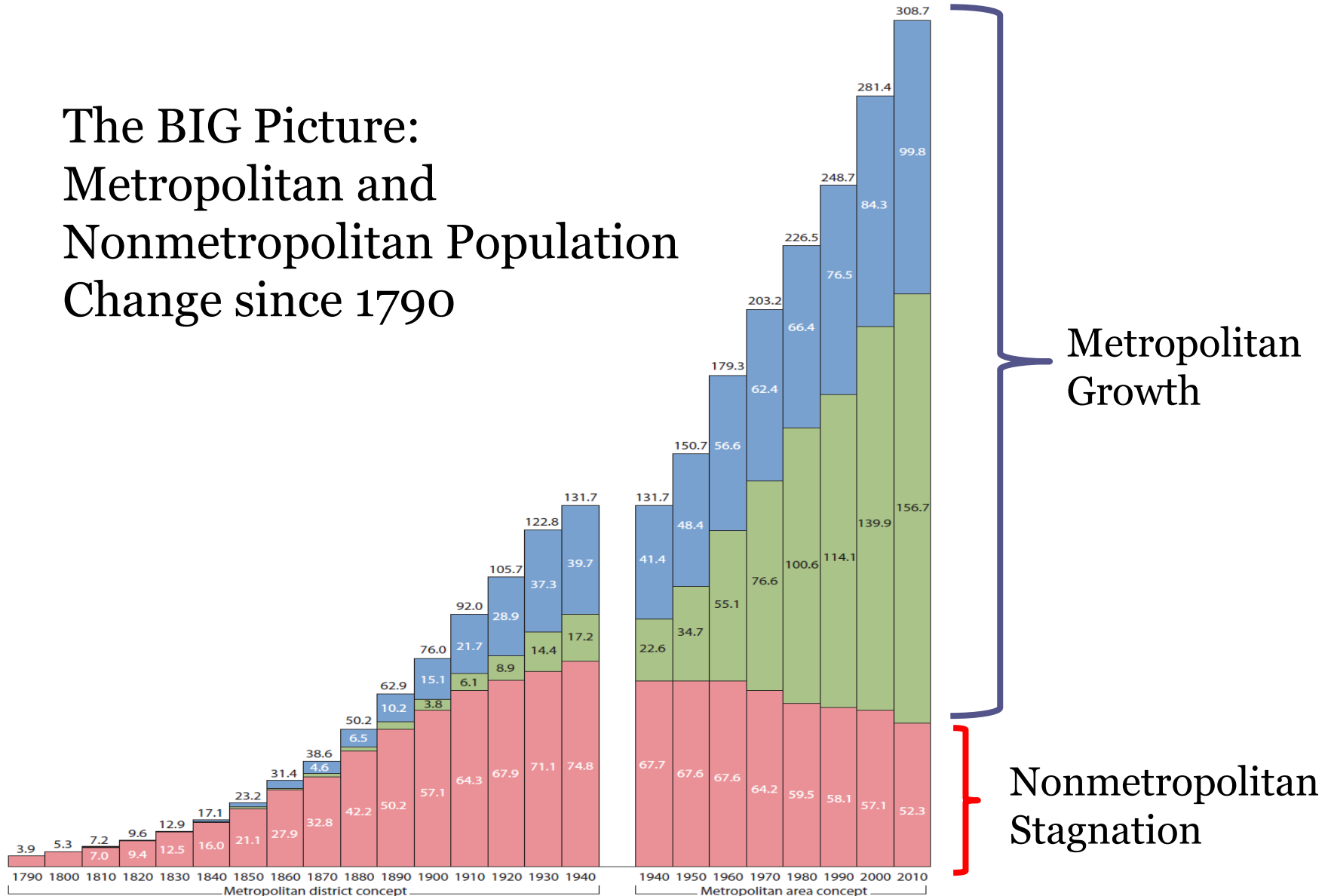


Rural Population Change

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The BIG Picture: Metropolitan and Nonmetropolitan Population Change since 1790



Rural Population Change in a Rapidly Urbanizing Society

The 3 D's . . .

