, we just highlight different indicators that we know are of interest to stakeholders, including policymakers, researchers, and others.

331

00:46:19.350 --> 00:46:41.070

Tracey Farrigan: And but there's definitely other areas in which the change in the age structure, particularly the aging of the population, can impact rural America. So really, with this report, it's just the idea of bringing this to the attention of people and getting them to think about what it may mean for their local areas or their constituents, or their own research.

332

00:46:43.440 --> 00:46:48.139

ERS Communications Team: Great. Thank you so much, Tracy. We have another submitted question here.

333

00:46:48.720 --> 00:46:56.010

ERS Communications Team: What rural industries will be most impacted by retirements in the baby boom generation?

334

00:46:58.490 --> 00:47:08.169

Tracey Farrigan: That's not something that we look explicitly at in our report but Austin may be able to speak to some trends that he's studied in his work that

335

00:47:08.310 --> 00:47:11.739

Tracey Farrigan: that might lead to an answer to that question. Austin, can you take it.

336

00:47:13.484 --> 00:47:22.759

Austin Sanders: That's a great question. And like you, said Tracy, it's not something that we've looked at in this report, and I would need to do some more analysis, to really be able to answer that adequately.

337

00:47:23.490 --> 00:47:24.240

Austin Sanders: .

338

00:47:24.480 --> 00:47:25.180

Tracey Farrigan: Thanks.

339

00:47:26.470 --> 00:47:29.869

ERS Communications Team: Sounds good. We're getting some good questions here. So thank you all.

340

00:47:30.536 --> 00:47:39.290

ERS Communications Team: We have one here for Brandon Brandon in regard to childcare in rural areas compared to urban areas.

341

00:47:39.330 --> 00:47:42.740

ERS Communications Team: How does the capacity or slots available compare?

342

00:47:44.350 --> 00:47:50.230

Brandon Genetin: Yeah, that's an excellent question. This, the data examined for this report

343

00:47:50.370 --> 00:48:02.340

Brandon Genetin: focuses on childcare establishment numbers enroll in urban areas and not capacity numbers, or what we would consider slots available.

344

00:48:02.390 --> 00:48:16.209

Brandon Genetin: As far as the number of establishments go, the number of private childcare establishments has decreased over time for metropolitan areas and increased for non-metropolitan areas.

345

00:48:17.860 --> 00:48:25.729

ERS Communications Team: Okay. So we have a follow up for you on that one. Does the measure of childcare establishments include in-home childcare.

346

00:48:28.980 --> 00:48:49.910

Brandon Genetin: Yes, sorry. Sorry. I thought it was muted. The data used in this section is based on counts of establishments based on reported information. So, therefore it doesn't actually capture those informal childcare arrangements, such as friends or family caring for children.

347

00:48:52.340 --> 00:48:53.040

ERS Communications Team: Okay.

348

00:48:53.400 --> 00:48:54.440

ERS Communications Team: thank you.

349

00:48:54.861 --> 00:49:02.449

ERS Communications Team: Richelle, we have a question for you. How can both metro and non-metro areas be growing due to net

350

00:49:03.160 --> 00:49:06.169

ERS Communications Team: migration. Shouldn't they cancel each other out?

351

00:49:08.660 --> 00:49:10.379

Richelle Winkler: That's a great question.

352

00:49:10.980 --> 00:49:17.960

Richelle Winkler: it's because net migration includes immigration from abroad as well as migration within the country.

353

00:49:18.010 --> 00:49:34.059

Richelle Winkler: And while we don't address. The differences between immigration and domestic migration in this year's report last year's rural America, at a glance report did show that all the net migration growth in metro areas

354

00:49:34.110 --> 00:49:42.550

Richelle Winkler: came from immigration from abroad, whereas most of the growth in non-metro areas was from domestic migration within the country.

355

00:49:44.270 --> 00:49:48.570

ERS Communications Team: Great. Thank you. I think we might have a follow up for you on this one.

356

00:49:48.630 --> 00:49:56.599

ERS Communications Team: Do you look at how much of the rural immigration is from people moving within the U.S. versus migrants coming from overseas.

357

00:49:58.741 --> 00:50:13.039

Richelle Winkler: I think I think mostly I just answered that in that we do not in this report, but in last year's report we do. And so you could find that report on the ERS website to get the exact numbers. I'd have to refer back to that to know.

358

00:50:13.850 --> 00:50:20.076

ERS Communications Team: Sure. Thank you so much, and a reminder for folks. If you have any other questions that were kind of

359

00:50:20.430 --> 00:50:33.110

ERS Communications Team: not answering completely. Here you can search on our website ers.usda.gov, or you can submit messages to the ERS press box the message or the email is there on your screen.

