The Changing Face of Rural America: Growing Ethnic Diversity

William Kandel
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Presentation Overview

- Growing nonmetro diversity
- Geography of nonmetro diversity
- Causes of growing nonmetro diversity
- Implications
Non-Hispanic Whites continue to far outnumber all other racial and ethnic groups in nonmetro counties

Nonmetro minority populations are increasing at substantially higher rates than non-Hispanic Whites

Consequently, minorities encompass a growing share of the nonmetro population

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Native American</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Multi-race</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>86.8</td>
<td>8.3</td>
<td>1.3</td>
<td>0.5</td>
<td>3.1</td>
<td>n/a</td>
</tr>
<tr>
<td>1990</td>
<td>85.5</td>
<td>8.3</td>
<td>1.7</td>
<td>0.8</td>
<td>3.6</td>
<td>n/a</td>
</tr>
<tr>
<td>2000</td>
<td>82.3</td>
<td>8.4</td>
<td>1.9</td>
<td>0.8</td>
<td>5.5</td>
<td>1.2</td>
</tr>
<tr>
<td>2010</td>
<td>81.1</td>
<td>8.4</td>
<td>1.8</td>
<td>1.0</td>
<td>6.4</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Hispanics’ contribution to nonmetro population growth between 1980 and 2010 will rival that of non-Hispanic Whites

Nonmetro population diversification has occurred more gradually than in metro counties.

The non-Hispanic White population is less concentrated in the South and Southwest ...
... although population decline among nonmetro Whites was widespread between 2000-2006

Source: U.S. Census Bureau, 2006 County Estimates data
The nonmetro Black population continues to be concentrated in the deep South …

Source: U.S. Census Bureau, 2006 County Estimates data
... yet Black population change between 2000-2006 included widespread growth and deep South decline

Percent Change: NH-Blacks
- decline
- 0 - 5% increase
- > 5% increase

Source: U.S. Census Bureau, 2006 County Estimates data
Native Americans reside in the West and the Northern Great Plains ...
... but Native American population increase and decrease were each geographically dispersed

Source: U.S. Census Bureau, 2006 County Estimates data
Asians have concentrated broadly in Midwestern and Western states …

Source: U.S. Census Bureau, 2006 County Estimates data
... and Asian population growth from 2000-2006 was widely dispersed except portions of the Great Plains

Source: U.S. Census Bureau, 2006 County Estimates data
The Multi-race population includes many with Native American and Asian ancestry …

Source: U.S. Census Bureau, 2006 County Estimates data
... and grew everywhere in nonmetro America from 2000-2006 except portions of the Great Plains.

Source: U.S. Census Bureau, 2006 County Estimates data
Causes of growing nonmetro population diversity

- Aging and low fertility of non-Hispanic Whites
- Higher Black fertility and institutional concentration
- Increased propensity to record Native American heritage for government surveys
- Asian refugee settlement and higher Asian fertility
Causes of nonmetro Hispanic population growth

- **PUSH FACTORS**
  - Immigration Reform and Control Act (1986-89)
  - Economic, political climate of California, 1985-95

- **PULL FACTORS**
  - Employment expansion in “low-skilled” industries
  - Quality of life preferences for rural areas
  - Private sector employment recruitment
In 1990, the Hispanic population was concentrated in the West, particularly the Southwest.

Source: 1990 Census data, STF1 file
By 2000, Hispanics were settling in the nonmetro Midwest and Southeast …

Source: 2000 Census data, SF1 file
... a trend that continued through 2006

Source: 2006 Census county estimates
Overall population loss avoided by Hispanic growth

Nonmetro counties with Hispanic population gain and Non-Hispanic population loss, 1990-2000

Source: Computed by ERS from Census 2000 data, SF1 files
Lower median ages of minorities versus non-Hispanic Whites …

Source: ERS analysis of 2006 American Community Survey data
.. Reflect substantially different age structures

Source: ERS analysis of 2006 American Community Survey data
Differences in education attainment have direct labor market implications

**Source:** ERS analysis of 2006 American Community Survey data
Summary

- Minorities comprise almost 20% of the nonmetro population
- Minorities grew 8 times faster than NH-Whites from 2000-06
- Asians, Blacks, and Native Americans are more regionally concentrated than Hispanics
- Long term impacts stem from socio-demographic differences between a larger, older non-Hispanic White population, and smaller, younger, more rapidly growing minority populations.