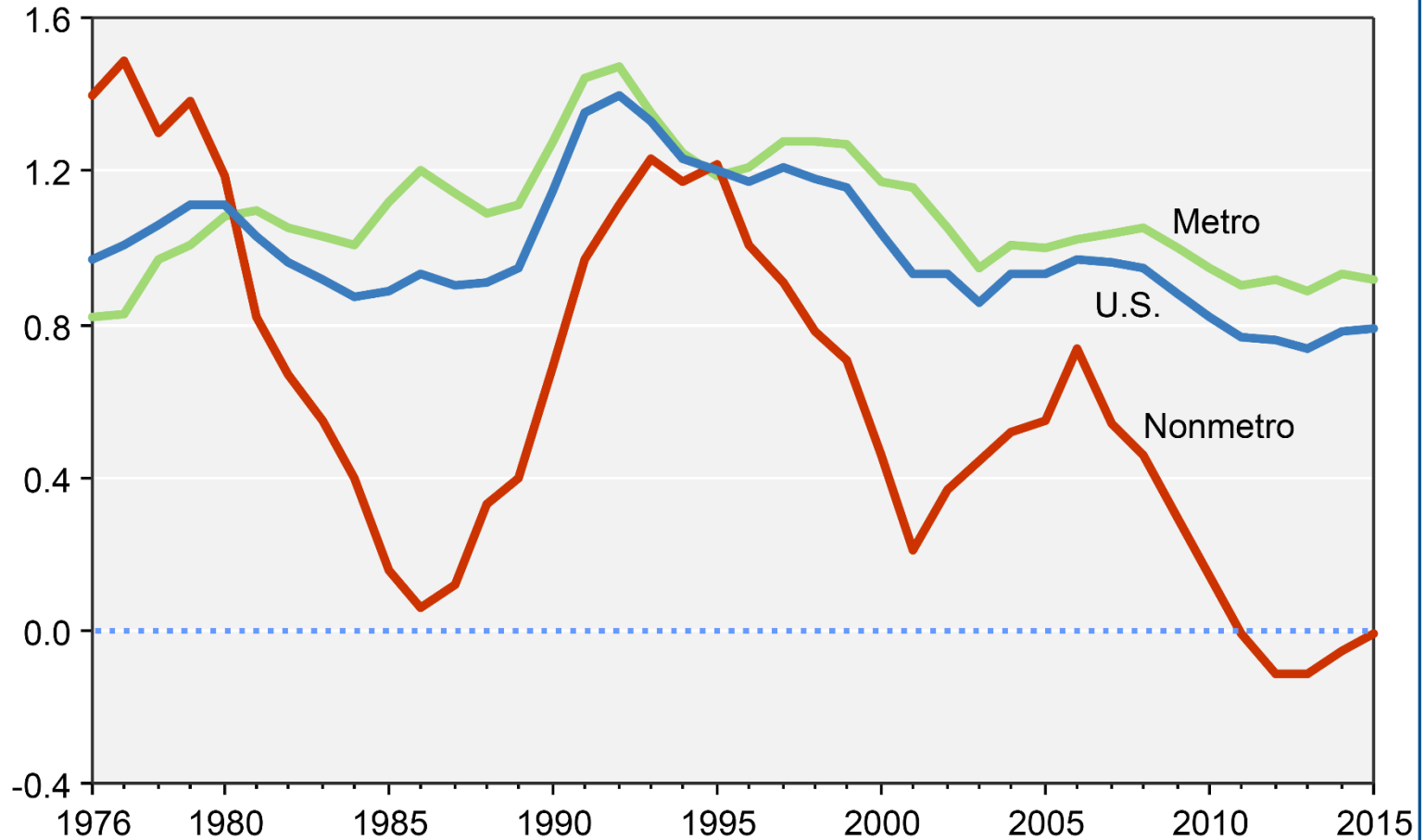
- Depopulation: Rural Population Decline
- Deaths: Natural Decrease (excess of deaths over births)
- Diversity: Growth of Racial Minorities and Immigrants