360

00:50:34.002 --> 00:50:35.969

ERS Communications Team: Okay, let's see here.

361

00:50:36.030 --> 00:50:46.180

ERS Communications Team: Brandon, you presented data that shows home health care establishments brew in rural America since 2010. What about workers in the home healthcare industry?

362

00:50:47.350 --> 00:51:16.430

Brandon Genetin: Yeah, thanks, Tegan. So much of the employment data for the home health care industry is suppressed because of privacy concerns. So it doesn't allow us to separate rural and urban counties. However, we can lean on national trends to give us a better picture. So data from the U.S. Bureau of labor statistics indicates employment in this industry increased 47%

363

00:51:16.430 --> 00:51:31.590

Brandon Genetin: from 2010 to 2023, and they still expect growth to continue projecting an increase in employment of home health and personal care aids of 21% in the next decade.

364

00:51:32.065 --> 00:51:45.040

Brandon Genetin: I think it's important to note that this projection is much higher than the projected growth rate of all occupations in the United States, which is estimated to be about 4%.

365

00:51:47.280 --> 00:52:00.860

ERS Communications Team: Okay, thank you, Brandon. I appreciate that. We have another question that came through it is, are agricultural croplands affected by the growing population in rural areas in 2022 data.

366

00:52:04.790 --> 00:52:24.439

Tracey Farrigan: Well, that's not something that we look at in the report. Austin section may have something that at least speaks to agricultural lands in terms of labor, force, participation. Austin, is there anything that you can add that at least relates to that question or answers it.

367

00:52:27.509 --> 00:52:28.559

Austin Sanders: So I can't

368

00:52:29.090 --> 00:52:36.126

Austin Sanders: like you said the report doesn't look at how population growth has affected agricultural land.

369

00:52:36.610 --> 00:52:44.975

Austin Sanders: but we do show that the labor force participation rates among the older populations are higher in

370

00:52:46.420 --> 00:52:53.489

Austin Sanders: in counties that rely on agriculture, more for earnings and for employment. But that doesn't necessarily

371

00:52:53.540 --> 00:52:58.920

Austin Sanders: tell us whether population growth is affecting agriculture there.

372

00:53:01.100 --> 00:53:05.089

ERS Communications Team: Okay, thank you. We just have a, we have about 7Â min left today.

373

00:53:05.160 --> 00:53:09.040

ERS Communications Team: We still have questions coming in. So I'm going to keep asking them.

374

00:53:09.485 --> 00:53:16.990

ERS Communications Team: The next one we have for the group. Where can we access your reported child care establishment counts?

375

00:53:17.040 --> 00:53:19.870

ERS Communications Team: And what's the survey or program called?

376

00:53:21.180 --> 00:53:37.190

Brandon Genetin: Yes, so I can answer that. So the data we use for childcare comes from the Bureau of Labor Statistics, QCEW Data, which is the quarterly census employment and wages data.

377

00:53:37.190 --> 00:53:56.229

Brandon Genetin: And in order to measure defined childcare, we utilize the North American Industry classification system Code, otherwise known as the NACE Code 6244 which measures establishments in childcare services.

378

00:53:58.470 --> 00:54:00.409

ERS Communications Team: Great that's good to know. Thank you.

379

00:54:01.084 --> 00:54:11.590

ERS Communications Team: The next question for the team that was submitted was there any analysis of the rural and urban infrastructure needs in response to the growth trends.

380

00:54:13.760 --> 00:54:25.170

Tracey Farrigan: No, Tegan. Our this year's report does not look specifically at needs, and whether or not the trends that the things that we looked at are sufficient to respond to those needs.

381

00:54:26.960 --> 00:54:28.660

ERS Communications Team: Okay, thank you.

382

00:54:29.850 --> 00:54:42.000

ERS Communications Team: Let's see here, Richelle, we have a question for you. That question is, why are older age counties more widespread today showing up in regions that had few older age counties prior to 2010.

383

00:54:43.720 --> 00:54:44.640

Richelle Winkler: Sure.

384

00:54:45.317 --> 00:55:01.520

Richelle Winkler: In the past counties, with high shares of older people, tended to be retirement destinations that attracted older people moving in or counties, mostly in that great plains region where young people had been leaving for decades.

385

00:55:01.660 --> 00:55:28.279

Richelle Winkler: But more recently, most of the increase in rural aging has been due to aging in place rather than because of migration. And again, this has to do with the oldest of the baby boom generation

starting to turn 65 just in 2011. And then each year, since we've had more people in those older age groups, most of whom have been staying in the county they've lived in for years.