Depopulation: Unprecedented Population Decline of Rural America

Population change by metro/nonmetro status, 1976-2015

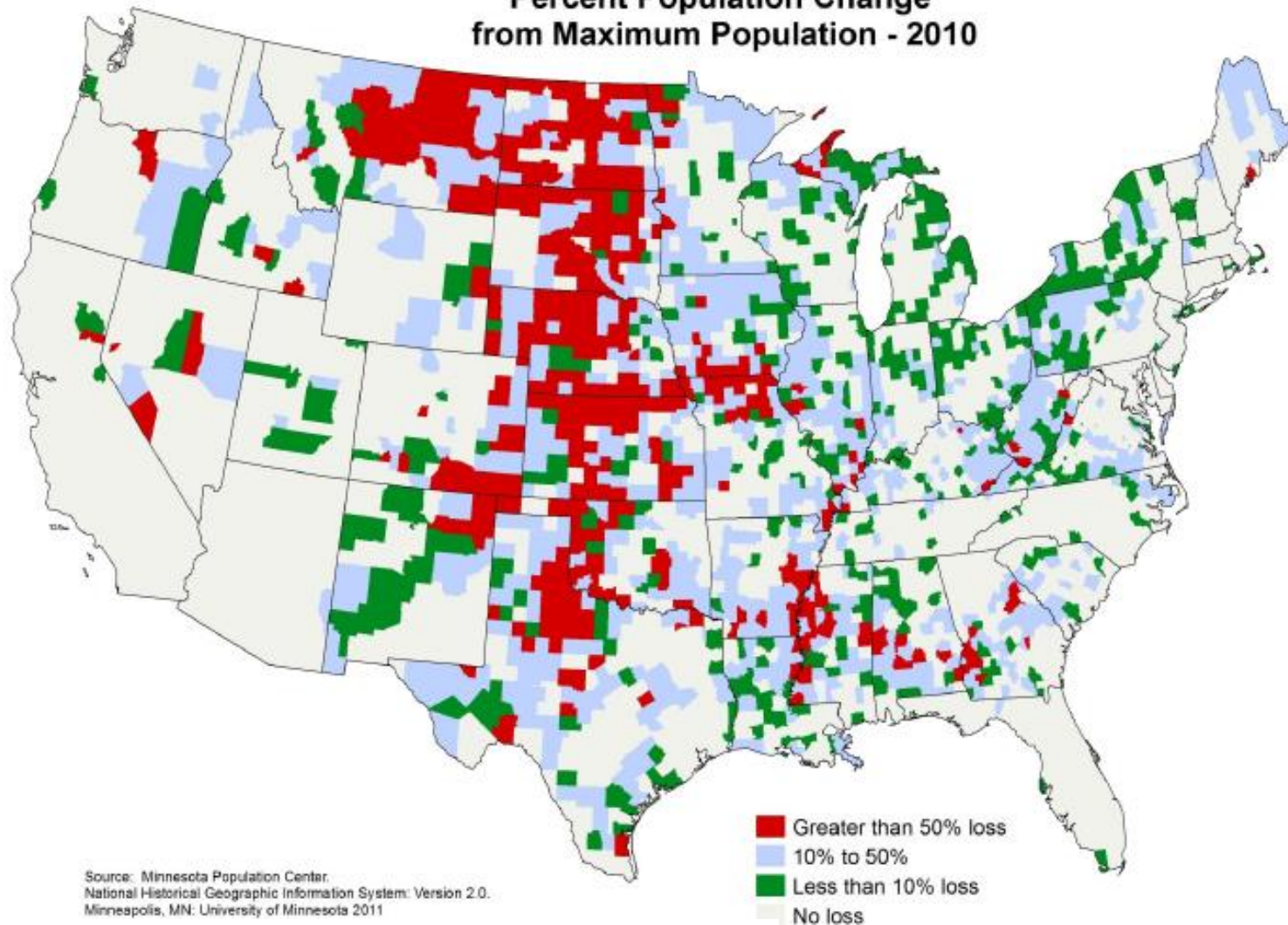
Percent change from previous year



Note: Metro status changed for some counties in 1980, 1990, 2000, and 2010.

Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Percent Population Change from Maximum Population - 2010



Source: Johnson and Lichter, 2017

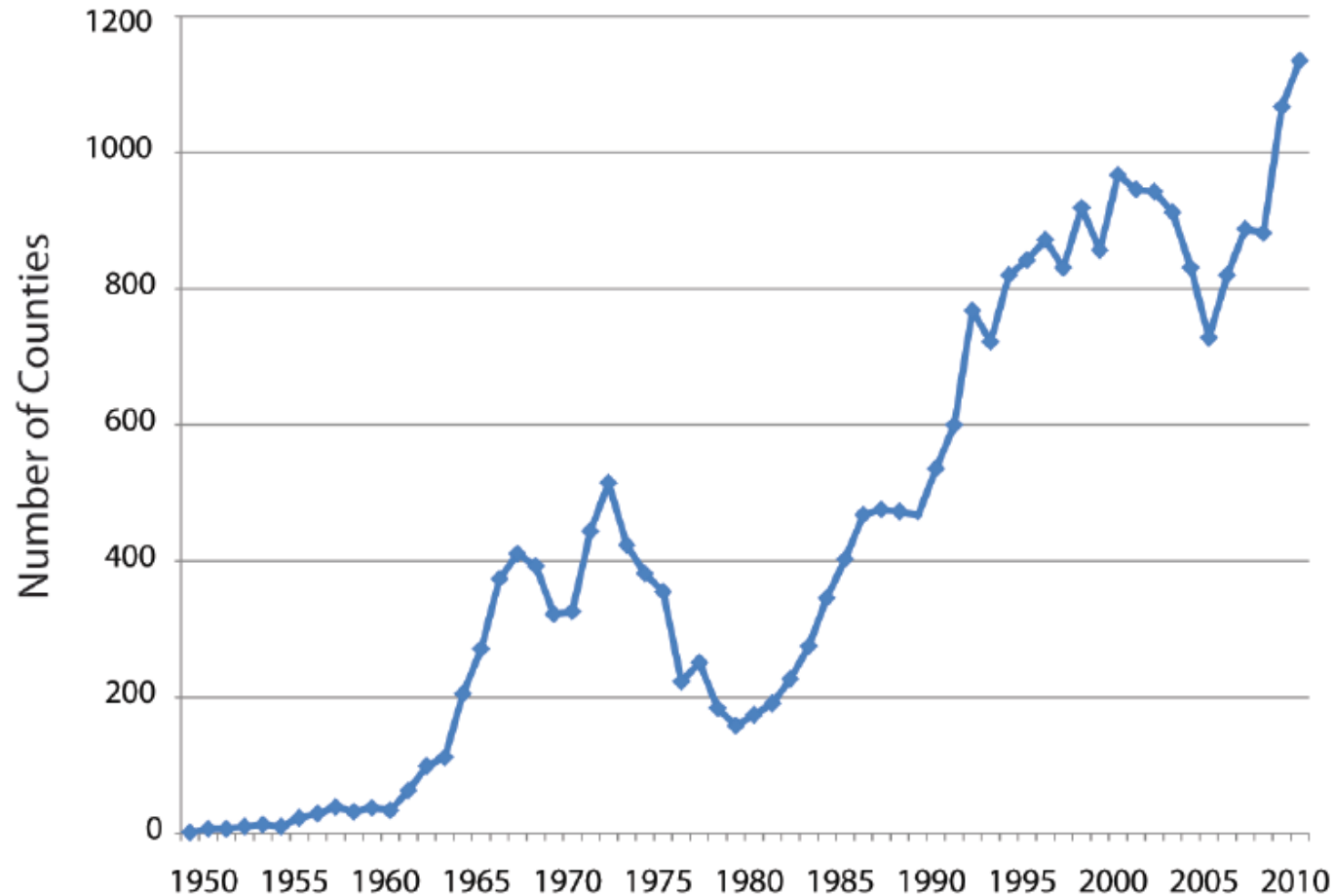
Depopulation in South Dakota: An Example

- 8 of South Dakota counties – all metro – accounted for 96.9% of growth 2000-2010
- 58 nonmetro counties accounted for an additional 1,848 people between 2000-2010



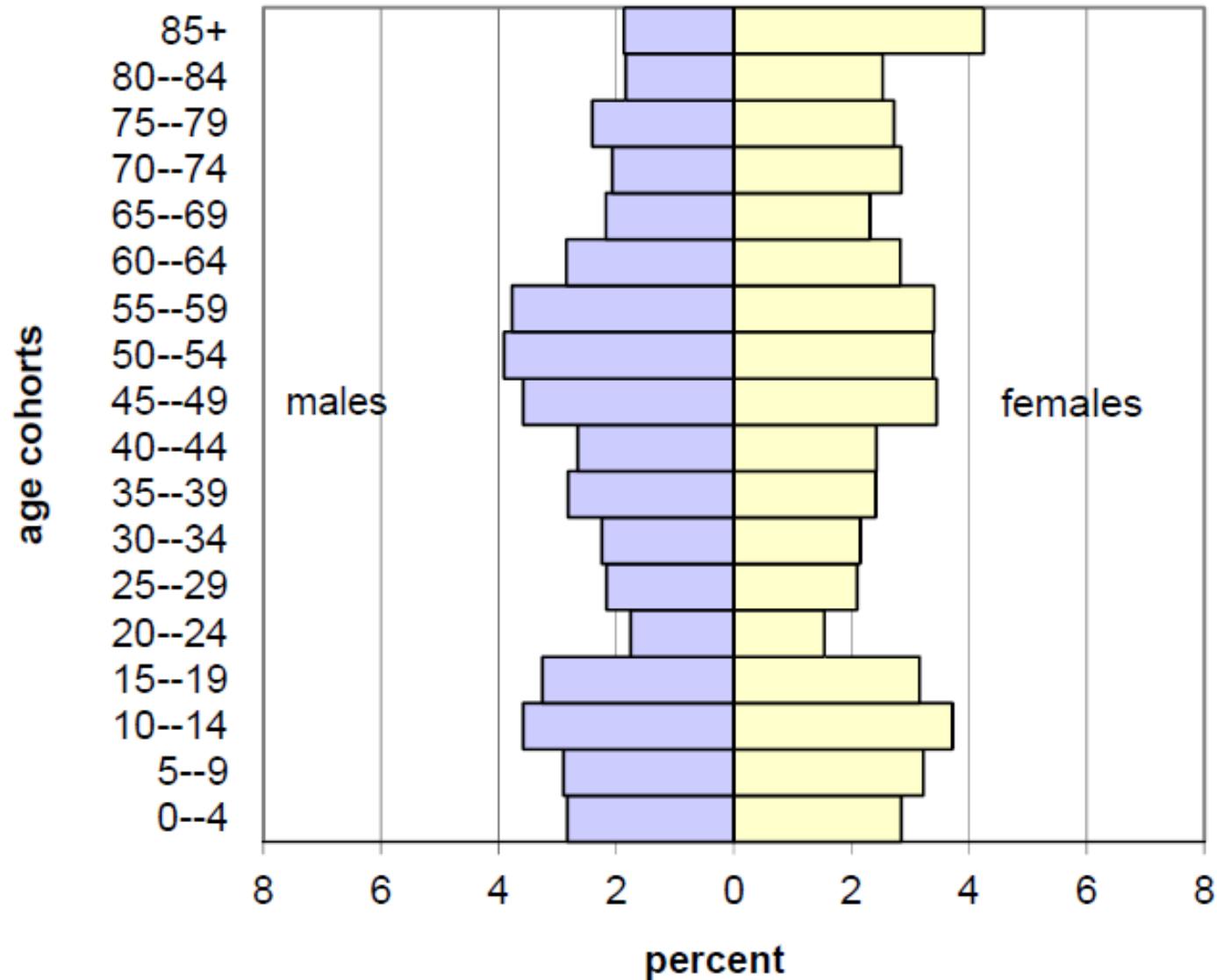
Deaths: From Cradles to Caskets . . . or From Baptisms to Funerals