386

00:55:28.360 --> 00:55:45.569

Richelle Winkler: So because this aging in place has been really widespread across the country, it has meant that we now see more diverse types of non-metro counties that have higher concentrations of older people compared to what we saw in 2010 or years prior.

387

00:55:47.870 --> 00:55:51.910

ERS Communications Team: Thank you. I think we have time for maybe one or 2 questions.

388

00:55:52.733 --> 00:55:59.820

ERS Communications Team: Austin, what trends can we expect to see as a larger share of the baby boom generation retires?

389

00:56:03.090 --> 00:56:15.510

Austin Sanders: Richelle has kind of addressed this already, but in the short term we'd expect retiring baby boomers to continue to put a kind of downward pressure on the overall labor force. Participation rates because they make up such a

390

00:56:15.530 --> 00:56:18.360

Austin Sanders: relatively large portion of the rural population.

391

00:56:18.470 --> 00:56:24.479

Austin Sanders: So this means that there will all else held equal. There will be a relatively fewer prime working age. People

392

00:56:24.510 --> 00:56:30.209

Austin Sanders: who are going to need to produce goods, services, and care for a relatively larger number of retirees.

393

00:56:32.430 --> 00:56:33.040

ERS Communications Team: Okay.

394

00:56:33.180 --> 00:56:41.900

ERS Communications Team: Thank you. We have a little, slightly bit of a follow up for you what factors are leading retirement age people to remain in the labor force longer?

395

00:56:42.880 --> 00:56:46.499

Austin Sanders: Yeah, so as we discuss in the report.

396

00:56:46.965 --> 00:56:50.919

Austin Sanders: research on this topic is kind of indicated that these

397

00:56:51.060 --> 00:57:04.610

Austin Sanders: that changes to retirement and social security benefits, changes in the kinds of occupations that are available to older workers, and health improvements have contributed to higher labor force. Participation rates in older age groups.

398

00:57:04.680 --> 00:57:22.410

Austin Sanders: And, as we point out again in the report, these factors can vary quite a bit between urban and rural areas and across different regions of the Us. Based on the industrial composition of a place, the overall population, health of a place, and other place based characteristics.

399

00:57:24.010 --> 00:57:35.649

ERS Communications Team: Great. Thank you. We have one last question here. Where can we get access to the underlying data used for the analysis by State, by state, city, town, and county?

400

00:57:40.964 --> 00:57:44.142

Tracey Farrigan: I think I understand that question to mean,

401

00:57:44.630 --> 00:57:48.650

Tracey Farrigan: specifically based on the data based on the geography.

402

00:57:48.680 --> 00:57:58.090

Tracey Farrigan: And so our data products allow to do that disaggregation by those different types that we presented. And the data products

403

00:57:58.370 --> 00:58:18.610

Tracey Farrigan: can be connected to different types of census data such as American community survey and other kind of similar products. So really, if you're looking at any of the indicators that we have in our report or other indicators of interest that may be in those surveys. You can use our

404

00:58:18.630 --> 00:58:25.819

Tracey Farrigan: geographies to look at those data, and if Austin or Richelle or anyone would like to add more to that, please do.

405

00:58:27.600 --> 00:58:46.249

Austin Sanders: Yeah, I'll just say that if you're interested in any of the data or statistics that are in the report, we do list the source under all of our figures. So you can go to the Census Bureau's website or

the Bureau of Labor Statistics website. And you're able to find those publicly available data on those agencies, websites.

406

00:58:47.870 --> 00:59:04.340

ERS Communications Team: Great. Thank you. We are getting close to time here. So Tracy, Brandon, Austin, and Michelle thank you for sharing the most recent indicators of social and economic conditions in rural America. Thank you so much to our listeners for your interest in ers research on this topic and for joining us today.

407

00:59:04.370 --> 00:59:06.259

ERS Communications Team: Next slide, please, Tracy.

408

00:59:06.850 --> 00:59:26.930

ERS Communications Team: If you found this webinar of interest, mark your calendars for 2 upcoming ERS webinars, The highlights from the December 2024 farm income forecast will be held on December 3rd at 1 p.m. Eastern and our America's Farms and ranches at a glance. 2024 edition will be held on December 10th at one p.m.

409

00:59:27.160 --> 00:59:28.550

ERS Communications Team: Next slide, please.

410

00:59:28.870 --> 00:59:41.039

ERS Communications Team: ERS continues to deliver timely relevant research through our website ers.usda.gov. You can also follow us on social through LinkedIn and X. Thank you for attending today. This concludes our webinar.