**FIGURE 1. COUNTIES WITH MORE DEATHS THAN BIRTHS,
1950 TO 2012**



*Source: U.S. Census FSCPE Estimates and National Center for Health Statistics
Analysis: K.M. Johnson, Carsey Institute, University of New Hampshire*

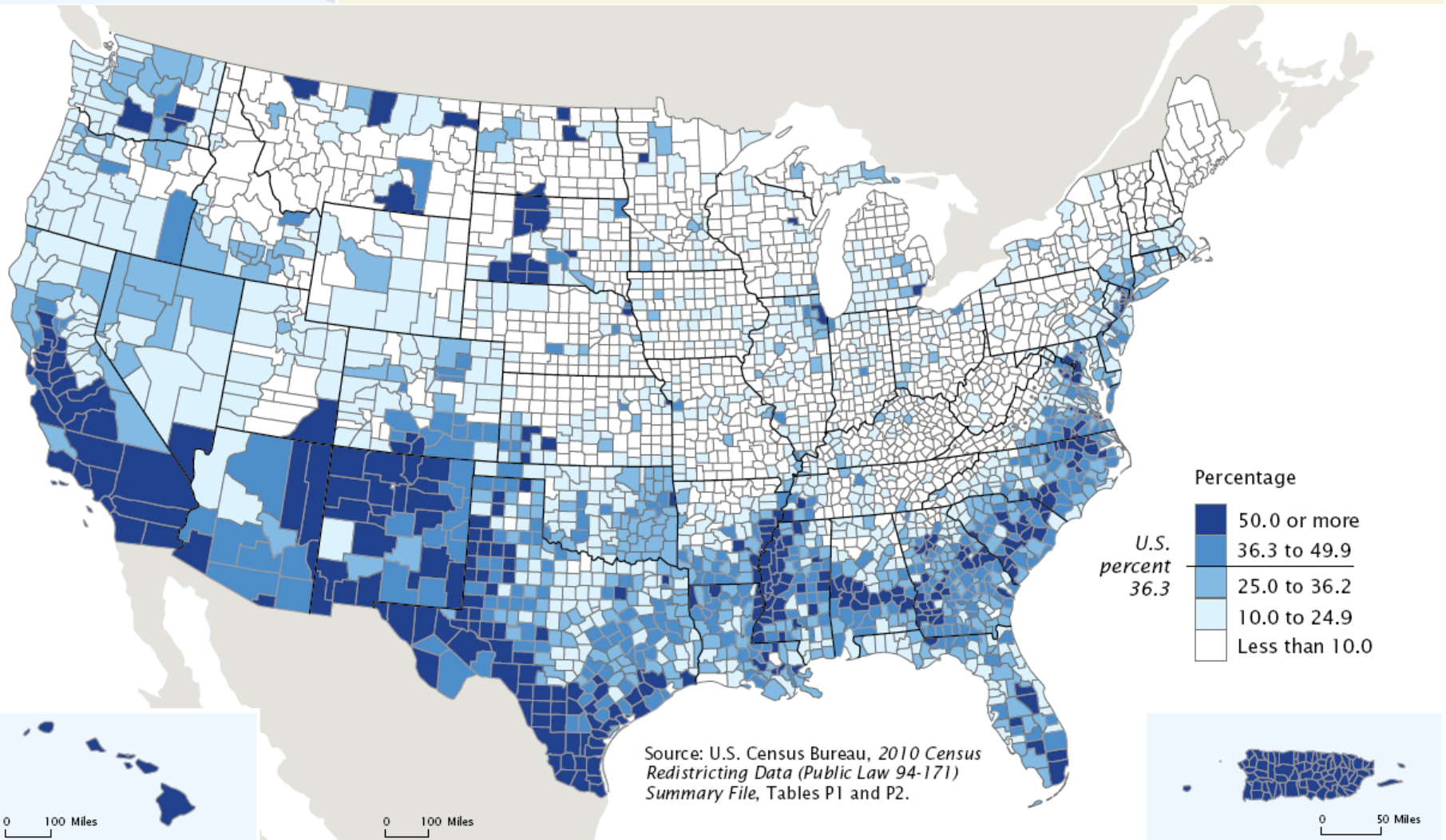
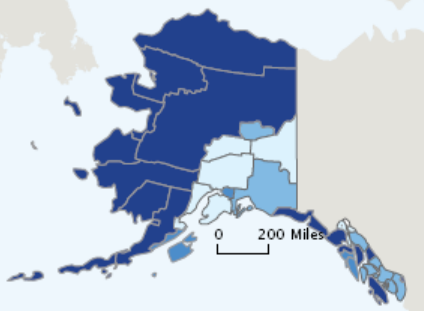
Hutchinson County 2010



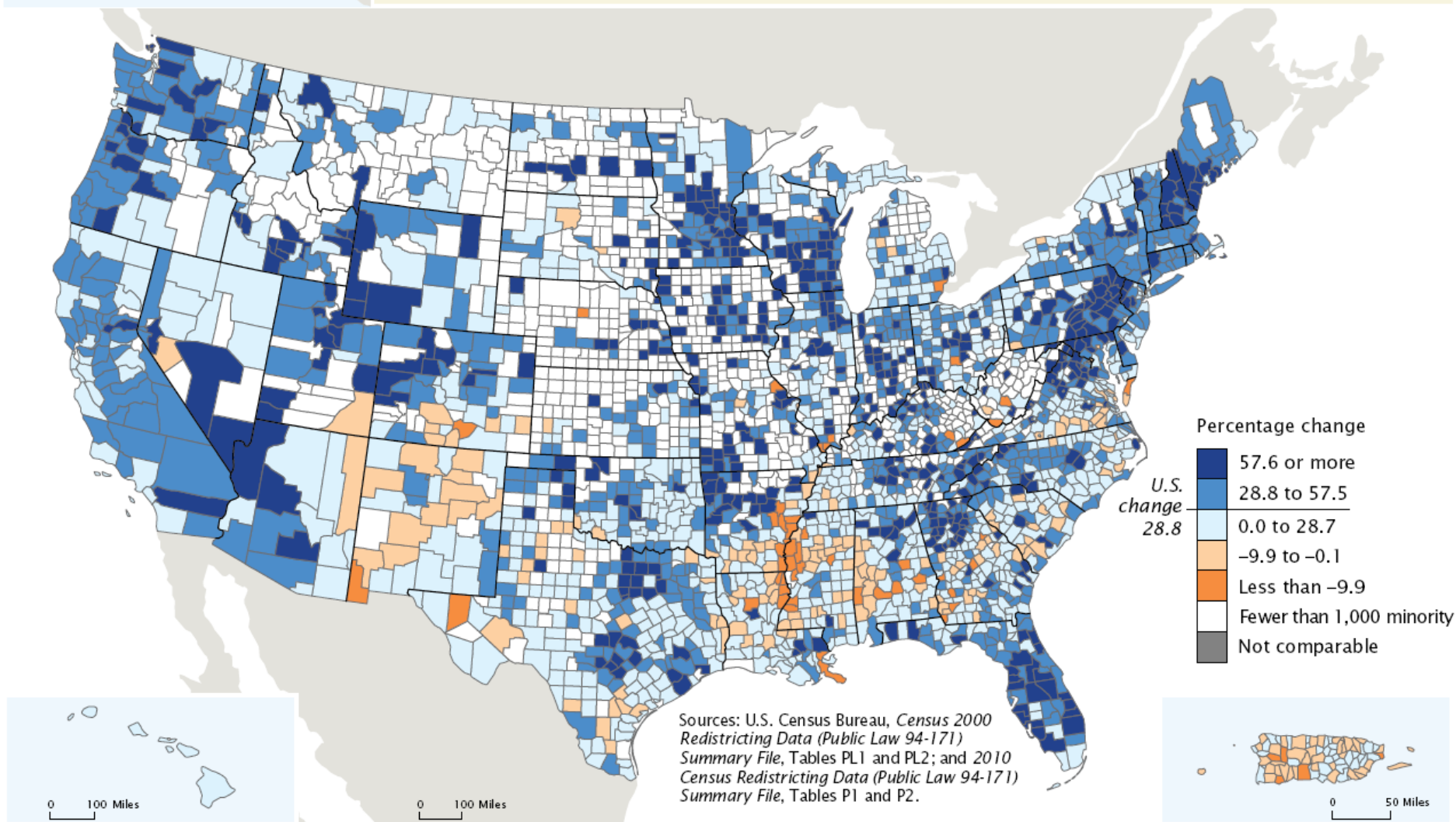
Source: SDSU's Rural Life and Census Data Center, based on 2010 U.S. Decennial Census

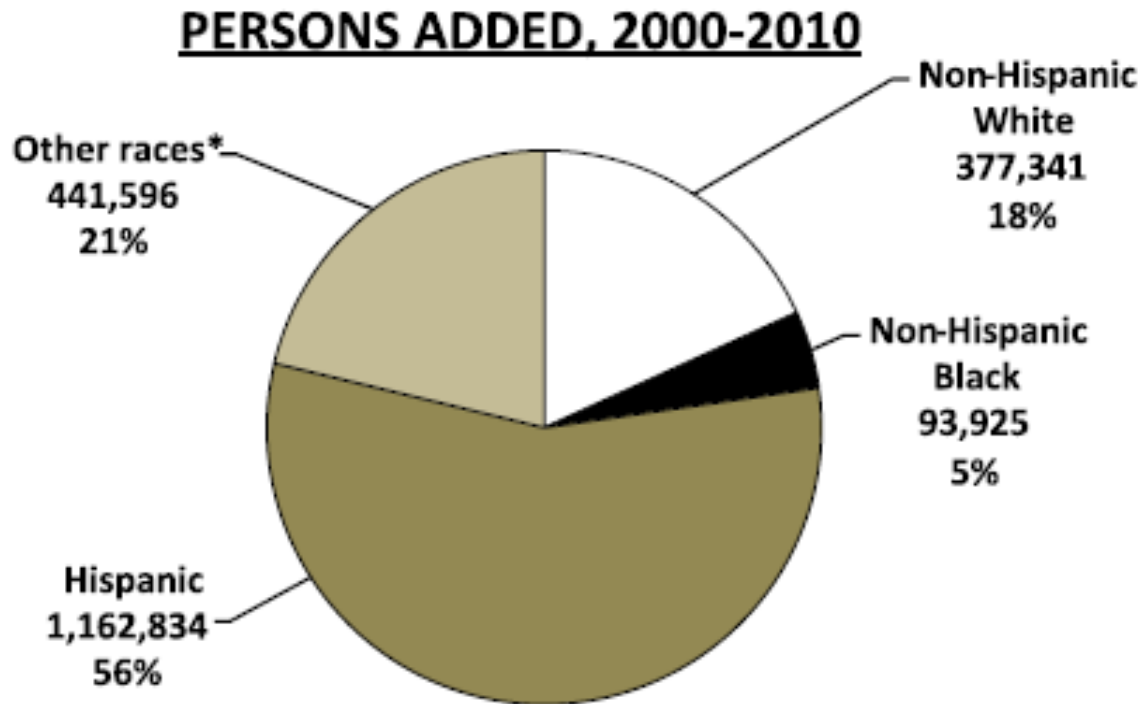
Diversity: Native Americans, African Americans, and Hispanic Growth

Rural Minority Populations are Geographically Concentrated



Widespread Dispersion in Minority Population across U.S. County, Percentage Change, 2000 to 2010





Shares of Nonmetropolitan Growth Due to White and Minority Population Growth, 2000-2010

Source: Lichter 2012, based on U.S. decennial census

Implications . . . and Big Demographic Challenges

- Rural America is facing depopulation, deaths, and diversity – the 3 D's of rural population change
- Older, poorer, and more diverse populations have different needs for medical, legal, and social services
- Rural areas of chronic outmigration and population decline are not likely to attract highly-educated professionals (lacking urban amenities, marriage partners, good schools, health care, etc.)

Thank you . . .

Send inquiries to:

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